

## PROGRAMME SPECIFICATION

The Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes.

### SECTION A: DETAILS OF THE PROGRAMME AND AWARD

<b>Programme Title</b>	<b>BA (Hons) Football Business and Finance</b>
<b>Awarding Body</b>	<b>Buckinghamshire New University</b>
<b>Teaching Institution / Programme Location</b>	<b>UCFB – Etihad (Manchester) and Wembley (London)</b>
<b>Faculty</b>	<b>Design, Media &amp; Management</b>
<b>Name of Final Award</b>	<b>Bachelor of Arts with Honours, BA (Hons)</b>
<b>NQF/FHEQ Level of Qualification</b>	<b>Level 6: Bachelor's degree with honours</b>
<b>QAA Subject Benchmark Statement(s)</b>	<b>QAA Subject Benchmark Statement for Business and Management (2015)</b> <b>QAA Subject Benchmark Statement for Hospitality, Leisure, Sport and Tourism (2008)</b>
<b>UCAS Code</b>	<b>CN63</b>
<b>Course Code(s)</b>	<b>BS1FBF1F</b> <b>BS1FBF1FW</b>
<b>Mode of Delivery</b>	<b>Full Time</b>
<b>Length of Study</b>	<b>3 years</b>
<b>Number of Intakes</b>	<b>1 - September</b>
<b>Regime of Delivery</b>	<b>Campus Based</b>
<b>Language of Study</b>	<b>English</b>
<b>Programme Accreditation</b>	<b>n/a</b>
<b>Month and Year valid from</b>	<b>01 September 2016</b>
<b>Publication &amp; Revision Dates</b>	<b>01 September 2016</b>

### Programme Introduction

The Football Business & Finance degree brings the study of finance into the highly stimulating context of the beautiful game and wider sports industries.

Products within the football industry attract the most powerful global brands, such as Nike, BMW, Mercedes, Samsung, Intel, Budweiser, Coca Cola and McDonald's. In contrast, many clubs and organisations struggle to break even and meet their responsibilities of paying creditors and the tax authorities. This degree therefore is essential to produce commercially astute business and finance graduates.

Football Business & Finance integrates the core functions of business management with financial accounting in the context of football and sports organisations and governing bodies. The degree

monitors the intense media coverage of contemporary football issues to apply relevant themes to stimulate and enhance the student learning experience. The interconnected facets of football business are applied across a diverse range of assessment strategies to provide students with a contextual insight of how sources of finance affect an organisation's performance, and how that performance affects an organisation's bottom line.

Throughout all three years of study, core business modules are supplemented by finance modules which require students to understand and apply the fundamentals of accounting terminology such as balance sheets, cash flow, gearing ratios, return on investment, net present value and consolidated accounts. Students will have a comprehensive set of transferable skills to provide a competitive edge in business.

## **Distinguishing Features of the Programme**

Football is a global multi-billion-pound industry. This degree offers a unique opportunity for students to gain an academic qualification in business with specific focus on the football industry, which is based in two professional football environments with all the attendant benefits and opportunities.

The core academic curriculum is directly related to the student tuition fees. The Complementary Curriculum is an 'added value' provision to the paid element of the degree programme. Opportunities to increase employability will be provided through masterclasses, industry workshops, and the Executive Guest Speaker Programme. The Executive Guest Speaker programme is designed to expose students to career insights from successful industry professionals and to provide students with networking opportunities. This balanced and tailored approach to learning enhancement provides an award that is fit for purpose.

### **Distinguishing Features**

- Professional sport business environment in two world class stadia campus locations
- Industry guest lecturers and wider networking opportunities
- Unique Complementary Curriculum to enhance learning and understanding
- Dedicated Employability & Enrichment team for opportunities to apply for unique work experiences and internships

## **Admission Requirements**

The programme seeks to recruit students from diverse educational and social backgrounds who demonstrate both the ability and motivation to benefit from the programme. The programme welcomes applications from those with a wide variety of educational qualifications and will consider on merit applicants with no formal qualifications.

The standard entry requirements for the programme are as follows:

- **Entry qualifications (GCSE's, A' Levels etc.)**  
All applicants should hold a minimum of GCSE grades A\*-C in Maths and English.

