

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

Programme Title	BA (Hons) Football Business and Marketing
Awarding Body	Buckinghamshire New University
Teaching Institution / Programme Location	UCFB – Etihad (Manchester) and Wembley (London)
Faculty	Design, Media & Management
Name of Final Award	Bachelor of Arts with Honours, BA (Hons)
NQF/FHEQ Level of Qualification	Level 6: Bachelor's degree with honours
QAA Subject Benchmark Statement(s)	QAA Subject Benchmark Statement for Business and Management (2015) QAA Subject Benchmark Statement for Hospitality, Leisure, Sport and Tourism (2008)
UCAS Code	CN65
Course Code(s)	BS1FBK1F BS1FBK1FW
Mode of Delivery	Full Time
Length of Study	3 years
Number of Intakes	1 - September
Regime of Delivery	Campus Based
Language of Study	English
Programme Accreditation	n/a
Month and Year valid from	01 September 2016
Publication & Revision Dates	01 September 2016

Programme Introduction

Football is a multi-billion-pound global industry driven by the marketing of its products. Consumer retention targets place an increased emphasis on organisations to develop their relationships with fans and consumers. The emergence of digital platforms has provided football organisations with the tools to reach a range of stakeholders on a local and global scale. Consequently, elite and lower league clubs require increased expertise to apply online and offline tools such as websites, social media, advertising and direct mail to increase their brand communications.

The English Premier League is a cutting edge example of how the marketing of football related products can exceed growth. Understanding how this growth has been achieved in a turbulent economic environment makes this an ideal context for the study of marketing. Beyond football clubs, leagues and associations, the manufacturers and retailers of football shirts, boots and other kit are

well known as among the most successful, fast-changing, fashionable and technologically advanced businesses in the world, responding to the tribal nature of 'fandom'.

These studies will focus on the core functions of football business management accompanied by marketing modules. The marketing pathways explore the principles of marketing and communications theory and apply theory to live projects to develop employability skills. Students will gain an understanding of football business and be introduced to international business models and management concepts, business planning, return on investment, strategy integration, contemporary issues and digital marketing. Students will plan, implement and evaluate digital marketing plans for an industry organisation.

Students of this programme will be taught in lectures and participate in stimulating seminar debates, with academic support via UCFB's virtual learning environment. Assessments combine practical web development with the academic rigour of market research, consumer segmentation and audience selection. The many facets of marketing provide a broad context for learning and there are exciting job prospects for those who can thrive in its multicultural, technologically sophisticated world.

Distinguishing Features of the Programme

Football is a global multi-million-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 a professional football club 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, the Professional Development Programme (PDP) and the Executive Guest Speaker Programme. PDP facilitates and supports the academic and professional development of each student. 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. UCFB's Professional Development Programme systematically monitors the engagement and participation of each student throughout the three years, as each student will be allocated an Academic Mentor for the entirety of their degree. This enables UCFB to better understand the individual needs and career expectations of each student.

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 28 points overall.

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

- **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 240 UCAS points overall for 2016. Following research into similar level programmes and their entry requirements, UCFB will request 280 UCAS points from 2017 onwards (112 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

Football is a multi-billion-pound global industry driven by the marketing of its products and events. The emergence of digital platforms has provided football organisations with the tools to reach a range of stakeholders on a local and global scale, with it coming a huge variety of professional roles within the game including marketing manager, football analyst, club welfare officer, commercial executive, CRM manager, partnerships executive and programme administrator. Graduates have 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 marketing
- Enable students to confidently apply marketing 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:

Programme Learning Outcomes to Individual Modules				
K	Knowledge and Understanding	Core modules Level 4	Core modules Level 5	Core modules Level 6
K1	Evaluate core business and management concepts in the context of the football industry.	FB458 FB471 FB472	FB555 FB557 FB564	FB668
K2	Analyse the national and international environments in which the football industry operates.	FB458 FB462 FB471 FB472	FB564	FB655 FB656
K3	Explain national, regional and global football league structures.	FB471 FB472	FB564	FB656
K4	Explain the role and influence of football governing bodies and other principal stakeholders at national and international levels.	FB471	FB564	FB656 FB668
K5	Evaluate governance and legislative frameworks applicable to the football industry.	FB471	FB564	FB656
K6	Understand core marketing terms, concepts and tools.	FB458 FB462	FB555 FB557	FB655 FB656
K7	Analyse consumer decision making and behaviours in a football context.	FB458 FB462 FB471 FB472	FB555 FB557 FB564	FB655 FB656
K8	Evaluate the application of branding in a football context.	FB458 FB462 FB471	FB555 FB557	FB655 FB656
K9	Evaluate the application of digital marketing in a football context	FB458 FB462	FB555 FB557	FB656
K10	Evaluate the application of integrated marketing communications (IMC) in a football context.	FB458 FB462	FB555 FB557	FB655 FB656
C	Intellectual/Cognitive Skills			
C1	Analyse the structure and operation of the football industry.	FB471 FB472	FB564	FB668
C2	Compare and contrast the role and influence of football governing bodies and other key industry stakeholders.	FB471 FB472	FB564	FB668
C3	Evaluate the impact of governance and regulation on the football industry.	FB471 FB472	FB564	FB668

