

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) Sports Business and Sports Broadcasting
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) QAA Subject Benchmark Statement for Communication, media, Film and Cultural Studies (2008)
UCAS Code	N884
Course Code(s)	BS1SBS1F BS1SBS1FW
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

This degree programme is designed for those who are interested in working in a fast-growing, exciting industry and aspire towards careers as broadcasters - either in front of or behind the camera.

When the English Premier League increased the number of matches available for live broadcast from 138 to 154 per season, they auctioned 116 to BSkyB and 38 to BT. The price was approximately £6.5 million per match or around £1,200 per second of game time, totalling in excess of £3 billion overall. Sports broadcasters ESPN and Sky Sports were second and fourth respectively in Forbes Magazine's

top 40 sports company brands of 2013. The top 10 sports events had a brand value of almost £1 billion.

Together sports business and sports broadcasting are one of the biggest businesses in the world. It is impossible to imagine one without the other. During this programme, students will gain an understanding of the diverse levels of both sports business and broadcasting, whether it is commercial, event day and sponsorship revenues of rights management and audience profile; whether it is studio and outside recording technologies or match commentary, match reports, television presenting and interviews.

Students will have the opportunity to work with broadcasting specialists at UCFB to understand practices both on the field and in the studio, with access to first class broadcasting equipment to enrich the learning experience. Students will be taught by industry professionals who excel in areas such as professional journalism, freelancing and editing.

Distinguishing Features of the Programme

This award would be the first choice for students who have a specific interest in working within broadcast companies, production companies or as independent producers or directors who want their work to be focused on sports programming or 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 business modules provide students with functional business management and administrative 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. Level two equivalent qualifications may be accepted on a case by case basis.

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

This programme is geared towards those who wish to pursue a career in broadcasting, in front of or behind the camera. Huge TV deals are now commonplace in professional football, with each Premier League match now valued at over £10 million. Sport business and broadcasting simply go together.

Potential career opportunities upon graduation include match day commentator, videographer, producer, project coordinator, media manager and content creation manager.

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 the sports industry.
- Provide students with a detailed knowledge of the sports 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 sports industry.
- Provide students with knowledge and understanding of core business and management concepts.
- Provide students with knowledge and understanding of core sports broadcast journalism concepts.
- Enable students to confidently apply broadcast journalism concepts and techniques in different sports settings.
- 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	Evaluate core business and management concepts in the context of the sports industry	FB473	FB556	FB651 FB663
K5	Evaluate core broadcast journalism terms, concepts and tools in the context of the sports industry.	FB468 FB466	FB551 FB553	FB666 FB651 FB698 FB663
K6	Evaluate the application of broadcast platforms in a sports context.	FB468 FB466	FB551 FB553	FB666 FB651 FB698 FB663
K7	Evaluate the legal and ethical frameworks that govern broadcast journalism practice in a sports context	FB468 FB466 FB465		FB666 FB651 FB698 FB663
K8	Evaluate techniques of broadcast programme production.	FB468 FB466	FB551 FB553	FB666 FB651 FB698 FB663
C	Intellectual/Cognitive Skills			
C4	Apply legal and ethical frameworks to the production of broadcast content.	FB468 FB466 FB465		FB666 FB651 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.	n/a	n/a	FB699 FB698
C6*	Demonstrate independent research, making use of scholarly reviews and primary sources.	n/a	n/a	FB699 FB698
P	Practical Skills			
P1	Select, justify and apply relevant management and broadcasting tools and techniques to propose solutions to a range of problems in the sports broadcasting industry	FB473	FB556	FB651 FB663 FB666 FB698 FB699
P2	Demonstrate competence in the application of audio and visual recording techniques, equipment and software.	FB468 FB466	FB551 FB553	FB666 FB663
P3	Apply concepts and techniques of audio and visual storytelling.	FB466	FB551 FB553	FB666 FB663

P4	Create coherent narratives from original content using contemporary broadcast practices.	FB468 FB466	FB551 FB553	FB666 FB651 FB663
T	Key/Transferable Skills			
T1	Engage in critical thinking, analysis, synthesis and decision making.	FB468 FB473 FB466 FB465	FB551 FB556 FB550 FB553	FB666 FB651 FB698 FB699 FB663
T2	Communicate information clearly and coherently in a range of forms relevant to intended audiences.	FB468 FB473 FB466 FB465	FB551 FB556 FB550 FB553	FB666 FB663 FB651 FB698 FB699
T3	Work harmoniously and productively with others to achieve shared outcomes.	FB468 FB473 FB466 FB465	FB551 FB556 FB550 FB553	FB666 FB651 FB663 FB698 FB699
T4	Manage time effectively in order to meet deadlines and achieve performance targets	FB468 FB473 FB466 FB465	FB551 FB556 FB550 FB553	FB666 FB663 FB651 FB698 FB699
T5	Identify, access, evaluate and apply electronic resources to address problems and questions.	FB468 FB473 FB466 FB465	FB551 FB556 FB550 FB553	FB666 FB663 FB651 FB698 FB699
T6	Collect, analyse, interpret and apply numerical data using relevant software packages and presentation methods.	FB468 FB473 FB466 FB465	FB551 FB556 FB550 FB553	FB666 FB651 FB663 FB698 FB699

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 sports business and sports broadcasting, 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 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 use 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 sports business and sports broadcasting, 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 sports business and sports broadcasting.
- Discuss 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 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

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) Sports Business & Sports Broadcasting					
Course Code	BS1SBS1F, BS1SBS1FW					
Mode of Study	Full-time					
Credit Value	UK	360	ECTS	180		
Module Title	Assessment Regime					

						Written Exam %	Coursework %	Practical %	
Level 4									
FB473	Understanding Sport Business	4	1	C	30	50%	50%		1
FB468	Principles of Sports Media	4	1	C	30		100%		1
FB466	Principles of Sports Broadcasting	4	1	C	30		100%		2
FB465	Media Law and Ethics	4	1	C	30	40%	60%		2
Level 5									
FB550	Research Methods	5	2	C	30		70%	30%	2
FB556	Entrepreneurship	5	2	C	30		100%		1
FB553	Broadcast Studio Production	5	2	C	30		30%	70%	2
FB551	Audio and Visual Storytelling	5	2	C	30		30%	70%	1
Level 6									
FB699	Research Project	6	3	O	30		100%		SB
FB698	Broadcast Practical Project	6	3	O	30		90%	10%	SB
FB651	Contemporary Issues in Sport Media	6	3	C	30		100%		2
FB666	Sports Broadcast Documentary	6	3	C	30		100%		1
FB663	Professional Practice Portfolio	6	3	C	30		100%		1

Students must take all compulsory modules and select one from the two options

*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	352	848	0	1200
Year Two	368	832	0	1200
Year Three	291	829	80	1200
Total	1011	2509	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:

- FB699 Research Project
- FB698 Broadcast Practical 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	Sports Business and Sports Broadcasting	120 Credits
Diploma of Higher Education	Sports Business and Sports Broadcasting	240 Credits
Ordinary Degree	Sports Business and Sports Broadcasting	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)
- 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: 2021-22

© 2016 Buckinghamshire New University