

## PROGRAMME SPECIFICATION

This Programme Specification is correct as of the date indicated; however, minor amendments may be made throughout the year and will be incorporated in the annual updating process.

### SECTION A: DETAILS OF THE COURSE AND AWARD

<b>Programme Title</b>	<b>BA (Hons) Stadium and Events Management</b>
<b>Awarding Body</b>	<b>Buckinghamshire New University</b>
<b>Teaching Institution</b>	<b>UCFB, Wembley</b>
<b>Faculty</b>	<b>Design, Media &amp; Management</b>
<b>School</b>	<b>Applied Management &amp; Law</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 Benchmark Statement(s)</b>	<b>This programme has been examined against the Subject Benchmark statements for General Business and Management and Hospitality, leisure, sport and tourism</b>
<b>UCAS Code</b>	<b>8N63</b>
<b>Course Code(s)</b>	<b>BS1STA1FW</b>
<b>Mode and Length of Study</b>	<b>3 years, full-time</b>
<b>Number of Intakes</b>	<b>1</b>
<b>Regime of Delivery</b>	<b>Attendance</b>
<b>Language of Study</b>	<b>English</b>
<b>Details of Accreditation</b>	<b>NA</b>
<b>Publication Date</b>	<b>01 September 2014 , updated August 2016</b>

#### **Potential Student Profile / Criteria for Admission:**

*What the award is about and who the programme is aimed at:*

This is a 3 year BA Hons programme that has been created for aspiring professionals wishing to work as managers within the stadium management and events industry. The nature of sport, stadia and events are inextricably linked and the context of this programme is enhanced by its location being at Wembley stadium where students will be studying. Stadium and event management is an essential skill that enables managers to maximise stadium utilisation and deliver a safe and enjoyable customer experience.

The programme is underpinned by a core spine of functional management and commercial business modules that are supported by specialist modules tailored to support a flexible career in the business of sport. The programme is strongly supported by UCFB's Complementary Curriculum with students able to apply for a range of roles on Wembley events and its aims and learning outcomes have been constructed in line with the 2007 QAA Subject Benchmark statements for General Business and Management and the 2008 QAA Subject Benchmarks for Hospitality, Leisure, Sport and Tourism with

the latter supporting and differentiating the events elements within the programme. The benchmarks state that there should be integration between theory and practice through delivery.

Stadium and Events management has an important commercial focus and the components of this degree are aimed at providing graduates with a blend of management and commercial experience. We are looking for students who are aiming high and who are passionate about this industry and the way in which it plays a part in the lives of millions.

This qualification is ideal for college-leavers with a strong desire to enter the world of football business and staff already working within the framework of football and sport.

***Why students should choose this award:***

This award is unique in delivery and context as it will give students the opportunity to learn about stadium and event management at the nations National Football stadium, Wembley Stadium. Bucks New University has the highest quality standards for its degrees and UCFB students therefore benefit from a reliable structure and approach to delivering quality and assured education.

This award would be the first choice for students who have a specific interest in working within professional and amateur sports clubs, sports stadia, entertainment settings and event management organisations. Students will be taught by leading figures in football business education. UCFB is a partnership between Bucks New University, Burnley FC and the Wembley Stadium Management Group. 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.

Each student will undertake a range of core business management modules supported by specialist stadium and events modules. The core business modules will provide students with a strong platform and range of business knowledge to enhance their flexibility for employment upon graduation. Year 1 will develop student's individual academic and professional skills and this is reflected in the weighting of assessments. Year 2 assessments increase in group work to mimic the real world environment and to enhance future employability. Assessment weightings in Year 3 place an emphasis on individual academic competencies. There are optional modules in Years 2 and 3 that allow students to pursue an interest in digital and global marketing or management accounting and international finance. These options further enhance employability in key areas of functional business management.