Applicants will be permitted to count UCAS points from any qualifications on the UCAS Tariff point scale, provided that they achieve at least two C graded A levels or equivalent (e.g. Merit grades in a BTEC National) as part of their qualifications.

Applicants sitting an IB will be asked to achieve 30 points overall.

Applicants who do not meet these minimum requirements may be permitted to attend an Assessment Day.

Applicants applying without GCSE C in Maths (or approved equivalent) will not be accepted to this programme.

- **Non-academic entry requirements (interview, portfolio, audition)**

An Assessment Day will be used for applicants who demonstrate potential but do not meet the minimum offer requirements. The Assessment Day comprises a Literacy test, Numeracy test and an academic lead interview.

All applicants will be provided with an opportunity at the Assessment Day to meet and discuss their suitability for the programme with the academic team. All applicants are also provided with information relating to student services, with whom they can make contact, should they require additional support or advice as well as information related to appropriate bursaries and funds.

- **UCAS points**

Applicants will be asked to achieve 280 UCAS points overall for 2016.

Following research into similar level programmes and their entry requirements, UCFB will request 300 UCAS points from 2017 onwards (120 UCAS points under the newly revised UCAS points scheme)

- **IELTS**

Applicants from non-majority English speaking countries will be asked for a English qualification which tests Speaking, Listening, Reading and Writing and will be asked to achieve IELTS 6.0 overall.

In cases where an applicant does not require a Tier-4 visa, equivalent English tests may be accepted.

- **Knowledge and Skills**

Applicants should demonstrate a clear interest in their chosen subject and be able to rationalise clearly why they have selected this programme of study along with an ability to study and thrive in an academic environment. This will be assessed primarily through their personal statement and reference and may be explored further through an interview (if required)

## **Employability Statement / Career Prospects**

Career prospects for graduates of the BA (Hons) Football Business and Finance degree programme at UCFB include financial and accounting roles or operational roles within sport, including the ability to rise to senior managerial roles due to the management aspect of the degree. UCFB's unique personal development programme monitors each student throughout the three years. It means we get to know each student's needs and expectations. This ties in with students' career development, ultimately leading to them finding the right place in the football and sport business. For those who wish to extend their studies at the end of their degree, opportunities to study at Masters Level will be encouraged.

## **Professional Statutory and Regulatory Body Accreditation**

n/a

## **SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS**

### **Programme Aims**

The main educational aims of the programme are to:

- Prepare students for a business career in the football industry.
- Provide students with a detailed knowledge of the football industry, with particular reference to its structure, principal stakeholders, governance and regulation.

- Enable students to develop the communication, analytical and problem-solving skills demanded for career advancement in the football industry.
- Provide students with knowledge and understanding of core business and management concepts.
- Provide students with knowledge and understanding of core accounting and finance concepts.
- Enable students to confidently apply accounting and finance principles and practice in the context of the football industry.
- Utilize distinctive delivery locations and professional relationships to provide students with unrivalled opportunities to engage with industry throughout the programme.

## **Programme Learning Outcomes**

### **Table 1: Programme Learning Outcomes and Mapping to Modules**

**On successful completion of Level 6 BA (Hons), a graduate, will be able to demonstrate the achievement of the following learning outcomes:**

