



## Course Handbook

# **BSc (Hons) Sport Business Management**

2019/2020

Course Leader Joel Rookwood

School of Sport and Wellbeing



Please read this Handbook in conjunction with the University's Student Handbook.

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## 1.0 Welcome to the course

I would like to welcome you to the School of Sport and Wellbeing and more significantly, welcome to BSc (Hons) Sport Business Management. The programme is now in its tenth academic year and continues to go from strength to strength. It is a contemporary sports programme which is updated frequently to reflect and meet the demands of modern-day management within the sports sector and has a dedicated and enthusiastic team of academic and administrative staff with a positive, student-centered attitude. Feedback on the course has been generally very positive, with students praising module content, the blend of theory and practice and the expertise and enthusiasm of staff. Some small changes to individual modules may have been made based on student feedback and these will be communicated to you via the Module Information Packs that you will receive for each module.

The programme offers a detailed examination of management within sports organisations incorporating the public, commercial and not-for-profit sectors. Modules within the programme examine core sports business management functions including finance, enterprise, strategy, human resources, economics and global sports business. This, therefore, provides you with a contextual framework in which to develop a range of intellectual, professional, managerial and transferable skills which are necessary to engage in and pursue a career in the sports business management sector.

The purpose of this handbook is twofold. First, it aims to address many of the administrative questions that you may have during the early stages of the course. This may relate to enrolment or registering for the appropriate number of modules. Secondly, it addresses many academic issues including the modules that are available during the course. This handbook should be used alongside other university guides and you should refer to it as and when necessary.

The handbook has been structured and laid out in a number of sections. This is to ensure that the information is clear and accessible.

From past experiences, the first few weeks are a time to get to know other students and the course team and can also be confusing. As a team of academics and administrators, we are here to help. If you have any questions or queries, simply go to the designated Campus Admin Services (CAS) Hub where one of the School Administrators will assist, or see your Course Leader or Personal Tutor.

We are very proud of the Sport Business Management programme and this is reflected in the quality of feedback we received from sport-industry partners and UCLan graduates when revamping the course last year. We endeavor to make sure that your experiences as a student are enjoyable and informative, as we help you achieve your potential.

I would like to take this opportunity to wish you the very best in your postgraduate studies.

**Joel Rookwood**

**Course Leader BSc (Hons) Sports Business Management**

## 1.1 Rationale, aims and learning outcomes of the course



The BSc (Hons) Sport Business Management programme has been designed to provide a high quality vocational and intellectually challenging education for students aspiring to become professionals within the sports sector. Emphasis throughout the programme is therefore placed on developing a range of professional, managerial and transferable skills which are aligned with an extensive knowledge of management disciplines applicable to sport.

The modules that feature on the programme have been carefully devised to develop cognitive skills in a number of areas relevant to sports business management and ensure a blend of theoretical and practical issues designed to enhance and improve application to the sports industry. The programme design also considered the potential sources of employment for graduates of the programme. With this in mind, emphases on a range of skills which are applicable in the commercial arena as well as the public and voluntary areas are key foci of the programme. For those who currently hold a position within the sports sector, the programme will assist them in developing and advancing their skills, enabling them to progress into their chosen area.

Students who successfully complete the BSc (Hons) Sport Business Management programme will have, during the course of their studies, developed and refined an array of cognitive and transferable skills alongside a complex array of knowledge and theories. The development of such knowledge and skills will enhance students' abilities to manage and engage in informed decision-making specifically within sports business management. However, students may also apply these to other sectors within sport, and business/management.

### Aims:

- To provide an intellectually stimulating and vocationally relevant programme that will enable students to gain skills, knowledge and experience that will prepare them for employment or entrepreneurship within the sports sector.
- To provide applied national or international learning opportunities assisting students to become leaders and managers within sport and related sector industries.
- To enable and develop on-going critical evaluation and analysis of contemporary management of sport businesses, organisations, enterprises and providers.
- To promote an ethos of self-reflection and self-development enabling the identification of the importance of continual development needs and strategies for achievement.
- To develop critical problem solvers who are capable of analysing operational and strategic issues to provide innovative sustainable business solutions in and through sport.
- To develop independent critical thinkers able to appraise the wider contribution of sport in relation to social responsibilities afforded to individuals, communities and the global society

In order to fulfil those aims students will have to demonstrate that they have fulfilled a range of learning outcomes throughout the duration of the course. Students will be able to graduate from the course on achieving these outcomes. The learning outcomes for the programme are as follows. On completion of the course students will be able to:

