

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) Multimedia Sports Journalism
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 Communication, Media, Film and Cultural Studies (2008) QAA Subject Benchmark Statement for Hospitality, Leisure, Sport and Tourism (2008)
UCAS Code	P590
Course Code(s)	BS1MSJ1F BS1MSJ1FW
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

The Multi-Media Sports Journalism degree at UCFB is designed to equip students with a range of sports journalism and broadcast media skills to maximise their employability upon graduation.

The media landscape has changed almost beyond recognition in recent years following a digital revolution which has paved the way for a 24-hour rolling news agenda. In that time, sports journalism has also developed to become the fastest growing sector in UK media.

Traditional print and broadcast sports journalism, while still powerful communications platforms, are being forced to adapt and change in order to survive in a new and rapidly-developing media environment. As a result, sports journalists are now expected to develop a range of digital and social

media skills which enable them to tell a story across a number of platforms in order to reach a wider, often global, audience.

This degree aims to provide students with all the necessary skills and theoretical understanding to succeed in this new media age.

Distinguishing Features of the Programme

This award would be the first choice for students who have a specific interest in working within sports media organisations, both traditional and digital, and those who want their work to be focused on sports content. UCFB is able to draw on a range of first-class partners and on the goodwill of other institutions to secure the services of leading academics and authorities in this industry to support the programme and the core curriculum teaching staff.

The core modules provide students with functional multi-media sports journalism knowledge that will support post-graduate study and employability upon graduation. Year 1 will develop student's academic and professional skills and this is reflected in the weighting of individual assessments. Year 2 assessments combined with work experience opportunities aim to build upon Year 1 to enhance future employability. Year 3 places an emphasis on students to achieve high levels of academic and autonomous competencies. Here, students will also receive advice and guidance on how they can follow up specific elements of the programme in post graduate study or applications for employment.

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 28 points overall.

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

Applicants applying without GCSE C in English (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. This is equal to 112 UCAS points under the newly revised UCAS point scheme from 2017.

- **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) Multi-Media Sports Journalism degree programme at UCFB include roles such as a sports reporter for a local newspaper; a dedicated sporting website; a regional television station or a regional radio station. Opportunities also exist within the media offices of sports organisations.

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 career in sports journalism, broadcasting, publishing and media production

- Provide students with a detailed knowledge of the external context in which multimedia sports journalism takes place.
- Develop students' knowledge and understanding of legal, ethical and governance frameworks applicable to media and journalistic practice
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- Develop students' knowledge and understanding of legal, ethical and governance frameworks applicable to media and journalistic practice.
- Provide students with knowledge and understanding of core multimedia journalism concepts.
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- 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 (code) Level 4	Core modules (code) Level 5	Core modules (code) Level 6
K1	Critically appraise the structure and operation of the multimedia sports journalism industry	FB469 FB467	FB552 FB568 FB573	FB651 FB660 FB663
K2	Analyse the external environment in which multimedia sports journalism takes place.	FB457 FB469 FB467	FB552 FB568 FB573	FB651 FB660 FB663
K3	Evaluate legal, ethical and governance frameworks applicable to media and journalistic practice in a sports context	FB465 FB469 FB467	FB552 FB568 FB573	FB651 FB660 FB663
K4	Evaluate core media and journalism terms, concepts and tools	FB469 FB467	FB552 FB568 FB573	FB651 FB660 FB663
K5	Appraise key techniques for gathering, developing and presenting media content in a sports context	FB469 FB467	FB552 FB568 FB573	FB651 FB660 FB663
K6	Evaluate the application of a range of media platforms in a sports context.	FB469 FB467	FB552 FB568 FB573	FB651 FB660 FB663
K7	Critically analyse techniques and processes of broadcast programme production.	FB469 FB467	FB552 FB568 FB573	FB651 FB660 FB663
K8	Evaluate the attributes of a range of traditional and contemporary media platforms.	FB465 FB469 FB467	FB552 FB568 FB573	FB651 FB660 FB663
C	Intellectual/Cognitive Skills			
C1	Analyse the structure and operation of the multimedia sports journalism industry.	FB465 FB469 FB467	FB552 FB568 FB573	FB651 FB660 FB663
C2	Evaluate the impact of legal, ethical and governance frameworks on media and journalistic practice.	FB465 FB467	FB552 FB568 FB573	FB651 FB660 FB663

