

# 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 Media</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>QAA Subject Benchmark Statement for Communication, Media, Film and Cultural Studies (2008)</b>
<b>UCAS Code</b>	<b>CP63</b>
<b>Course Code(s)</b>	<b>BS1FBM1F</b> <b>BS1FBM1FW</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 industry has been transformed by media investment and emergent communications technologies that range from the latest English Premier League television and radio broadcast deals to the proliferation of online media. The football industry is supported by all media platforms including print, broadcast and online, and at multiple levels; as a source of content, as a competitive business tool in the pursuit of audiences, and as a forum and environment for social media discourse. Sports media is a multi-faceted environment and this degree provides UCFB students with a contextual degree on how public relations and journalism relate to the business of football.

The media pathways explore the many facets of media communications and develop the students' understanding of the interconnected relationship between industry stakeholders. Students will also

gain an understanding of football business and media by introducing international football business models and management concepts, business planning, contemporary issues and public relations events strategy. There will be opportunities to develop the practical application of how football brands communicate to their audiences through PR related activity.

## Distinguishing Features of the Programme

In this century, the mutual dependence of football business and the media has become central to understanding either industry. The back pages of newspapers have given way to special supplements and coverage throughout the papers. Before fans and readers see any of this commentary they have often seen or heard live coverage of games, wherever they are in the world. Industry stakeholders are ever more conscious of image rights and of controlling the flow of content to external media. UCFB brings senior figures from media institutions and governing bodies to work with students and provide them with important insights to how the media really works.

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**

The football industry has been transformed over the last decade with broadcast deals worth billions of pounds for worldwide coverage across a multitude of platforms. This degree provides UCFB students with an insight into how public relations and journalism relate to the business of football and the wider sports industry with career opportunities as wide and varied as media and marketing manager, digital media executive, social media strategist, video service manager, videographer, football data analyst and match day commentator. 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 BA (Hons) Football Business & Media are to:

- Prepare students for a 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 media and journalism concepts.
- Enable students to confidently apply media and journalism principles and practice in the context of the football industry.
- Utilise 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**

<b>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</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>FB471 FB472</b>		
<b>K2</b>	Analyse the national and international environments in which the football industry operates.	<b>FB471 FB472</b>	<b>FB564</b>	<b>FB651 FB664</b>
<b>K5</b>	Evaluate governance and legislative frameworks applicable to the football industry.	<b>FB471 FB472</b>	<b>FB564</b>	<b>FB651 FB664</b>
<b>K6</b>	Understand core media and journalism terms, concepts and tools.	<b>FB468 FB469</b>	<b>FB552 FB573</b>	<b>FB651 FB664 FB663 FB699</b>
<b>K7</b>	Evaluate the application of a range of media platforms in a football context.	<b>FB468 FB469</b>	<b>FB552 FB573</b>	<b>FB651 FB664 FB663</b>
<b>K8</b>	Explain the legal and ethical frameworks that govern media and journalism practice in a football context.	<b>FB468 FB469</b>	<b>FB552 FB573</b>	<b>FB651 FB664 FB663</b>

