

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 International Sport Management
Awarding Body	Buckinghamshire New University
Teaching Institution / Programme Location	UCFB - Wembley
Name of Final Award	Master of Science, MSc
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)	MB1ISM9F - FT MB2ISM9F - PT
Mode of Delivery	Full Time Part Time
Length of Study	1 year – 12months 2 years – 24 months
Number of Intakes	1 – October
Regime of Delivery	Distance Learning
Language of Study	English
Programme Accreditation	n/a
Month and Year valid from	01 September 2018
Publication & Revision Dates	01 September 2018

Programme Introduction

UCFB's MSc International Sport Management has been developed as a transformational journey suited for graduates of all disciplines, as well as for current professionals working within various sectors of the sports industry who prefer a flexible, online environment instead of a campus based programme.

The programme leverages current technology and combines it with a body of experienced professionals that will bridge the gap between them and the students and will endeavour to create an active and engaged learning community.

As a capstone to the MSc International Sport Management degree, students will 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 football and sporting clubs both domestically and overseas. MSc students are also encouraged to apply for short term placements, internships and

projects via the dedicated UCFB Employability and Enrichment team, some of which are based overseas and may be appropriate for students who are not UK-based.

Distinguishing Features of the Programme

This award would be a choice for students who have a specific interest in working in senior management positions in sport or furthering their professional development and who prefer distance learning over campus based programmes due to the inherent flexibility that distance learning provides. UCFB is able to draw on a range of first-class industry partners to support the programme beyond the core curriculum teaching staff.

The core management modules (FB777, FB779, FB780 and FB782) 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.

Due to the nature of the programme, the majority of the cohort is expected to live away from UCFB campuses. Nonetheless, students will be able to apply to all the opportunities to increase employability offered by UCFB, such as masterclasses, industry workshops, and the Guest Speaker Programme. The Guest Speaker programme is designed to expose students to career insights from successful industry professionals and to provide students with networking opportunities. In some instances, some sessions will be recorded for those students who cannot access them to allow them to benefit from the information and experience delivered.

Distinguishing Features

- Great leverage of latest technologies to ensure optimal learning experience
- Experienced lecturers with online learning backgrounds
- Access to world class stadia campus locations
- Access to industry guest lecturers and wider networking opportunities
- Dedicated Employability and Enrichment team for opportunities to apply for 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.

- **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 interview.

- **IELTS**

Applicants from non-majority English speaking countries will be asked for an English qualification which tests Speaking, Listening, Reading and Writing and will be asked to achieve IELTS 6.5 overall.

- **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 a personal or phone interview (if required).

Basic to intermediate computer skills (primarily Microsoft Office suite and video recording) and stable internet connection are recommended requirements in order to successfully navigate this course.

Employability Statement / Career Prospects

The specificity of sport, with its high media coverage and numerous stakeholders, requires managers to have 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. The international elements of this degree provide students with the skills and experience to progress and work either domestically or abroad in a multi-billion-pound global industry.

UCFB's personal development programme monitors each student throughout the programme via monitoring their progress and conducting individual tutorial sessions when necessary. It means we get to know each student's needs and expectations. These tie in with students' career development and provides opportunities to find their '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 international sports industry
- Equip students with a range of learning and research skills necessary to carry out effective independent research in international sports management
- 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 international sports industry
- Develop the skills necessary to successfully manage a sporting venue and sporting events
- Conduct research engaging with the forefront of current sport industry thinking, which offers insight into a key management issue within an international sports context
- Engage with and critically evaluate current themes in sport management
- Create an environment in which students are able to relate theory to practice, solve problems, apply new and existing skills and show a critical awareness of the emerging issues facing the international sports industry

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 systematic knowledge and a critical awareness of current developments in the global sports industry	All
K2	Critically evaluate internal and external environmental factors in international sport management in theory and practice	All
K3	Demonstrate a systematic understanding of developments in international sport management practices and use research-based knowledge at the forefront of their discipline to inform their work	All
C	Intellectual/Cognitive Skills	
C1	Develop professional reports underpinned by key academic research	FB783, FB779, FB780
C2	Communicate effectively at an advanced level both in writing and electronically as well as showing listening skills and the ability to deliver compelling presentations	FB781, FB779
P	Practical Skills	
P1	Conduct research, analyse and interpret a range of data in order to develop effective sports management plans	FB783, FB780, FB779, FB782
P2	Demonstrate a range of advanced practical skills of relevance to professional sport management	FB778, FB777
P3	Apply a range of management skills to complex international sport management problems	FB777, FB778, FB779, FB781, FB780
T	Key/Transferable Skills	
T1	Work effectively while making optimal use of the resources available	All
T2	Reflect on their own performance and how it compares to the key features of the role of a sport manager	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:

- FB783 Dissertation and 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:

FB777 Financial and Human Capital Management
FB778 Leadership and Influence in Sport
FB779 Sustainable Stadium and Event Management
FB780 Global 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:

FB781 Corporate Strategy in a Sporting Context
FB782 Globalisation of Sport Management

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

How will students learn

Our students will benefit from a learning environment that will leverage available technologies in order to ensure their experience is optimal. From recorded lectures to live sessions, lecturers will deliver the modules via the institutional VLE and will include, but will not be limited to, tutor-developed materials, video clips accompanied by self-testing materials to provide opportunities for students to assess their learning and receive instant feedback. Additionally, all our students will have access to media resources and will benefit from free access to recommended reading in the form of e-books.