The core academic curriculum is the component of UCFB's Higher Education provision that is directly related to the student tuition fees. The Complementary Curriculum is an 'added value' provision to the paid for element of the degree programme. Opportunities to increase employability will be provided through the Complementary Curriculum via the Personal Development Programme (PDP), the Executive Guest Speaker Programme and Customer Relationship Management (CRM) systems training. PDP facilitates and supports the academic, personal and professional development for each student. The Guest Speaker programme is designed to expose students to football business issues and employers and provides students with opportunities to network with industry leaders. CRM training certificates in partnership with an industry leader provides a valuable addition to enhance future employability.

The course combines theoretical and academic aspects of education with numerous opportunities to work on and experience a range of live events. The course's complementary curriculum will enable students to work on events in and around the Wembley stadium. There will be opportunities for students to work alongside event management and Wembley executives in the promotion, management and organisation of a range of live sporting and entertainment based events.

***Opportunities available for students after completion of the award:***

The complementary curriculum and the opportunity to work at the National stadium will give students the opportunity to network with organisers, managers and stakeholders within the stadium and events industry. As a result, this may enhance student's employment opportunities within the stadium and

events and sports industries. Furthermore, UCFB's personal development programme systematically monitors each student throughout the three years, as each student is allocated an Academic Mentor for the entirety of their degree. This enables UCFB to better understand each student's employability needs and career expectations. For those who wish to extend their studies at the end of their degree, opportunities to study at Masters Level will be encouraged.

***Expected knowledge and skills that the entrant will have on entry to the programme:***

The entry profile is guided by the university's standard entry requirements for undergraduate programmes. Whilst most prospective students may be school leavers, the programmes may also attract mature students with past employment experience. Entry criteria are thus relatively flexible, realistic and afford recognition to previous academic qualifications and/or industry experience.

Applicants will normally have achieved one of the following:

- 2 A levels achieving a minimum of 240-280 UCAS Tariff Points from at least two A levels or equivalent
- International Baccalaureate (minimum of 24 points)
- A National Diploma in an appropriate subject at Merit level
- A Merit level Advanced GNVQ in an appropriate subject;
- Pass Access Course: minimum of 60 credits, including at least 45 at Level 3.
- An equivalent qualification

Students should have a strong GCSE profile, including Maths and English at Grade C, or equivalent. Other qualifications, including overseas, may be considered. Applicants for whom English is a second language should have achieved IELTS 6 or equivalent for entry into Level 4.

The course also welcomes applications from mature students who lack the above qualifications but may have relevant experience. Students with disabilities are also welcome to apply.

All students applying to the programme will be expected to demonstrate a specific interest in this area of study and should have a commitment to engaging with the subject through the academic programme and our complementary curriculum involving high profile guest speakers, master classes and short course opportunities.

**Entry with advanced standing**

Students are normally expected to start at Level 4, but can be admitted to any level of the course which is considered suitable, after portfolio review and interview using the Credit Accumulation and Transfer Scheme (CATS). Under this arrangement, a student may apply to have previous academic credits or other learning or experience taken into consideration. Such applications are considered by the Faculty CATS committee and must be supported by the Course Leader.

## **SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS**

### **Programme Aims**

The following programme aims have been developed to reflect the relevant subject benchmark statements. These are threshold levels only and indicate the minimum levels of attainment required of a graduate of the course. The levels to which outcomes have been attained are identified by the student's eventual degree classification.

The main educational aims of the programme are to:

- Prepare students for a business career in the stadium, events, sport business and sport entertainments industries.

- Provide students with a detailed knowledge of the core business functions of stadium and events.
- Provide students with the knowledge and skills pertinent for academic and career development, enhanced employability and advancement within the business field of stadium and events management.
- Enable the talents of each student to flourish through a unique, contextual learning environment and unrivalled opportunities.

## **Programme Learning Outcomes**

### *A. Knowledge and Understanding*

On successful completion of the programme a graduate will be able to:

1. Demonstrate understanding and knowledge of the history of stadium events.
2. Demonstrate knowledge of internal and external environmental factors for stadium based events.
3. Demonstrate a competency for safe event planning, management, control, analysis and evaluation of events in a sporting and entertainment context.
4. Utilise and understand the impact of, rationales, sources and assumptions embedded in policy, planning, and risk management and delivery mechanisms in a stadium based event context.