<b>Programme Learning Outcomes to Individual Modules</b>				
<b>K</b>	<b>Knowledge and Understanding</b>	<b>Core modules (code) Level 4</b>	<b>Core modules (code) Level 5</b>	<b>Core Modules (code) Level 6</b>
<b>K1</b>	Evaluate core business and management concepts in the context of the football industry.	<b>FB462 FB471</b>	<b>FB564</b>	<b>FB652 FB668</b>
<b>K2</b>	Analyse the national and international environments in which the football industry operates.	<b>FB471 FB472</b>	<b>FB564</b>	<b>FB659 FB668</b>
<b>K3</b>	Explain national, regional and global football league structures.	<b>FB471 FB472</b>	<b>FB564</b>	<b>FB668</b>
<b>K4</b>	Explain the role and influence of football governing bodies and other principal stakeholders at national and international levels.	<b>FB471</b>	<b>FB564</b>	<b>FB652 FB659 FB668</b>
<b>K5</b>	Evaluate governance and legislative frameworks applicable to the football industry.	<b>FB471</b>	<b>FB564</b>	<b>FB652 FB659 FB668</b>
<b>K6</b>	Understand core accounting and finance terms, concepts and tools.	<b>FB454</b>	<b>FB562 FB563</b>	<b>FB652 FB659</b>
<b>K7</b>	Understand the processes involved in generating key financial data.	<b>FB454</b>	<b>FB562 FB563</b>	<b>FB652 FB659</b>
<b>K8</b>	Evaluate the impact of corporate governance and financial reporting on business decisions.	<b>FB454 FB471</b>	<b>FB562 FB563</b>	<b>FB652 FB659 FB668</b>
<b>K9</b>	Understand the challenges faced by organisations when applying UK and international accounting practices.	<b>FB454</b>	<b>FB562 FB563</b>	<b>FB652 FB659</b>
<b>C</b>	<b>Intellectual/Cognitive Skills</b>			
<b>C1</b>	Analyse the structure and operation of the football industry.	<b>FB471</b>	<b>FB564</b>	<b>FB652 FB668</b>
<b>C2</b>	Compare and contrast the role and influence of football governing bodies and other key industry stakeholders.	<b>FB471</b>	<b>FB564</b>	<b>FB652 FB668</b>
<b>C3</b>	Evaluate the impact of governance and regulation on the football industry.	<b>FB471</b>	<b>FB564</b>	<b>FB652 FB668</b>
<b>C4*</b>	Critically evaluate arguments, assumptions, abstract concepts and data, to make judgements, and to frame appropriate questions to achieve a solution, or identify a range of solutions to a problem.	<b>n/a</b>	<b>n/a</b>	<b>FB699</b>
<b>C5*</b>	Demonstrate independent research, making use of scholarly reviews and primary sources.	<b>n/a</b>	<b>n/a</b>	<b>FB699</b>

<b>P</b>	<b>Practical Skills</b>			
<b>P1</b>	Select, justify and apply business and management tools and techniques to propose solutions to a range of management problems in the football industry.	<b>FB472</b>	<b>FB564</b>	<b>FB659</b> <b>FB668</b>
<b>P4</b>	Develop a budget to justify financial planning decisions.	<b>FB454</b>	<b>FB562</b> <b>FB563</b>	<b>FB652</b> <b>FB659</b>
<b>T</b>	<b>Key/Transferable Skills</b>			
<b>T1</b>	Engage in critical thinking, analysis, synthesis and decision making.	<b>FB454</b> <b>FB462</b> <b>FB471</b> <b>FB472</b>	<b>FB562</b> <b>FB563</b> <b>FB564</b> <b>FB550</b>	<b>FB652</b> <b>FB659</b> <b>FB699</b> <b>FB668</b>
<b>T2</b>	Communicate information clearly and coherently in a range of forms relevant to intended audiences.	<b>FB454</b> <b>FB462</b> <b>FB471</b> <b>FB472</b>	<b>FB562</b> <b>FB563</b> <b>FB564</b> <b>FB550</b>	<b>FB652</b> <b>FB659</b> <b>FB699</b> <b>FB668</b>
<b>T3</b>	Work harmoniously and productively with others to achieve shared outcomes.	<b>FB454</b> <b>FB462</b> <b>FB471</b> <b>FB472</b>	<b>FB562</b> <b>FB563</b> <b>FB564</b> <b>FB550</b>	<b>FB652</b> <b>FB659</b> <b>FB699</b> <b>FB668</b>
<b>T4</b>	Manage time effectively in order to meet deadlines and achieve performance targets.	<b>FB454</b> <b>FB462</b> <b>FB471</b> <b>FB472</b>	<b>FB562</b> <b>FB563</b> <b>FB564</b> <b>FB550</b>	<b>FB652</b> <b>FB659</b> <b>FB699</b> <b>FB668</b>
<b>T5</b>	Identify, access, evaluate and apply electronic resources to address problems and questions.	<b>FB454</b> <b>FB462</b> <b>FB471</b> <b>FB472</b>	<b>FB562</b> <b>FB563</b> <b>FB564</b> <b>FB550</b>	<b>FB652</b> <b>FB659</b> <b>FB699</b> <b>FB668</b>
<b>T6</b>	Collect, analyse, interpret and apply numerical data using relevant software packages and presentation methods.	<b>FB454</b> <b>FB462</b> <b>FB471</b> <b>FB472</b>	<b>FB562</b> <b>FB563</b> <b>FB564</b> <b>FB550</b>	<b>FB652</b> <b>FB659</b> <b>FB699</b> <b>FB668</b>