## Learning Outcomes:

- A1. Critically appraise contemporary management concepts, research and issues applied to sport businesses, organisations, enterprises and providers.
  - A2. Analyse and develop a series of multi-disciplinary skills and knowledge that can be creatively applied within a variety of sport businesses, organisations, enterprises and providers and global sport environments.
  - A3. Explain and evaluate the needs and behaviours of participating individuals and communities and the cultures, economies and environments within which sport takes place
  - A4. Critically appraise the dynamic contexts, cultures and environments through which sports businesses, organisations, enterprises and providers operate their operational and strategic interactions.
  - B1. Demonstrate an integrated approach to the principles and practices of contemporary management within sport businesses, organisations, enterprises and providers.
  - B2. Employ appropriate strategies for effective critical evaluation of management concepts and issues applied to sports businesses, organisations, enterprises and providers within sport specific national and international contexts.
  - B3. Deliver effective and sustainable creative and innovative solutions to contemporary sport businesses, organisations, enterprises and providers.
  - B4. Communicate appropriately and effectively relevant concepts with sports individuals, communities, businesses, organisations and enterprises.
  - C1. Critically analyse and interpret a broad perspective of theoretical and vocationally relevant research from a substantive body of knowledge of effectively apply to sport business management.
  - C2. Employ independent, critical, analytical, problem-based and reasoning skills in an academic and vocational context.
  - D1. Apply critical self-reflection and awareness to continuing personal and professional self-development.
  - D2. Ability to enhance contemporary skills necessary for both autonomous practice and collaborative working
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## 1.2 Course Team

The team involved in teaching on the programme are well qualified both academically and by their work experience. You are encouraged to read the mini biographies of staff on the [School web page](#), including information about their publications.

Tony Keaveny, Lecturer	Greenbank 234 Tel: 01772 894909 Email: <a href="mailto:AKEaveny@uclan.ac.uk">AKEaveny@uclan.ac.uk</a>
Denis Pressler, Lecturer	Greenbank 236 Tel: 01772 895712 Email: <a href="mailto:dpressler@uclan.ac.uk">dpressler@uclan.ac.uk</a>
Helen O'Donnell, Lecturer	Greenbank 236 Tel: 01772 89 4915 Email: <a href="mailto:ho-donnell@uclan.ac.uk">ho-donnell@uclan.ac.uk</a>
Joel Rookwood, Course Leader Senior Lecturer	Greenbank 236 Tel: 01772 89 5584 Email: <a href="mailto:jrookwood1@uclan.ac.uk">jrookwood1@uclan.ac.uk</a>

## 1.3 Expertise of staff

The team involved in teaching on the programme are well qualified both academically and by their work experience. You are encouraged to read the mini biographies of staff on the [School web page](#), including information about their publications.

## 1.4 Academic Advisor

You will be assigned an Academic Advisor who will provide additional academic support during the year. They will be the first point of call for many of the questions that you might have during the year. Your Academic Advisor will be able to help you with personal development, including developing skills in self-awareness, reflection and action planning.



## 1.5 Administration details

Campus Admin Services provides academic administration support for students and staff and are located in central hubs which open from 8.45am until 5.15pm Monday

to Thursday and until 4.00pm on Fridays. The hub can provide general assistance and advice regarding specific processes such as extenuating circumstances, extensions and appeals.

### **Greenbank Building**

Sport and Wellbeing

telephone: 01772 891998 or 01772 891999

email: greenbankhub@uclan.ac.uk

## **1.6 Communication**



University expects you to use your UCLan email address and check regularly for messages from staff. If you send us email messages from other addresses they risk being filtered out as potential spam and discarded unread. All email communication is expected to be in a professional and polite tone and staff will reply accordingly. Individual staff will notify you of their preferred lines of communication and how you can book tutorials.

## **1.7 External Examiner**

The University has appointed an External Examiner to your course who helps to ensure that the standards of your course are comparable to those provided at other higher education institutions in the UK. The name of the External Examiner Adam Jones, Course Leader, Senior Lecturer– School of Sport and Service Management, University of Brighton. External Examiner reports will be made available to you electronically via the Course Leader.



## **2. Structure of the course**

### **2.1 Overall structure**

Please refer to the programme specification in appendix 8.1 for details of the course structure. The Course Leader will be able to advise you of available optional modules for your programme of study.