### *B. Intellectual/Cognitive Skills*

On successful completion of the programme a graduate will be able to:

1. Apply a range of cognitive, intellectual and critical thinking skills, together with techniques specific to stadium events and sport business management.
2. Effectively communicate, oral and in writing, using a range of media which are widely used in stadium and event management business environments.
3. Implement effective problem solving and decision making using appropriate qualitative and quantitative skills in a range of situations.
4. Create, evaluate and assess a range of options to address contemporary stadium and events business management matters.

### *C. Practical Skills*

On successful completion of the programme a graduate will be able to:

1. Plan, operate, control and evaluate stadium and sporting events.
2. Apply effective communication skills, including interpersonal skills of listening, negotiating and presentation.
3. Undertake data analysis, interpretation and extrapolation in a range of business settings.
4. Conduct research into event, business and management issues, either individually or as part of a team.

### *D. Key/Transferable Skills*

On successful completion of the programme a graduate will be able to critique and examine:

1. Organisational data, interpretation and extrapolation in a range of sports business settings.
2. How core values, for example, ethics, integration, sustainability, creativity, strategy, and continuous improvement are reflected in business.
3. Own ability to self-reflect with openness and sensitivity to diversity e.g. people, cultures, own performance, business and management issues.

**Table 1: Programme Skills Matrix – Assessment**

Module Code	Information Acquisition	Critical thinking, analysis and Synthesis	Self-Reflection and Criticality	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-Managed Learning	Working with Others
FB473	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FB454	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FB462	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FB407FW	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FB555	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FB550	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FB570	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FB559	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FB602FW	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FB699FW	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FB614FW	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FB617FW	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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

The course takes place at Wembley Stadium. Students will have first-class facilities for study within a stadium and events business environment. The module is constructed in line with the 2007 QAA subject benchmarks for General Business Management and the 2008 QAA subject benchmarks for Hospitality, leisure, sport and tourism. The benchmarks state that there should be integration between theory and practice through delivery.

The teaching schedule will integrate contact and online teaching methods through a weekly delivery of 2 hour lectures, 2 hour seminars and a minimum of 2 hours independent learning via tasks set in the Virtual Learning Environment (VLE). Students are required to attend and engage in lectures, seminar discussion, practical learning activities and online discussion forums that have been designed to develop their knowledge to meet the programme and module learning outcomes. A balance of teaching and learning strategies are employed and modes of assessment provide opportunities for all students to flourish. Methods employed across the programme also include: presentations, student led learning sessions, multi-media platforms, academic mentor meetings and careers support and guidance. The theoretical underpinning for this practical experience will come from students' core modules.

The assessment will be designed in such a way as to give the students a good grounding of management theory. Students will be able to apply theory to a range of assessment strategies that will integrate theory and practice. Importantly, there will be numerous volunteer opportunities on Wembley events and a number of paid employment roles at Wembley stadium. The complementary curriculum will contribute to non-assessed work experience opportunities at other organisations across a range of business industries. This will enable students to build up their own network of business contacts to help them achieve their ambitions. The Complementary Curriculum is an essential component of the programme, as it enhances the value of the learning experience. It is designed to expose students to stadium and event issues and employer expectations. Within the programme's curriculum, the theory-practice link will be achieved through case studies, guest speakers and access to the Wembley business environment.

The teaching, learning and assessment methodologies used are consistent with those described in the 2008 Hospitality, leisure, sport and tourism benchmark statements. Emphasis is placed on understanding stadia and event customers, finance, markets, social media and business strategy. The event benchmarks refer to understanding social and political theory as well as cultural aspects of the industry. Multidisciplinary learning is facilitated throughout the programme and specifically addressed through the practical application of subject knowledge to the context of stadium and event business and marketing. This will be facilitated through students being able to undertake their learning within a professional event environment with access to Wembley employees working across various business functions (e.g. event operations, commercial, communications, environmental, finance) at the stadium.

