

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) Football Coaching & Management
Awarding Body	Buckinghamshire New University
Teaching Institution / Programme Location	UCFB – Etihad (Manchester) UCFB – 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 Hospitality, Leisure, Sport and Tourism (2008)
UCAS Code	NN82
Course Code(s)	BS1FCM1F BS1FCM1FW
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 / November 2016

Programme Introduction

The BA (Hons) Football Coaching & Management degree qualification is ideal for those looking for experience and a detailed understanding of the world of football coaching and management across different levels of the game from grass roots to the elite level. It provides a unique learning experience and the opportunity to live, learn and develop within the live operations of a professional football environment, providing students with access to the club coaching and playing pyramid. This allows students to engage with, and gain an understanding across, areas such as community coaching, coaching in the academy and coaching overseas.

The practical application of knowledge will be fulfilled by completing additional coaching badges such as FA Level 1 and 2, Youth Award Modules 1 and 2 and support with completing the FA UEFA B

qualifications via interaction with professional coaches within the game and the use of the state-of-the-art facilities at the Etihad Campus and Wembley Campus.

Distinguishing Features of the Programme

This award would be the first choice for students who specifically are involved in football coaching and wish to further their ambitions and knowledge of management as well as achieve relevant industry-based coaching qualifications. The student will be supported through selected qualifications as well as gaining an understanding of the science of coaching and will be given opportunities to coach in the local community. They will gain sound knowledge on identifying, coaching, analysing and high performance training in football. There is also opportunity to gain external industry-based qualifications such as ProZone, FA Level 1 and FA Level 2. There is a range of guest speakers and guest coaches from across the professional sports, providing unique insight and networking opportunities.

The core academic curriculum is directly related to the student tuition fees. The Complementary Curriculum is an 'added value' provision to the paid element of the degree programme. Opportunities to increase employability will be provided through masterclasses, industry workshops, the Professional Development Programme (PDP) and the Executive Guest Speaker Programme. PDP facilitates and supports the academic and professional development of each student. The Executive Guest Speaker programme is designed to expose students to career insights from successful industry professionals and to provide students with networking opportunities. This balanced and tailored approach to learning enhancement provides an award that is fit for purpose. UCFB's Professional Development Programme systematically monitors the engagement and participation of each student throughout the three years, as each student will be allocated an Academic Mentor for the entirety of their degree. This enables UCFB to better understand the individual needs and career expectations of each student.

Distinguishing Features

- Professional sport business environment in two world class stadia campus locations
- Industry guest lecturers and wider networking opportunities
- Unique Complementary Curriculum to enhance learning and understanding
- Dedicated Employability & Enrichment team for opportunities to apply for unique work experiences and internships

Admission Requirements

The programme seeks to recruit students from diverse educational and social backgrounds who demonstrate both the ability and motivation to benefit from the programme. The programme welcomes applications from those with a wide variety of educational qualifications and will consider on merit applicants with no formal qualifications.

The standard entry requirements for the programme are as follows:

- **Entry qualifications (GCSE's, A' Levels etc.)**
All applicants should hold a minimum of GCSE grades A*-C in Maths and English.

Applicants will be permitted to count UCAS points from any qualifications on the UCAS Tariff point scale, provided that they achieve at least two C graded A levels or equivalent (e.g. Merit grades in a BTEC National) as part of their qualifications.

Applicants sitting an IB will be asked to achieve 28 points overall.

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

- **DBS check**

All applicants are subject to DBS checks prior to the start of the course.

- **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).

Applicants should ideally hold FA Coaching badges at level 1 or 2 or UEFA B Licence. Applicants presenting these additional qualifications and considerable coaching experience may be accepted without them meeting formal entry requirements.

Employability Statement / Career Prospects

Career prospects for graduates of the BA (Hons) Football Coaching & Management degree programme at UCFB include football coaching roles, including the ability to rise to senior managerial roles due to the management aspect of the degree. Students may wish to also apply for more traditional business, sports management or leadership roles using transferable skills. 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 coaching and/or management career in community clubs and academy football.
- Provide students with a detailed knowledge of the external context in which football coaching and management take place.
- Enable students to develop the communication, analytical and problem-solving skills demanded for career advancement in football coaching and management.
- Enable students to develop the communication, analytical and problem-solving skills demanded for career advancement in football coaching and management.
- Develop students' understanding of contemporary approaches to evidence based practice in football coaching and management.
- Develop students' understanding of, and experience in, the application of football coaching and management skills and techniques.
- 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	Analyse the external environment in which football coaching and management take place.	FB451 FB455 FB459	FB560 FB567	FB650 FB653 FB661
K2	Evaluate legal and ethical frameworks applicable to football coaching and management practice.	FB451 FB455 FB459	FB560 FB567	FB650 FB653 FB661
K3	Explain the role and responsibilities of football coaches and managers.	FB451 FB455 FB459	FB560 FB567	FB650 FB661
K4	Evaluate core coaching and management concepts and their application in different football settings.	FB452 FB459	FB560 FB567 FB572	FB650 FB653 FB661
K6	Evaluate techniques for coaching and management in a high performance football context.			FB650 FB653
K7	Evaluate alternative football match tactics and strategies.	FB452 FB455 FB459	FB560 FB567 FB572	FB650 FB653 FB661
K8	Understand a range of tools and techniques for analysing individual and team performance.	FB451 FB452 FB455 FB459	FB560 FB567 FB572	FB650 FB653 FB661
C	Intellectual/Cognitive Skills			
C2	Apply relevant legislation and ethical frameworks to the planning and delivery of football coaching sessions.	FB451 FB452 FB455	FB560 FB567 FB572	FB650 FB653
C3	Compare and contrast football match tactics and strategies employed in different settings.	FB451 FB452 FB455 FB459	FB560 FB567 FB572	FB650 FB653 FB661
C4*	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
C5*	Demonstrate independent research, making use of scholarly reviews and primary sources.			FB699
P	Practical Skills			

