

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	MSc Sports Management
Awarding Body	Buckinghamshire New University
Teaching Institution / Programme Location	UCFB – Wembley & Etihad
Faculty	Design, Media & Management
Name of Final Award	Bachelor of Arts with Honours, BA (Hons)
NQF/FHEQ Level of Qualification	Level 7: Master's degree
QAA Subject Benchmark Statement(s)	Master's Degree in Business and Management (January 2015)
UCAS Code	N/A
Course Code(s)	MS1SPM1F MS1SPM1FW
Mode of Delivery	Full Time
Length of Study	1 year – 12 months
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 unique programme encompasses the central functions of corporate, senior and operational management including financial management, governance, corporate strategy, strategic marketing and leadership.

The specificity of sport, with its high media coverage and numerous stakeholders, requires managers to have uniquely honed business skills and an in-depth knowledge of the principles of sport management. The MSc Sport Management has therefore been developed for those with aspirations towards senior or line management positions within the core functional departments of the sport management industry.

The MSc Sport Management is suitable for graduates of all disciplines and for professionals working within the sport industry, in management, marketing, operations or other appropriate areas, and who wish to build on that experience through a structured programme of study.

As a capstone to the MSc Sport Management degree, students may have an opportunity to specialise their academic experience by undertaking a research project with a sports organisation, leveraging UCFB's global network of contacts with leading organisations such as The Football Association, BBC Sport, the US Tennis Association, the Rugby Football League, as well as a multitude of football and sporting clubs both domestically and overseas. MSc students are also encouraged to apply for short term work-based learning, internships and projects via our dedicated Employability and Enrichment team.

Distinguishing Features of the Programme

This award would be the first choice for students who have a specific interest in working senior management positions within the core functional departments of the sport management industry, spanning business development, marketing, finance, operations and media. 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 management modules provide students with functional business management and administrative knowledge that will support employability upon graduation. Students will also receive advice and guidance on how they can follow up specific elements of the programme in 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.

The key distinguishing feature of the MSc Sport Management is the focus on the strategic management of sport. Many other programmes focus on the operational management of sports and leisure facilities. Whilst the operations management of events and stadia are covered in a specialist module the focus is on senior management decision making and analysis to support decisions in this area. The focus on strategic issues is further enhanced through modules supporting the future leader with finance, law and effective leadership covered in both theory and with practical exercises. Combine a rounded and well-designed taught course with the opportunity to work on a live research project with commercial relevance and UCFB's MSc Sport Management delivers its core principles of employability, engagement and enrichment. These core principles are embedded and come to life in UCFB's unique Complementary Curriculum (CC). UCFB's CC offers unparalleled opportunities for students to learn from and network with some of the World's top sports professionals.

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.)**
Applicants should hold a 2:1 honours degree or a recognised overseas equivalent.
Applicants may be accepted with a 2:2 honours degree (or equivalent) provided that they can otherwise demonstrate a strong profile with 50% or above in their dissertation module.
- **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**
N/A
- **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 6.5 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

As stated above, the specificity of sport, with its high media coverage and numerous stakeholders, requires managers to have uniquely honed business skills and an in-depth knowledge of the principles of sport management. The programme has been developed for those with aspirations towards senior management positions within the core functional departments of the sport management industry, spanning business development, marketing, finance, operations and media.

UCFB's unique personal development programme monitors each student throughout the programme. 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.

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:

- Enable students to focus on the skills needed to work effectively as a manager in the sports industry and enable them to become active, autonomous learners
- Equip students with a range of research skills necessary to carry out effective research in sports management and encourage independent learning
- Encourage students to develop a critical awareness of the financial implications of managerial decisions
- Equip students with the tools to develop an effective coordinated marketing strategy
- Identify the current business environment and the strategic considerations facing sports managers when developing a strategic plan in the sports industry
- Develop the skills necessary to successfully manage a sporting venue and sporting events
- Produce a dissertation in conjunction with a key stakeholder in the sport industry, which offers insight into a key management issue
- Engage with and critically evaluate current themes in sports management

Programme Learning Outcomes

Table 1: Programme Learning Outcomes and Mapping to Modules

On successful completion of Level 7 MSc, 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 7
K1	Demonstrate knowledge and a critical awareness of the developments in the sports industry	All
K2	Evaluate internal and external environmental factors in sport management and theoretical knowledge	All
K3	Demonstrate a systematic understanding of developments in sport management practices and use research-based knowledge to inform their work	All
C	Intellectual/Cognitive Skills	
C1	Take responsibility for developing professional reports underpinned by key academic research	FB799, FB714, FB710
C2	Communicate effectively both in writing and electronically as well as showing listening skills, the ability to present and negotiate with team members	FB711, FB710
P	Practical Skills	
P1	Conduct research, analyse and interpret a range of data in order to develop effective sports management plans	FB799, FB714, FB708
P2	Demonstrate a range of practical skills that are important to an effective professional sport manager	FB709, FB708
P3	Apply management skills to complex sport management problems	FB708, FB709, FB710, FB711, FB714
T	Key/Transferable Skills	
T1	Work effectively as a member of a team and show leadership skills while making effective use of the resources available	All
T2	Reflect on their own performance and that of their group in the role of a sport manager while showing a sensitivity to people from diverse backgrounds	All
T3	Carry out research tasks on a number of projects and take into account issues of sustainability and continuous business improvement.	All

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:

- FB799 Dissertation & Research Methods

Postgraduate Certificate/ Postgraduate Diploma

The learning outcomes for Exit Awards are the same as those for the final award. Any differences are in the extent to which individual outcomes have been realised within the scope appropriate for a learning outcome at Level 7.