Formative and summative modes of assessment are integrated across the programme, enabling students to maximise development and consolidate learning for progression. Throughout the programme (levels 4-6) students are encouraged and supported in gaining knowledge and skills, their practical application and the ability to work as an independent and autonomous learner within the context of stadium and events business and marketing. This will be achieved through learning methods such as action learning and problem based learning approaches in addition to completion of the final year project.

At level 5 and 6, seminars and workshops will be employed to promote student participation in modules. At level 6, there is some emphasis on examinations and research which arises from the need to prepare graduates for future role within the event industry. This will also serve to reassure the sector about overall graduate core competencies and their ability to contribute to the workplace immediately upon graduation.

Excellent computer, library and systems such as Blackboard and Moodle will underpin and enhance the student learning and assessment and experience.

## **Work-Based / Placement Learning**

This programme does not incorporate work-based learning as identified in Chapter B3 of the Quality Code and understood in the University's Placement Learning Policy. The programme will incorporate a complementary curriculum which will supplement the student learning experience as already highlighted. This will not form part of the students assessment, however will provide students with a practical framework in which to put into practice the academic theory and professional concepts taught.

## SECTION C: PROGRAMME STRUCTURE(S) AND MATRIX MAPPING

Table 2: Programme Structure Table

Course Title		Stadium and Events Management								
Course Code		BS1STA1FW								
Mode of Study		Full Time								
Credit Value		UK	360		ECTS			180		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award Core / [Optional]	Credit Value	Assessment Regime			Semester Taught	
						Written Exam %	Coursework %	Practical %		
FB473FW	Understanding Sport Business	4	1	C	30	50	50		1	
FB454FW	Fundamentals of Accounting and Finance	4	1	C	30	40	60		2	
FB462FW	Introduction to Marketing	4	1	C	30		100		1	
FB407FW	An Introduction to Stadium & Events Management	4	1	C	30		70	30	2	
FB550FW	Research Methods	5	2	C	30		70	30	2	
FB555FW	Digital Marketing	5	2	C	30		100		2	
FB570FW	Stadium Management	5	2	C	30		100		1	
FB559FW	Events Planning	5	2	C	30		70	30	1	
FB656FW	Global Marketing Management	6	3	C	30	30	70		2	
FB699FW	Research Project	6	3	C	30		100		SB	
FB614FW	Negotiation & Winning contracts	6	3	C	30		70	30	1	
FB617FW	Leadership and Management	6	3	C	30		100		1	

\*In 2016/17 students will study FB602FW Global Marketing Management and from 2017/18 students will study FB656FW Global Marketing Management.

**Table 3: Mapping of Programme Outcomes to Modules**

<b>Programme Outcome</b>	<b>Level 4 (Code)</b>	<b>Level 5 (Code)</b>	<b>Level 6 (Code)</b>	<b>Level 7 (Code)</b>	<b>Level 8 (Code)</b>
<b>A. Knowledge and Understanding</b>					
A1 Demonstrate understanding and knowledge of the history of stadium events.	FB407FW	FB570FW FB559FW		N/A	N/A
<b>B. Intellectual / Cognitive Skills</b>					
A2 Demonstrate knowledge of internal and external environmental factors for stadium based events.	FB473FW FB407FW	FB570FW FB559FW	FB699FW FB614FW	N/A	N/A
A3 Demonstrate a competency for safe event planning, management, control, analysis and evaluation of events in a sporting and entertainment context.	FB407FW	FB559FW	FB614FW	N/A	N/A
A4 Utilise and understand the impact of, rationales, sources and assumptions embedded in policy, planning, risk management and delivery mechanisms in a stadium based event context.	FB473FW FB407FW	FB570FW FB559FW	FB614FW	N/A	N/A
B1 Apply a range of cognitive, intellectual and critical thinking skills, together with techniques specific to stadium events and sport business management.	FB473FW FB407FW	FB555FW FB550FW FB570FW FB559FW	FB614FW FB617FW	N/A	N/A
B2 Implement effective problem solving and decision making using appropriate qualitative and quantitative skills in a range of situations.	FB473FW FB407FW	FB550FW FB570FW FB559FW	FB656FW FB617FW FB614FW	N/A	N/A
B3 Create, evaluate and assess a range of options to address contemporary stadium and events business management matters.	FB454FW FB407FW	FB555FW FB550FW FB570FW	FB656FW FB617FW FB699FW	N/A	N/A
B4 Create, evaluate and assess a range of options to address contemporary stadium and events business management matters.	FB473FW FB407FW	FB570FW FB559FW	FB699FW	N/A	N/A
<b>C. Practical Skills</b>					
C1 Plan, operate, control and evaluate stadium and sporting events.	FB407FW	FB555FW FB559FW	FB614FW	N/A	N/A