<b>K9</b>	Understand key techniques for gathering, developing and presenting media content in a football context.	<b>FB468</b> <b>FB469</b>	<b>FB552</b> <b>FB573</b>	<b>FB651</b> <b>FB664</b> <b>FB663</b> <b>FB699</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>FB472</b>	<b>FB564</b>	<b>FB651</b> <b>FB699</b>
<b>C2</b>	Compare and contrast the role and influence of football governing bodies and other key industry stakeholders.	<b>FB471</b> <b>FB472</b>	<b>FB564</b>	
<b>C3</b>	Evaluate the impact of governance and regulation on the football industry.	<b>FB471</b> <b>FB472</b>	<b>FB564</b>	<b>FB651</b> <b>FB699</b> <b>FB663</b>
<b>C4</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>FB471</b> <b>FB472</b>	<b>FB564</b>	<b>FB663</b> <b>FB699</b>
<b>C5</b>	Identify and develop key sources of media and journalistic content in the football industry.	<b>FB468</b> <b>FB469</b>	<b>FB552</b> <b>FB573</b>	<b>FB651</b> <b>FB664</b> <b>FB663</b>
<b>C6*</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>FB699</b>
<b>C7*</b>	Demonstrate independent research, making use of scholarly reviews and primary sources.			<b>FB699</b>
<b>P</b>	<b>Practical Skills</b>			
<b>P1</b>	Apply techniques for the editing of content across media platforms.	<b>FB468</b> <b>FB469</b>	<b>FB552</b> <b>FB573</b>	<b>FB663</b>
<b>P2</b>	Apply television and radio presentation skills and techniques.		<b>FB552</b> <b>FB573</b>	<b>FB663</b>
<b>P3</b>	Apply techniques for the production of content for traditional and digital media platforms.	<b>FB468</b> <b>FB469</b>	<b>FB552</b> <b>FB573</b>	<b>FB663</b> <b>FB699</b>
<b>T</b>	<b>Key/Transferable Skills</b>			
<b>T1</b>	Be able to engage in critical thinking, analysis, synthesis and decision making.	<b>FB468</b> <b>FB469</b> <b>FB471</b> <b>FB472</b>	<b>FB552</b> <b>FB564</b> <b>FB550</b> <b>FB573</b>	<b>FB651</b> <b>FB664</b> <b>FB663</b> <b>FB699</b>
<b>T2</b>	Be able to communicate information clearly and coherently in a range of forms relevant to intended audiences.	<b>FB468</b> <b>FB469</b> <b>FB471</b> <b>FB472</b>	<b>FB552</b> <b>FB564</b> <b>FB550</b> <b>FB573</b>	<b>FB651</b> <b>FB664</b> <b>FB663</b> <b>FB699</b>
<b>T3</b>	Be able to work harmoniously and productively with others to achieve shared outcomes.	<b>FB468</b> <b>FB469</b> <b>FB471</b> <b>FB472</b>	<b>FB552</b> <b>FB564</b> <b>FB550</b> <b>FB573</b>	<b>FB651</b> <b>FB664</b> <b>FB663</b> <b>FB699</b>

<b>T4</b>	Be able to manage time effectively in order to meet deadlines and achieve performance targets.	<b>FB468</b> <b>FB469</b> <b>FB471</b> <b>FB472</b>	<b>FB552</b> <b>FB564</b> <b>FB550</b> <b>FB573</b>	<b>FB651</b> <b>FB664</b> <b>FB663</b> <b>FB699</b>
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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:

- 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;
- Demonstrate an 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;
- Is able to 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 CertHE, 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 media, 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 media
- Discuss the appropriateness of different approaches to solving problems related to football business and media

- 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 media packages. 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 Media							
Course Code		BS1FBM1F, BS1FBM1FW							
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>[Core / Optional]</i> )	Credit Value	Assessment Regime			Semester Taught *
						Written Exam %	Coursework %	Practical %	
<b>Level 4</b>									
FB468	Principles of Sports Media	4	1	C	30		100%		S1
FB471	Understanding Football Business	4	1	C	30	40%	60%		S1
FB472	Understanding Football Fans and Customers	4	1	C	30		100%		S2
FB469	Social and Digital Sports Media	4	1	C	30		100%		S2
<b>Level 5</b>									
FB564	International Football Business Analysis	5	2	C	30	40%	60%		S1
FB552	Broadcast Journalism	5	2	C	30		100%		S1
FB573	Television Production	5	2	C	30		100%		S2
FB550	Research Methods	5	2	C	30		70%	30%	S2
<b>Level 6</b>									
FB664	Public Relations Strategy	6	3	C	30		100%		S1
FB699	Research Project	6	3	C	30		100%		SB
FB651	Contemporary Issues in Sports Media	6	3	C	30		100%		S2
FB663	Professional Practice Portfolio	6	3	C	30		100%		S1

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

**Table 3: Breakdown of Contact Hours**

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	328	872	0	<b>1200</b>
Year Two	356	844	0	<b>1200</b>
Year Three	301	819	80	<b>1200</b>
<b>Total</b>	<b>985</b>	<b>2535</b>	<b>80</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 Media	120 Credits
Diploma of Higher Education	Football Business and Media	240 Credits
Ordinary Degree	Football Business and Media	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 Subject Benchmark Statement for Communication, Media, Film and Cultural Studies (2008) Annual Review and Monitoring
- University Academic Qualifications Framework
- Recommendation and feedback from external subject academic and industry professional

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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