For those entering at foundation year you must complete 6 modules across the year. The foundation year is designed to develop your personal and academic skills in order to prepare you for progression onto the degree programme. The three-year programme consists of a number of modules that make up your course. To graduate with honours, you will need to accrue 120 credits per year totalling 360 credits over the three years. Most modules have a credit rating of 20. Some independent modules at year three have a credit rating of 40. The teaching session for some modules is Semester 1 while the teaching session for others is Semester 2. Some modules are taught across both Semesters 1 and 2, and are referred to as year-long modules. You must ensure that you register for modules each year which equates to 120 credits per year which is normally 6 modules. It is your responsibility to ensure your programme of study equates to the required minimum credits. If you wish to take an internship in year 3 it carries a notional 120 credits for the year and will not count toward your final degree classification. Once internship is completed you will return to full time study in year four of your programme. For those entering directly into year three for the top-up programme you will need to complete 120 credits in your one year of study which must include an independent module. The programme has been designed to combine compulsory and optional modules in both practical and theoretical disciplines.



## 2.2 Modules available

Each module is a self-contained block of learning with defined aims, learning outcomes and assessment. A standard module is worth 20 credits. It equates to the learning activity expected from one sixth of a full-time undergraduate year. Modules may be developed as half or double modules with credit allocated up to a maximum of 120 credits per module.

### Compulsory Modules

You must register for the compulsory modules that form the dominant part of the programme of study. The teaching, learning and assessments that take place within the compulsory modules form the essential aspects of the programme at each level.

Foundation Year	TLC108	Professional Work Environments for Sport (C)
	TLC125	Essential Study Skills for Lifelong Learning (C)
	TLC123	Practical Sport, Exercise and Physical Activity (C)
	TLC127	Introduction to Sport Business Management (C)
Year 1	TL1113	Managing Sport Economics and Finance (C)
	TL1114	Principles and Practices of Sport Business Management (C)
	TL1115	Sport Business Environments (C)
Year 2	TL2095	Research and Enterprise for Sport (C)
	TL2053	Business Operations and Sport Events (C)
	TL2128	Human Resource Management for Sport (C)
	TL2100	Sport Marketing (C)
		<b>1 Option minimum from:</b>
	TL2105	Sport and International Development (O)
TL2050	Sport Tourism (O)	



Year 3 (Optional)	TL3561	Internship (Optional) – 120 notional credits
Year 3	TL3148	Management and Professional Development for Sport (C)
	TL3163	Contemporary Issues in Sport Business Management (C)
	TL3000	Strategic Sport Business Management (C)
		Choose one from:
	TL3172	Consultancy Project
	TL3158	Entrepreneurship and Enterprise in Sport, Health and Wellbeing
	TL3102	Dissertation

The compulsory modules are marked as (C) and you have the flexibility in your programme to select optional modules in years 2 and 3.

Please note that not all option modules may run in any one year and will definitely not run if undersubscribed. When accepting your offer of a place to study on this course, you are accepting that not all of these options will be running. At (or before) the start of each year, you will have an opportunity to discuss your course and preferred options with your tutor. The University will do all it reasonably can to ensure that you are able to undertake your preferred options. To register for modules or make changes to module registrations, you should fill in a Module Change Form. This must be signed by you and your Course Leader and submitted by the deadline indicated on the form.

### 2.3 Course requirements

Students must pass each level (120 credits) in order to progress.



#### 2.3.1 Module Registration Options

Discussions about your progression through the course normally take place in February each year. It is an opportunity for you to make plans for your study over the next academic year. The course team will tell you about the various modules / combinations available and you will both agree on the most appropriate (and legal) course of study for you.

### 2.4 Study Time

#### 2.4.1 Weekly timetable

A timetable will be available once you have enrolled on the programme, through the student portal.

#### 2.4.2 Expected hours of study

20 credits is a standard module size and equals 200 notional learning hours.

The contact time with module tutors (or duration of online learning materials, in the case of distance learning students) is not the total number of **learning hours**. The contact time is simply the number of **teaching hours** and is a fraction of the total learning hours. The total

number of learning hours includes **personal study hours**. The total number of learning hours depends on the level of study. Full-time students should at all levels expect to engage in no less than **36 hours** of learning and study each week.