Please list here modules identified as being non-compensable (when a learning outcome is only met by one module or is the dissertation or equivalent) if applicable:

- Research Project

**On successful completion of Level 6 BA Ordinary,**

Graduates will have achieved the majority of the learning outcomes specified above for the full Honours award with the exception of those marked with a \*.

The above learning outcomes will be demonstrated by the achievement of the 120 credits listed at Level 4 for this programme plus the 120 credits listed at Level 5 for this programme and 60 credits at Level 6 (excluding the dissertation or equivalent).

**On successful completion of Level 5 DipHE, a graduate, will be able to demonstrate the achievement of the following learning outcomes:**

- Demonstrate knowledge and a critical understanding of the well-established principles of football business and finance, and of the way in which those principles have developed;

- Apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context;
- Demonstrate knowledge of the main methods of enquiry in football business and finance, and an ability to evaluate the appropriateness of different approaches to solving problems in the field of study;
- Understand of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge;
- Apply a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis;
- Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively;

The above learning outcomes will be demonstrated by the achievement of the 120 credits listed at Level 4 for this programme and the 120 credits listed at Level 5 for this programme.

**On successful completion of Level 4 Cert HE, a graduate will be able to demonstrate the achievement of the following learning outcomes:**

- Demonstrate knowledge of the underlying concepts and principles associated with football business and finance, and an ability to evaluate and interpret these within the context of that area of study;
- Present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of football business and finance
- Discuss the appropriateness of different approaches to solving problems related to football business and finance
- Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments

The above learning outcomes will be demonstrated by the achievement of the 120 credits listed at Level 4 for this programme.

## **Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes**

### **How will students learn?**

This programme is delivered at World-class sporting venue(s), providing first-class facilities in a professional environment reflective of that in which students aspire to work. Being located in such venues gives students regular opportunities to apply their learning and to observe the relevance of the programme to professional practice.

A diverse range of learning and teaching approaches are used as appropriate to each module. Across the programme students benefit from regular contact through lectures, seminars, workshops, tutorials and practical sessions. In addition to timetabled classes for each module, students will also attend a weekly personal tutorial session. Some of these tutorial meetings will be conducted in a group, with others conducted one-to-one contact with a tutor. Proactive use of the VLE and mobile technologies engages students with the broader knowledge base upon which the programme is built. Integration of theory and practice is consistently emphasised to support authentic learning, wherever possible utilizing problem-based approaches, live case studies, and client challenges. 'Complementary

Curriculum' also enhances understanding and skills development, through for example high profile guest speakers and industry visits that reinforce the interdisciplinary nature of the profession.

Students participate in an induction programme which includes introductions to key academic and support staff, the structure and delivery of the programme, training in the use of the VLE, introductions to learning resources and skills support, and a range of familiarization activities. Induction also enables students to meet the other members of their programme and to learn about extra-curricular opportunities.

Each module has a VLE site, which provides support for module-level learning, links to further resources, and information relating to directed and self-directed study.

### **How will students be assessed?**

A range of assessment types are used across the programme, as appropriate to each module to engage students across the range of intellectual and professional knowledge and skill areas expressed in the programme learning outcomes. Assessment is predominantly continuous, employing items such as academic essays, reports, case study analyses, presentations, client challenges, portfolios, reflective writing as well as practically-oriented items such as the production of marketing plans, business plans and company accounts. Examinations and time-constrained assessments are also used to support students' development of key skills including time management and the ability to work individually. Applied assessment tasks are used as far as possible to enable students to link theory with practice, thereby assessing knowledge and understanding alongside subject-specific skills and key skills.