The PGCert will be awarded for the completion of 60 credits from the following 80 credits:

FB708 Financial & Human Capital Management
FB709 Leadership & Influence in Sport
FB710 Sustainable Stadium & Event Management
FB714 Strategic Sports Marketing Management

The PGDip will be awarded for the completion of 80 credits from the list above plus 40 credits from the following modules:

FB711 Corporate Strategy in a Sporting Context
FB715 Current Themes in Sports Law

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

How will students learn

Being taught in a working sports environment presents several opportunities for students to reflect on the material covered in lectures and seminars. Using a variety of teaching and learning methods ensures that students develop the necessary skills to take up a management role in the sports industry.

The leadership and influence module teaches students through self-reflection by considering what makes an effective leader, while modules in marketing, event management, finance and law prepare students to be able to make strategic decisions in corporate strategy. The final dissertation allows students to tackle a contemporary issue in sports management based on an existing organisation or sporting body.

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How will students be assessed

The assessment strategy for the MSc at UCFB addresses the key learning outcomes. On successful completion of the MSc, candidates will experience a broad range of assessment techniques that are aimed at testing learning and ensuring that they graduate as competent managers that are ready for the marketplace.

In two modules, formative assessments have been included in order to test learning and establish the current level of understanding of a subject. There are a number of reports to be submitted and the final assessment is the dissertation, where students have to submit a 15,000 word thesis on a subject agree with their tutors. The aim of the dissertation is for students to choose a topic that builds on existing skills but that will also enhance their chances of securing employment when they graduate. The dissertation process will be monitored closely to ensure that students take advantage of this opportunity and in some cases UCFB will identify potential dissertation topics.

The range of assessments used include seminar contributions where the students are encouraged to prepare and present material in their seminars on a weekly basis and reflect on this process through a portfolio. To encourage team working skills there are group presentations where the group will receive a group mark.

It is important to ensure that there is academic rigour at Level 7 and a number of modules are tested through a final exam.

Work-Based / Placement Learning

n/a

SECTION C: PROGRAMME STRUCTURE(S) AND HOURS

Table 1: Programme Structure Table

Programme Title		MSc Sports Management								
Course Code		MS1SPM1								
Mode of Study		Full Time								
Credit Value		UK	180	ECTS			90			
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ([C]ore / [O]ptional)	Credit Value	Assessment Regime			Semester Taught *	
						Written Exam %	Coursework %	Practical %		
FB708	Financial and Human Capital Management	7	1	C	20	60%	40%		S1	
FB709	Leadership and Influence in Sport	7	1	C	20	40%		60%	S1	
FB710	Sustainable Stadium and Event Management	7	1	C	20	50%		50%	S1	
FB714	Strategic Sports Marketing Management	7	1	C	20		100%		S1	
FB711	Corporate Strategy in a Sporting Context	7	1	C	20		70%	30%	S2	
FB715	Current Themes in Sports Law	7	1	C	20	60%	40%		S2	
FB799	Dissertation and Research Methods	7	1	C	60		80%	20%	S2	

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

Table 3: Breakdown of Contact Hours

Note: Hours are worked on the basis of full-time study. 1 Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will normally study 120 credits in an academic year which is therefore equated to 1200 notional hours. A full time postgraduate student will normally study 180 credits in an academic year which equates to 1800 hours. Module Descriptors provide detailed breakdowns of the categories given below.

The current MSc programme is delivered over a 12 month period. Specifically, in semester 1, students will be studying four 12 week modules (Football Culture and Professional Practice; Football Analytics; Current Issues in Football; Injury Prevention in Football) and in semester 2 students will be studying two 12 week modules (Corporate Strategy in a Sporting Context; Current Themes in Sports

Law). In semester 2, students will also be undertaking Research Methods and Dissertation Module, which consists of 12 weeks of taught material and then followed with 16 weeks over the summer period to carry out an independent project.

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	443	1357	0	1800
Total	443	1357	0	1800

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)*

- Dissertation and Research Methods

The calculation of this award will be **Level 7 100%**

Exit Awards Available

Exit Award Type	Award Title	Credits Achieved
Postgraduate Certificate	Sports Management	60 credits
Postgraduate Diploma	Sports Management	120 credits

SECTION E: FURTHER INFORMATION

Reference Points

The following reference points were used when designing the programme:

- QAA Subject Benchmark Statement for Master's Degree in Business and Management (January 2015)
- 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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