C4	Synthesise key sources of media and journalistic content in the sports industry.	FB465 FB469 FB467	FB552 FB568 FB573	FB651 FB660 FB663
C5*	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.			FB699
C6*	Demonstrate independent research, making use of scholarly reviews and primary sources.			FB699
P	Practical Skills			
P1	Demonstrate competence in the application of audio and visual recording techniques, equipment and software	FB469 FB467	FB552 FB568 FB573	FB660 FB663
P2	Create coherent narratives from original content using contemporary broadcast practices	FB469 FB467	FB552 FB568 FB573	FB660 FB663
P3	Demonstrate competence in writing and editing content for a range of media platforms and audiences	FB469 FB467	FB552 FB568 FB573	FB660 FB663
T	Key/Transferable Skills			
T1	Engage in critical thinking, analysis, synthesis and decision making	FB457 FB465 FB469 FB467	FB552 FB568 FB550 FB573	FB699 FB651 FB660 FB663
T2	Communicate information clearly and coherently in a range of forms relevant to intended audiences	FB457 FB465 FB469 FB467	FB552 FB568 FB550 FB573	FB699 FB651 FB660 FB663
T3	Work harmoniously and productively with others to achieve shared outcomes.	FB457 FB465 FB469 FB467	FB552 FB568 FB550 FB573	FB699 FB651 FB660 FB663
T4	Manage time effectively in order to meet deadlines and achieve performance targets.	FB457 FB465 FB469 FB467	FB552 FB568 FB550 FB573	FB699 FB651 FB660 FB663
T5	Identify, access, evaluate and apply electronic resources to address problems and questions.	FB457 FB465 FB469 FB467	FB552 FB568 FB550 FB573	FB699 FB651 FB660 FB663
T6	Collect, analyse, interpret and apply numerical data using relevant software packages and presentation methods.	FB457 FB465 FB469 FB467	FB552 FB568 FB550 FB573	FB699 FB651 FB660 FB663

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 multimedia sports journalism, 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;
- 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 multimedia sports journalism, 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
- Discuss the appropriateness of different approaches to solving problems related to multimedia sports journalism
- 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

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.

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, production tasks, and broadcast studio scenarios.

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. Each programme has a named Programme Leader who serves as a key point of contact for students. A programme VLE site supports the development of a cohort identity, and enables the sharing of resources relating to the programme context and employability. Programme events offer further support for employability.

The 'Complementary Curriculum' also enhances understanding and skills development and students benefit from a range of opportunities provided by UCFB to support their personal and professional development. These run alongside the academic programme, and include high-profile industry speakers, work and volunteering opportunities, additional qualifications, and networking events.

How will students be assessed

A range of assessment types are used across the programme, as appropriate to each module. 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 radio and television broadcast projects. 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. Students also participate in group assessments to develop their professional skills.

Work-Based / Placement Learning

Students will be supported to locate and commit to a work placement in order to successfully complete the module. The placement should be within a sports media organisation (or the sports department of a media organisation).

The placement hours (a minimum of ten days experience) should be arranged/agreed with the relevant organisation and the designated module tutor, to run alongside their weekly classes, at which classes students will be asked to provide updates on their placement progress, as well as receiving lectures on current journalistic theory, industry initiatives, employability skills etc.

Assessment will come in the form of a portfolio of work completed at the placement, as well as a reflective diary documenting experience gained and their personal development.

SECTION C: PROGRAMME STRUCTURE(S) AND HOURS

Table 1: Programme Structure Table

Programme Title		BA (Hons) Multimedia Sports Journalism								
Course Code		BS1MSJ1F, BS1MSJ1FW								
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										
FB469	Social and Digital Sports Media	4	1	C	30		100%		S2	
FB467	Principles of Sports Journalism	4	1	C	30		100%		S1	
FB457	History of Sporting Venues and Events	4	1	C	30		70%	30%	S1	
FB465	Media Law and Ethics	4	1	C	30	40%	60%		S2	
Level 5										
FB550	Research Methods	5	2	C	30		70%	30%	S2	
FB552	Broadcast Journalism	5	2	C	30		100%		S1	
FB573	Television Production	5	2	C	30		100%		S2	
FB568	Practising Sports Journalism	5	2	C	30		50%	50%	S1	
Level 6										
FB699	Research Project	6	3	C	30		100%		SB	
FB651	Contemporary Issues in Sport Media	6	3	C	30		100%		S2	
FB660	Web Design and the Online Journalism Market	6	3	C	30		100%		S1	
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	368	832		1200
Year Two	376	824		1200
Year Three	209	911	80	1200
Total	953	2567	80	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	Multimedia Sports Journalism	120 Credits
Diploma of Higher Education	Multimedia Sports Journalism	240 Credits
Ordinary Degree	Multimedia Sports Journalism	300 Credits

SECTION E: FURTHER INFORMATION

Reference Points

The following reference points were used when designing the programme:

- QAA Subject Benchmark Statement for: **Communication, Media, Film and Cultural Studies (2008) and Communication, Media, Film and Cultural Studies (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: 2020-2021

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