C4	Select, justify and apply business and management tools and techniques to propose solutions to a range of management problems in the football industry.	FB462 FB471 FB472	FB564	FB656 FB668
C5	Apply research techniques to identify and define market segments in the football industry.	FB458 FB472 FB462	FB555 FB557 FB564	FB655 FB656
C6*	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.	n/a	n/a	FB699
C7*	Demonstrate independent research, making use of scholarly reviews and primary sources.	n/a	n/a	FB699
P	Practical Skills			
P1	Conduct research to develop and justify a marketing plan in a football context.	FB458 FB462	FB555 FB557	FB655 FB656
P2	Develop and justify an integrated marketing communications campaign with strong digital components in the context of the football industry.	FB458 FB462	FB555 FB557	FB655 FB656
P3	Apply creativity in the development of innovative approaches to marketing problems and decisions.	FB462 FB471 FB472	FB555 FB557 FB564	FB655 FB656
T	Key/Transferable Skills			
T1	Engage in critical thinking, analysis, synthesis and decision making.	FB458 FB462 FB471 FB472	FB555 FB557 FB564 FB550	FB655 FB656 FB668 FB699
T2	Communicate information clearly and coherently in a range of forms relevant to intended audiences.	FB458 FB462 FB471 FB472	FB555 FB557 FB564 FB550	FB655 FB656 FB668 FB699
T3	Work harmoniously and productively with others to achieve shared outcomes.	FB458 FB462 FB471 FB472	FB555 FB557 FB564 FB550	FB655 FB656 FB668 FB699
T4	Manage time effectively in order to meet deadlines and achieve performance targets.	FB458 FB462 FB471 FB472	FB555 FB557 FB564 FB550	FB655 FB656 FB668 FB699
T5	Identify, access, evaluate and apply electronic resources to address problems and questions.	FB458 FB462 FB471 FB472	FB555 FB557 FB564 FB550	FB655 FB656 FB668 FB699

T6	Collect, analyse, interpret and apply numerical data using relevant software packages and presentation methods.	FB458 FB462 FB471 FB472	FB555 FB557 FB564 FB550	FB655 FB656 FB668 FB699
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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:

- FB699 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 their area(s) of study, 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 the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study;
- Understanding 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 their area(s) of study, 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 their subject(s) of study

- Evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work
- 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 Marketing								
Course Code		BS1FBK1F, BS1FBK1FW								
Mode of Study		Full Time								
Credit Value		UK	360			ECTS		180		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award (<i>C</i> /core / <i>O</i> ptional)	Credit Value	Assessment Regime			Semester Taught *	
						Written Exam %	Coursework %	Practical %		
Level 4										
FB471	Understanding Football Business	4	1	C	30	40%	60%		S1	
FB462	Introduction to Marketing	4	1	C	30		100%		S1	
FB472	Understanding Football Fans and Customers	4	1	C	30		100%		S2	
FB458	Integrated Marketing Communications	4	1	C	30		40%	60%	S2	
Level 5										
FB550	Research Methods	5	2	C	30		70%	30%	S2	
FB557	Event Marketing	5	2	C	30		85%	15%	S1	

FB555	Digital Marketing	5	2	C	30		100%		S2
FB564	International Football Business Analysis	5	2	C	30	40%	60%		S1
Level 6									
FB699	Research Project	6	3	C	30		100%		SB
FB668	Strategic Management	6	3	C	30		60%	40%	S1
FB656	Global Marketing Management	6	3	C	30	30%	70%		S2
FB655	Football Brand Strategy	6	3	C	30		100%		S1

Table 3: Breakdown of Contact Hours

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	374	826	0	1200
Year Two	358	842	0	1200
Year Three	313	887	0	1200
Total	1045	2555	0	3600

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 Marketing	120 Credits
Diploma of Higher Education	Football Business and Marketing	240 Credits
Ordinary Degree	Football Business and Marketing	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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