This programme will be delivered via the online UCFB learning platform, where students work through structured lessons with information provided in each session based on the core module content, to introduce key information and concepts. In some cases, this replaces the traditional format of a lecture and seminar. Concepts and ideas are then tested via case studies, with questions to test learning in the form of self-testing materials. These might include approaches such as multiple-choice and short answer questions, with suggested answers provided at the end of each session, or other formats to ensure a diverse learning experience.

There will be a number of scheduled synchronous lectures and seminars (live sessions) that will be focused on the clarification and expansion of key concepts. These synchronous seen as playing a key role both in fostering a community of learning via interactions between tutor and students and in providing real-time opportunities for developmental conversations. These will also be recorded to provide an ongoing self-study resource for all students and for those who were unable to attend in real time.

During the synchronous seminars, students will have the opportunity to ask questions to the module leader and get real time responses, thus engaging in a collaborative discussion that would both further foster a sense of academic community and improve their learning experience.

The programme's academic team consists of experienced professionals in online learning, which allows them to successfully support students in their learning journey. One of the challenges relates to the potential diversity in the geographic location of the students, for which synchronous sessions will be scheduled accordingly in order to maximise attendance. Additionally, module leaders may use calendar tools to receive availability data from each student in order to ensure an even more accurate scheduling is conducted.

Asynchronous (pre-recorded) lectures and seminars will provide a higher degree of flexibility to students, allowing them more freedom to establish their own pace based on their progression and maximise their learning.

Clear links will be made between online learning activities and forum discussion activities and formative support of the students' assessed work (feed forward) and detailed feedback on work that has been completed will be provided via virtual meetings between the student and tutor. Further formative assessment opportunities will be provided via online discussion activities in which students will be encouraged to share and comment on ideas and plans with each other and with the tutor.

Students will have the opportunity to develop an adequate skillset for distance learning via the module leader's feedback on the forum, formative assessments and the possibility of having tutorial sessions. This will ensure not only the right alignment with the module's learning expectations but also will allow students to adjust to the new learning environment and develop positive and sustainable habits translatable to the other modules of this programme.

How will students be assessed

The assessment strategy for the MSc at UCFB will address key learning outcomes and will take students through a series of formative tasks that will allow them not only to develop the necessary skills to successfully obtain their degree, but also to obtain an adequate skillset for distance learning and develop positive and sustainable habits via the module leader's feedback on the forums and formative assessments.

Formative support of the students in their preparation of assessed work (feed forward) will be provided via one-to-one or small group virtual meetings between the student and tutor. Further formative assessment opportunities will be provided via online discussion activities in which students will be encouraged to share and comment on ideas and plans with each other and with the tutor as part of their preparation for assignments. Additionally, there will be a strong focus on forum participation, where the students are encouraged to critically analyse and discuss elements directly related to their modules. To ensure participation, the module leaders will initiate discussions and provide general feedback regarding the forum thread in order to optimise the students' learning experience.

Assessments have been planned based on the nature of the programme whilst aligning with the professional requirements graduates will have to face upon completion. Business reports and recorded presentations are indicative of the types of assessments that will be required due to their links with the professional environment and their alignment with online learning platforms.

The dissertation provides an opportunity for students to conduct independent research on an international subject agreed 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 and suggest potential dissertation topics.

Work-Based / Placement Learning

This is not a work-based learning programme but students are encouraged to draw up on any relevant professional experience they may have in their engagement with the programme.

SECTION C: PROGRAMME STRUCTURE(S) AND HOURS

Table 1: Programme Structure Table

Programme Title		MSc International Sport Management							
Course Code		MB1ISM9F							
Mode of Study		Full Time (1 Year)							
Credit Value		UK	180	ECTS			90		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award (<i>Core / Optional</i>)	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
FB777	Financial and Human Capital Management	7	1	C	20		100%		S2
FB778	Leadership and Influence in Sport	7	1	C	20		70%	30%	S2
FB779	Sustainable Stadium and Event Management	7	1	C	20		70%	30%	S1
FB780	Global Strategic Sports Marketing Management	7	1	C	20		100%		S3
FB781	Corporate Strategy in a Sporting Context	7	1	C	20		70%	30%	S2
FB782	Globalisation of Sport Management	7	1	C	20		100%		S1
FB783	Dissertation and Research Methods	7	1	C	60		100%		S2,S3

Programme Title		MSc International Sport Management							
Course Code		MB2ISM9F							
Mode of Study		Part Time (2 Years)							
Credit Value		UK	180	ECTS			90		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award (<i>Core / Optional</i>)	Credit Value	Assessment Regime			Semester Taught *
						Written Exam %	Coursework %	Practical %	

FB777	Financial and Human Capital Management	7	1	C	20		100%		S2
FB778	Leadership and Influence in Sport	7	1	C	20		70%	30%	S2
FB779	Sustainable Stadium and Event Management	7	1	C	20		70%	30%	S1
FB780	Global Strategic Sports Marketing Management	7	1	C	20		100%		S3
FB781	Corporate Strategy in a Sporting Context	7	2	C	20		70%	30%	S2
FB782	Globalisation of Sport Management	7	2	C	20		100%		S1
FB783	Dissertation and Research Methods	7	2	C	60		100%		S2,S3

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.

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	124	1676	0	1800
Total	124	1676	0	1800

*These hours should be calculated based on the hours stated in the module descriptors.

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)*

- FB783 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	International Sport Management	60 credits
Postgraduate Diploma	International Sport 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
- Focus groups and feedback from candidates and MSc students

Annual Review and Monitoring

This programme will be monitored annually through the University's annual monitoring 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.

The re-approval of this programme is scheduled for academic year: 2024-2025.

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