C2 Apply effective communication skills, including interpersonal skills of listening, negotiating and presentation.	FB473FW FB462FW FB407FW	FB555FW FB570FW FB559FW	FB614FW	N/A	N/A
C3 Undertake data analysis, interpretation and extrapolation in a range of business settings.	FB462FW FB454FW	FB550FW	FB656FW  FB699FW	N/A	N/A
C4 The ability to conduct research into events business and management Issues, either individually or as part of a team.	FB473FW FB407FW	FB555FW FB570FW FB559FW	FB699FW FB617FW	N/A	N/A
<b>Programme Outcome</b>	<b>Level 4 (Code)</b>	<b>Level 5 (Code)</b>	<b>Level 6 (Code)</b>	<b>Level 7 (Code)</b>	<b>Level 8 (Code)</b>
<b>D. Key / Transferable Skills</b>					
D1 Organisational data, interpretation and extrapolation in a range of sports business settings.	FB454FW FB462FW FB407FW	FB570FW FB559FW	FB699FW FB614FW	N/A	N/A
D2 How core values, for example, ethics, integration, sustainability, creativity, strategy, and continuous improvement are reflected in business.	FB407FW FB462FW	FB555FW FB570FW	FB699FW FB614FW FB617FW	N/A	N/A
D3 Own ability to self-reflect with openness and sensitivity to diversity e.g. people, cultures, own performance, business and management issues.	FB473FW FB407FW		FB699FW FB614FW FB617FW	N/A	N/A

## SECTION D: 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.*

**Table 4: Breakdown of Contact Hours**

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad (Complementary Curriculum)	Total
Year One	398	802		<b>1200</b>
Year Two	454	746		<b>1200</b>
Year Three	324	876		<b>1200</b>
<b>Total</b>	<b>1176</b>	<b>2424</b>		<b>3600</b>

## SECTION E: ASSESSMENT REGULATIONS

This programme conforms to the approved University procedures as detailed on the University website with the following exceptions:

- Annual Review and Evaluation

- Student Feedback
- Personal Tutoring
- Student Representation

How is the degree calculated?

One third of Level 5 grades plus two thirds of Level 6 grades. Level 4 grades are not included in the calculation.

Which module/s cannot be condoned?

FB699FW; Research project cannot be condoned and must be passed to complete the BA (Hons) aspect.

This programme will be covered by the following University regulations: *University Academic Framework and Assessment Regulations* OR Academic Assessment Regulations.

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## APPENDIX 1: MAPPING TO THE UK QUALITY CODE OF HIGHER EDUCATION – CHAPTER B3