P1	Demonstrate competent football coaching skills and techniques.	FB451 FB452 FB455	FB560 FB567 FB572	FB650 FB653
P2	Select, justify and apply relevant coaching and management concepts to the planning and delivery of football coaching sessions with different objectives.	FB451 FB452 FB455	FB560 FB567 FB572	FB650 FB653
P3	Apply relevant tools and techniques to analyse individual and team performance	FB452 FB455 FB459	FB560 FB567 FB572	FB650 FB653 FB661
T	Key/Transferable Skills			
T1	Engage in critical thinking, analysis, synthesis and decision making.	FB451 FB452 FB455 FB459	FB550 FB560 FB567 FB572	FB650 FB653 FB661 FB699
T2	Communicate information clearly and coherently in a range of forms relevant to intended audiences.	FB451 FB452 FB455 FB459	FB550 FB560 FB567 FB572	FB650 FB653 FB661 FB699
T3	Work harmoniously and productively with others to achieve shared outcomes.	FB451 FB452 FB455 FB459	FB550 FB560 FB567 FB572	FB650 FB653 FB661 FB699
T4	Manage time effectively in order to meet deadlines and achieve performance targets.	FB451 FB452 FB455 FB459	FB550 FB560 FB567 FB572	FB650 FB653 FB661 FB699
T7	Collect, analyse, interpret and apply numerical data using relevant software packages and presentation methods.	FB451 FB452 FB455 FB459	FB550 FB560 FB567 FB572	FB650 FB653 FB661 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 football coaching and management, 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.

- Apply 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 football coaching and management.
- 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 football coaching and management, and an ability to evaluate and interpret these within the context of that area of study.
- Present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of football coaching and management.
- Demonstrate an understanding of 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, client challenges and practical coaching sessions. '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 also have access to National Governing Body qualifications including; FA Level 1, FA Level 2, Youth Coaches Award, UEFA B License, Pro Zone Level 1, Pro Zone Level 2.

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.

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.

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 the production of marketing plans, business plans, company accounts, coaching plans and the delivery of coaching sessions. 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

This programme will encourage students to find and undertake work experience in sports clubs. These opportunities will be found by the student, but supported by UCFB. Students will then be able to use this experience to inform assignments in designated modules. However where students have not undertaken work experience there will be an alternative to undertake an equivalent experience with fellow students at UCFB.

SECTION C: PROGRAMME STRUCTURE(S) AND HOURS

Table 1: Programme Structure Table

Programme Title		BA (Hons) Football Coaching & Management							
Course Code		BS1FCM1F / BS1FCM1FW							
Mode of Study		Full Time							
Credit Value		UK	360	ECTS			180		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award (/Close / /Optional)	Credit Value	Assessment Regime			Semester Taught *
						Written Exam %	Coursework %	Practical %	
Level 4									
FB455	Fundamentals of Coaching	4	1	C	30		40%	60%	S1
FB459	Introduction to Football Management	4	1	C	30		100%		S1
FB451	Coaching in the Community	4	1	C	30		50%	50%	S2
FB452	Football Principles and Practice	4	1	C	30			100%	S2
Level 5									
FB572	Talent Development	5	2	C	30		60%	40%	S1
FB567	Managing Teams and Individuals	5	2	C	30		100%		S1
FB550	Research Methods	5	2	C	30		70%	30%	S2
FB560	Football Tactics and Strategies	5	2	C	30		40%	60%	S2
Level 6									
FB699	Research Project	6	3	C	30		100%		SB
FB650	Applied Reflective Practice	6	3	C	30		100%		S1
FB653	Elite Performance Coaching	6	3	C	30		100%		S1
FB661	Match Analysis	6	3	C	30		100%		S2

*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	288	912	0	1200
Year Two	316	884	0	1200
Year Three	219	981	0	1200
Total	823	2777	0	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

The calculation of this award will be **level 5 33% and level 6 67%**

Exit Awards Available

Exit Award Type	Award Title	Credits Achieved
Certificate of Higher Education	Football Coaching and Management	120 Credits
Diploma of Higher Education	Football Coaching and Management	240 Credits
Ordinary Degree	Football Coaching and Management	300 Credits

SECTION E: FURTHER INFORMATION

Reference Points

The following reference points were used when designing the programme:

- QAA Subject Benchmark Statement for Hospitality, Leisure, Sport and Tourism (2008)
- 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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