Collaborative working is incorporated where appropriate to enable students to engage in projects of a scale and/or complexity greater than would be achievable individually. Collaborative working also reflects the professional context and supports development of skills for example in communication, negotiation, leadership, and project management. Multiple opportunities are provided for students to benefit from formative feedback from both tutors and peers, for example through class discussions, informal presentations and submission of draft work.

### **Work-Based / Placement Learning**

Not applicable.



## SECTION C: PROGRAMME STRUCTURE(S) AND HOURS

**Table 1: Programme Structure Table**

Programme Title		BA (Hons) Football Business and Finance									
Course Code		BS1FBF1F, BS1FBF1FW									
Mode of Study		Full Time									
Credit Value		UK	360			ECTS			180		
Module Code*	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ([C]ore / [O]ptional)	Credit Value	Assessment Regime			Semester Taught *		
						Written Exam %	Coursework %	Practical %			
<b>Level 4</b>											
FB471	Understanding Football Business	4	1	C	30	40%	60%		2		
FB472	Understanding Football Fans and Customers	4	1	C	30		100%		2		
FB462	Introduction to Marketing	4	1	C	30		100%		1		
FB454	Fundamentals of Accounting and Finance	4	1	C	30	60%	40%		1		
<b>Level 5</b>											
FB550	Research Methods	5	2	C	30		70%	30%	2		
FB562	Intermediate Financial Accounting	5	2	C	30	60%	40%		1		
FB563	Intermediate Management Accounting	5	2	C	30	60%	40%		2		
FB564	International Football Business Analysis	5	2	C	30	40%	60%		1		
<b>Level 6</b>											
FB699	Research Project	6	3	C	30		100%		SB		
FB668	Strategic Management	6	3	C	30		60%	40%	1		
FB652	Corporate Reporting	6	3	C	30	40%	60%		2		
FB659	International Finance	6	3	C	30		100%		1		

\*Modules will have a suffix of FW if taught at Wembley and ET if taught at Etihad

**Table 3: Breakdown of Contact Hours**

*Note: Hours are worked on the basis of full-time study. 1 Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will normally study 120 credits in an academic year which is therefore equated to 1200 notional hours. A full time postgraduate student will normally study*

180 credits in an academic year which equates to 1800 hours. Module Descriptors provide detailed breakdowns of the categories given below.

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	356	844	0	1200
Year Two	308	892	0	1200
Year Three	237	963	0	1200
<b>Total</b>	<b>901</b>	<b>2699</b>	<b>0</b>	<b>3600</b>

## SECTION D: ASSESSMENT REGULATIONS

This programme complies with the approved University regulations *Academic Assessment Regulations* and procedures as detailed on the University website.

The following modules will be non-compensable: *(if not applicable, please state this under the bullet points)*

- Research Project

The calculation of this award will be **level 5 33% and level 6 67%**

### Exit Awards Available

Exit Award Type	Award Title	Credits Achieved
Certificate of Higher Education	Football Business and Finance	120 Credits
Diploma of Higher Education	Football Business and Finance	240 Credits
Ordinary Degree	Football Business and Finance	300 Credits

## SECTION E: FURTHER INFORMATION

### Reference Points

The following reference points were used when designing the programme:

- QAA Subject Benchmark Statement for Business and Management (2015)
- QAA Subject Benchmark Statement for Hospitality, Leisure, Sport and Tourism (2008)
- QAA Framework for Higher Education Qualifications (2014)
- University Academic Qualifications Framework
- Recommendation and feedback from external subject academic and industry professional

### Annual Review and Monitoring

This programme will be monitored annually through the University's Programme Review and Enhancement process, which is a continual cycle of review and enhancement. This process is supported by both the periodic review of departments and the periodic re-approval process for individual programmes. All processes are completed in consultation with students via the Students' Union or student representatives.

## **Student Voice Feedback**

All students will be provided with the opportunity to provide feedback to UCFB on a regular basis. This includes feedback formally via the programme representative who meets with the programme leader on a monthly basis. The programme representative also attends the student council meeting which takes place every 6 weeks, chaired by the Assistant Head of the Campus to raise and discuss concerns of the student cohort. There are also opportunities informally to provide feedback, through students' personal tutors, with whom students can meet on a weekly basis or through their module leaders.

The re-approval of this programme is scheduled for academic year: 2021-2022.

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