

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) International Football Business
Awarding Body	Buckinghamshire New University
Teaching Institution / Programme Location	UCFB – Wembley (London) UCFB – Etihad (Manchester)
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)
UCAS Code	8N61
Course Code(s)	BS1FBU1FW BS1FBU1F
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

There are currently over a hundred stadia across the world under planning and/or construction. This degree will help students to gain an understanding and research different international stadia, design processes, pitch construction, architectural challenges, and other important factors such as health and safety constraints. Students will cover topics such as international retailing, international stadia and football infrastructures, the challenges of dealing with differing stakeholders, cultural differences and attitudes to corporate social responsibility. Lastly students will learn how to understand and formulate successful bids for global football competitions and events, developing an operational understanding of sports law with an international perspective, for example, international player transfers and migration and the development of a global strategy.

The football business is a multi-billion-pound global industry, which is growing exponentially all over the world. The sports industry is growing faster than GDP both in emerging economies and more mature

markets. Students will study the key drivers which fuel this rapid market growth including the nature of 'fandom', the development of the international football and sports industries and the creation of a global strategy. There are over 200 member associations all over the world who each govern and manage football in their country. Therefore, students will examine all of the international licencing schemes and regulations of the Global Confederation (OFC, AFC, CONCACAF, CAF, UEFA, FIFA), along with the implications of cultural differences linked to commercial and sponsorship opportunities.

To enrich the students' learning, there may be opportunities for work experience both in the UK and internationally, between the second and third year. Furthermore, during students' three years at UCFB, there will be opportunities to interact with global events at Wembley Stadium and at Etihad Campus, enabling students to apply their knowledge and increase their competitive edge in the workplace. The studies will provide students with an understanding of the broader global football industry and its history as well as contemporary challenges to provide a solid foundation for their degree. Students will explore marketing in the football industry with an international perspective as well as an appraisal of the different types of league structures and franchises such as in the USA.

Distinguishing Features of the Programme

This award would be the first choice for students who have a specific interest in working within the international football business environment and wish to further their ambitions and knowledge of the industry. Students will be taught by leading figures in football business education. 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 international football business 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.

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.

Opportunities will be provided to attend conferences and to gain external industry-based qualifications such as statistical analysis package qualifications through organisations such as Prozone. These will be provided at an additional cost to the programme. There will be opportunities for volunteering in the community and for paid employment in a variety of roles, as well as national and international football and sport organisations in non-assessed work based situations. UCFB volunteer opportunities will be competitive to reflect the real world environment.

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.

- **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).

programme leader.

Employability Statement / Career Prospects

Due to the flexible nature of the BA (Hons) International Football Business degree programme, graduates will be able to access roles ranging from event operations to business development, including the possibility to work for clubs, sport businesses or governing bodies. 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 business career in the international football industry.
- Provide students with a detailed knowledge of the international football 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 international football industry.
- Provide students with knowledge and understanding of core international business and management concepts.
- Enable students to confidently apply business and management principles and practice in the context of the international football industry.
- 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, management & marketing concepts in the context of the football industry	FB454 FB471 FB462	FB564	FB659 FB667 FB668
K2	Analyse the national and international environments in which football industry operates	FB460 FB472 FB462	FB564	FB659 FB667
K4	Explain the role in influence of football governing bodies and other principal stakeholders at national and international levels	FB460 FB471	FB564	FB659 FB668
K5	Evaluate governance and legislative frameworks applicable to the international football industry	FB460 FB471	FB564	FB667 FB668
K8	Evaluate the challenges for football related organisations in developing strategic plans for international operations	FB471	FB510	FB659 FB667 FB668
C	Intellectual/Cognitive Skills			
C1	Analyse the structure and operation of the international football industry	FB460	FB564	FB659 FB667
C2	Compare and contrast the role and influence of football governing bodies and other key industry stakeholders at national and international levels	FB460 FB454	FB564	FB659 FB667
C3	Evaluate the impact of governance and regulation on the international football industry	FB460	FB564 FB563	FB667 FB668
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	Apply the methods and techniques key to international football management, in particular relating to stadia as multi-use venues to initiate and carry out projects e.g. impact evaluation, environmental audit and stakeholder management.	FB462	FB510 FB563	FB667 FB668 FB699
T	Key/Transferable Skills			

T1	Engage in critical thinking, analysis, synthesis and decision making	FB460 FB454 FB471 FB462	FB564 FB510 FB550 FB563	FB659 FB667 FB668 FB699
T2	Communicate information clearly and coherently in a range of forms relevant to intended audiences	FB460 FB454 FB471 FB462	FB564 FB510 FB550 FB563	FB659 FB667 FB668 FB699
T3	Work harmoniously and productively with others to achieve shared outcomes	FB460 FB454 FB471 FB462	FB564 FB510 FB550 FB563	FB659 FB667 FB668 FB699
T4	Manage time effectively in order to meet deadlines and achieve performance targets	FB460 FB454 FB471 FB462	FB564 FB510 FB550 FB563	FB659 FB667 FB668 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 of the underlying concepts and principles associated with their area(s) of study, and an ability to evaluate and interpret these within the context of that area of study;
- Present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of their subject(s) of study;
- Evaluate 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 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 and a critical understanding of the well-established principles of their area(s) of study, and of the way in which those principles have developed
- Apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context;
- Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study;
- Demonstrate an understanding of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge;

- 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.

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 company accounts. 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

Not applicable

SECTION C: PROGRAMME STRUCTURE(S) AND HOURS**Table 1: Programme Structure Table**

Programme Title		International Football Business								
Course Code		BS1FBU1FW / BS1FBU1F								
Mode of Study		FT								
Credit Value		UK	360		ECTS			180		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award (<i>C/Clore / Optional</i>)	Credit Value	Assessment Regime			Semester Taught *	
						Written Exam %	Coursework %	Practical %		
Level 4										
FB471	Understanding Football Business	4	1	C	30	40	60		S1	
FB462	Introduction to Marketing	4	1	C	30		100		S2	
FB454	Fundamentals of Accounting and Finance	4	1	C	30	60	40		S1	
FB460	Introduction to International Football Business	4	1	C	30	60	40		S2	
Level 5										
FB550	Research Methods	5	2	C	30		70	30	S2	
FB570	Stadium Management	5	2	C	30		100		S1	
FB564	International Football Business Analysis	5	2	C	30	40	60		S1	
FB563	Intermediate Management Accounting	5	2	C	30	60	40		S2	
Level 6										
FB699	Research Project	6	3	C	30		100		SB	
FB659	International Finance	6	3	C	30		100		S1	
FB667	Strategic International Football Business	6	3	C	30	40		60	S2	
FB668	Strategic Management	6	3	C	30		60	40	S1	

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

Table 3: Breakdown of Contact Hours

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	396	804	0	1200
Year Two	384	816	0	1200
Year Three	229	971	0	1200
Total	1009	2591	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: *(if not applicable, please state this under the bullet points)*

- Research Project

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

Exit Awards Available

Exit Award Type	Award Title	Credits Achieved
Certificate of Higher Education	International Football Business	120 Credits
Diploma of Higher Education	International Football Business	240 Credits
Ordinary Degree	International Football Business	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 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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