### Chapter B3: Learning and Teaching (December 2011): Section 2 – Work-based and placement learning

Indicator	Indicator Explanation	Course Response
1	<p>Where work-based or placement learning is part of a programme of study, awarding institutions ensure that its learning outcomes are:</p> <ul style="list-style-type: none"> <li>• clearly identified</li> <li>• Contribute to the overall and coherent aims of their programme <input type="checkbox"/> assessed appropriately.</li> </ul>	<p>Not Applicable. This programme does not incorporate work-based learning as identified in Chapter B3 of the Quality Code and understood in the University's Placement Learning Policy.</p>
2	<p>Awarding institutions are responsible for the academic standards of their awards and the quality of provision leading to them, and have in place policies and procedures to ensure that their responsibilities, and those of their partners involved in work-based and placement learning, are clearly identified and met.</p>	
3	<p>Awarding institutions ensure that all partners providing work-based and placement learning opportunities are fully aware of their related and specific responsibilities, and that the learning opportunities provided by them are appropriate.</p>	
4	<p>Awarding institutions inform students of their specific responsibilities and entitlements relating to their work-based and placement learning.</p>	
5	<p>Awarding institutions provide students with appropriate and timely information, support and guidance prior to, throughout and following their work-based and placement learning.</p>	
6	<p>Awarding institutions ensure that work-based and placement learning partners are provided with appropriate and timely information prior to, throughout and following the students' work-based and placement learning.</p>	

Indicator	Indicator Explanation	Course Response
7	Awarding institutions ensure that: <ul style="list-style-type: none"><li>• their staff involved in work-based and placement learning are appropriately qualified, resourced and competent to fulfil their role(s)</li><li>• Where applicable, other educational providers, work-based and placement learning partners have effective measures in place to monitor and assure the proficiency of their staff involved in the support of the relevant work-based and placement learning.</li></ul>	
8	Awarding institutions have policies and procedures for securing, monitoring, administering and reviewing work-based and placement learning that are used effectively and reviewed regularly.	



## APPENDIX: OTHER AWARDS AVAILABLE

The following Exit Awards are available on this programme:

- Certificate of Higher Education (CertHE)
- Diploma of Higher Education (DipHE)
- Bachelor of Arts (Ordinary degree)

### Exit Award Programme Learning Outcomes

#### ***Certificate of Higher Education***

On successful completion of a **Certificate of Higher Education (CertHE)**, a graduate will be able to:

- Demonstrate knowledge and understanding of how historical events have impacted on the development of modern stadia and recent events management;
- Develop fundamental understanding about the development of stadia and how it has influenced the range of revenues generated by stadia and events;
- Explain and discuss the purpose of planning process required for the safe operation of stadium events;
- Demonstrate knowledge of how marketing and finance principles can be applied to stadium events.

A **Certificate of Higher Education (CertHE)** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of 120 credits at Level 4. The following modules will count towards achievement of this award:

- FB403 The Role of Marketing in Business
- FB411 Understanding Sport Business
- FB407 An Introduction to Stadium and Events Management
- FB402 Managing Money

#### ***Diploma of Higher Education***

On successful completion of a **Diploma of Higher Education (DipHE)**, a graduate will be able to:

- Demonstrate an understanding and show application of event management principles from an entrepreneur point of view;
- Evaluate logistical considerations and problems in relation to the management of sports or entertainment stadium events;
- Demonstrate an ability to arrange funding/sponsorship for sport and entertainment events; □  
Appraise the planning, organisation and management of industry related events.

A **Diploma of Higher Education (DipHE)** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of a combined total of 240 Credits comprising 120 credits at Level 4 **and** 120 Credits at Level 5. All modules at Level 4 and the following modules at Level 5 will count towards achievement of this award:

- FB518 Research Methods
- FB512 Events Planning
- FB510 Stadium Management
- MKT2042 Digital Marketing

### **Ordinary degree**

On successful completion of a **Bachelor of Arts (Ordinary degree)**, a graduate will be able to:

- Critically analyse strategies and tactics used in negotiation for winning contracts by applying leadership skills;

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- Critically evaluate the legal implications of events' contracts for small, large and mega events;
  - Apply the principles of contract administration to meet stakeholder needs for stadium events.

An **Ordinary degree** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of a combined total of 300 Credits comprising 120 credits at Level 4, 120 Credits at Level 5, **and** 60 Credits at Level 6. All modules at Levels 4 and 5 and the following modules at Level 6 will count towards achievement of this award:

- FB617 Leadership and Management
- FB614 Negotiation and Winning Contracts