### 2.4.3 Attendance Requirements

You are required to attend all timetabled learning activities for each module. Notification of illness or exceptional requests for leave of absence must be made to:

[Greenbankattendance@uclan.ac.uk](mailto:Greenbankattendance@uclan.ac.uk)

For international students with a PBS visa you **MUST** attend your course of study regularly; under PBS, UCLan is obliged to tell UKBA if you withdraw from a course, defer or suspend your studies, or if you fail to attend the course regularly. If you have not gained the required authorisation for leave of absence, do not respond to communications from the University and if you are absent for four weeks or more, you may be deemed to have withdrawn from the course. If this is the case, then the date of withdrawal will be recorded as the last day of attendance. The School of Sport and Wellbeing will monitor your attendance on a weekly basis to ensure that you are continuing to fully engage in your programme of study, if your attendance is poor than you will be referred and asked to attend a meeting with your course team, it is important that you respond to any correspondence regarding this. You will be able to check your own attendance record through your myUCLan. Each time you are asked to enter your details on SAM you must remember that the University has a responsibility to keep information up to date and that **you must only enter your own details on the system**. To enter any other names would result in inaccurate records and be dishonest. Any student who is found to make false entries can be disciplined under the student guide to regulations.

## 3. Approaches to teaching and learning

### 3.1 Expertise of staff

The team involved in teaching on the programme are well qualified both academically and by their work experience. You are encouraged to read the mini biographies of staff on the [School web page](#), including information about their publications.

### 3.2 Learning and teaching methods

BSc Sport Business Management is a demanding curriculum both in terms of academic challenge and time. To take full advantage of the programme, students must demonstrate commitment to the modules, subject disciplines, staff and other members of the group. Students will be exposed to a diverse range of teaching within and across modules. In addition, students will also benefit from working in teams and groups. Hence students will have the advantage of learning from staff who are experts in their field and from each other. The role of technology is also important and whilst students will broaden their technological skills, it will also form part of the teaching process.

### 3.3 Study skills

The development of study skills is supported throughout the programmes in a number of ways, with the most significant of these being through the Professional Academic Development and Research Skills (PADAR) mentoring programme. Working with the university CareerEDGE model the mentoring programme is designed to equip you with the essential skills required to successfully undertake the course and to develop additional skills which will enhance your future employability. In addition to this, you are also able to obtain further additional assistance from university wide services such as WISER and the Library.

WISER <http://www.uclan.ac.uk/students/study/wiser/index.php>



### 3.4 Learning resources

#### 3.4.1 Learning Information Services (LIS)

Extensive resources are available to support your studies provided by LIS – library and IT staff. Take advantage of the free training sessions designed to enable you to gain all the skills you need for your research and study. The LIS provide an extensive range of resources and support particularly relevant

for this course. The link below will take you to the LIS page for the School of Sport & Wellbeing where you can see subject guides and find how to access a range of on-line databases. If you need any specific help with the LIS you should contact the Senior Information Officer for **sport** which is **Michael Hargreaves** [MHargreaves@uclan.ac.uk](mailto:MHargreaves@uclan.ac.uk)

#### 3.4.2 Electronic Resources

LIS provide access to a huge range of electronic resources – e-journals and databases, e-books, images and texts. Furthermore, interactive learning packages will be made available on Blackboard to support your studies.

### 3.5 Personal development planning

The Coaching and Management academic team actively encourage students to engage in their own personal development planning. Through PADAR mentoring you will have the opportunity to develop the skills and experience to ensure you navigate yourself through your degree successfully and by the final year you can identify and develop a strategy to secure employment.



### 3.6 Preparing for your career

Your future is important to us, so to make sure that you achieve your full potential whilst at university and beyond, your course has been designed with employability learning integrated into it. This is not extra to your degree, but an important part of it which will help you to show future employers just how valuable your degree is. These “Employability

Essentials” take you on a journey of development that will help you to write your own personal story of your time at university:

- To begin with, you will explore your identity, your likes and dislikes, the things that are important to you and what you want to get out of life.
- Later, you will investigate a range of options including jobs and work experience, postgraduate study and self-employment,
- You will then be ready to learn how to successfully tackle the recruitment process.

It's your future: take charge of it!

Careers offers a range of support for you including:-

- career and employability advice and guidance appointments
- support to find work placements, internships, voluntary opportunities, part-time employment and live projects
- workshops, seminars, modules, certificates and events to develop your skills

Daily drop in service available from 09:00-17:00 for CV checks and initial careers information. For more information come along and visit the team (in Foster building near the main entrance) or access our careers and employability resources via the Student Portal.

<http://www.uclan.ac.uk/students/careers/index.php>

The Sport Business Management programme has been designed to ensure that graduates have the skills and knowledge that will make them employable and make a contribution to the wider sports profession. The compulsory elements of the course provide a platform for students to make good optional choices across themes related various aspects of the sports sector. Within the programme there is an opportunity to take a placement year that may include an international experience. Some of our students have worked in South America, African and Dubai before completing their final year.

### **3.6.1 Volunteering**

An important part of your personal development, whilst an undergraduate, is to ensure that you develop your skills and experiences. As a school we work closely with a number of organisations both within the university and externally, for example, Lancashire Sport and Preston City Council to provide volunteering opportunities in the area across a range of community contexts that include, schools, local sports clubs and youth programmes. The benefits for you and the local community are excellent and should be an important part of your development to make you employable. Volunteering should be a fundamental part of your development and for many of our graduates has underpinned their employability.

### **3.6.2 Professional bodies**

The BSc (Hons) Sport Business Management programme has been designed to reflect current industry standards influenced by the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) and reflects the National Occupational Standards for Business, Management, Hospitality, Leisure, Sport and Tourism.

### **3.6.3 Global Learning Experience**

Within the school our aim is to give you every opportunity to develop your skills and enable you to become employable not just in the UK but globally and within the course we will provide you with International opportunities. Within your curriculum you may experience working with students from different countries, and modules that will challenge you to experience cultural differences around the world. Other areas may include

- Exchange programmes
- Study trips
- Internships

Within the last academic year 170 students engaged in a global learning experience and gained invaluable experience in the USA, Canada, France, Spain, Switzerland, Cyprus, Zambia, Tanzania, South Africa, Dubai, India, Cambodia, China, Australia and New Zealand. You have the opportunity to study a semester or a full year abroad either within the Erasmus programme which is for European educational institutions or world- wide within the ISEP programme <http://www.isep.org/>.

For further Information on exchange programmes please contact:

Erasmus/ ISEP: Shirley Russo: [smrusso@uclan.ac.uk](mailto:smrusso@uclan.ac.uk).  
[http://www.uclan.ac.uk/international/study\\_abroad.php](http://www.uclan.ac.uk/international/study_abroad.php)

During your course you will have an opportunity to undertake a study visit module which enables you to sample a different country/culture. These visits may include Cyprus, Spain and Zambia. Please see your course leader for further information. Within your course you have the opportunity to undertake a paid 48-week International work placement, examples of previous placements are Challenger Sports, USA, American University of Sharjah Wellness Centre, UAE, Magic Bus India and Tanzania Please see Amanda Grundy in the Careers team or e-mail [agrundy1@uclan.ac.uk](mailto:agrundy1@uclan.ac.uk)

### 3.6.4 UCLanSport for Development

We take for granted the opportunity to play and study sport, however there are many young people across the globe that live in disadvantaged communities who do not either have the time, money, resources or facilities to play. For a number of years, UCLan students have worked alongside international aid agencies to support those less fortunately to raise money and heighten the profile of sport for development. In the last two years students have raised over £10,000 that have supported various sports based projects in Africa. Working through our partners Right To Play and Sport in Action.

Born out of the 1994 Lillehammer Olympic legacy programme, Right To Play is an international humanitarian organisation that uses sport and play programs to improve health, develop life skills and foster peace for children and communities in some of the most disadvantaged areas of the world. As the adopted course charity, Right To Play will provide an opportunity for you as undergraduates on a sports programme to recognise and support those around the world who have not the same opportunities as you to play sport.

## 4. Student Support

[The 'i'](#) is a central Student Information Centre and your first point of contact. You can obtain information on a wide range of topics including Council Tax Exemption Certificates, Bank and Confirmation of Study Letters, Portable Financial Credits, (continuing students only, Printing and Printer Credit, UCLan Cards, the 'i' shop and UCLan Financial Support Bursary (first year students only). Student Engagement Assistants (SEAs) will be members of the Student Support and Wellbeing Team in SASS, and will play a vital role in providing a student-friendly access point to the wider specialist support services. The SEAs will be based within the Student Support Hub in Foster Building 058, and will also operate from the „i“ Information Point in the Library. They will meet students who need help and support and any queries which can be handled immediately will be dealt with there and then. Where the issue is more complex or sensitive the SEAs will provide one to one wellbeing appointments and / or refer onto the appropriate service (internal or external). Wellbeing appointments will be available daily; some will be pre-booked, but there will also be appointments kept free to book on the day.



### 4.1 Academic Advisors

Your Academic Advisors will meet with you at least twice per year. They are here to work with you to help you understand your assignment feedback and help you reflect and action plan in order to improve your performance within and across academic years. They will be able to help you plan for your intended future careers and encourage you to take up additional qualifications and opportunities that are available. They will help you collect evidence to create

and dress CV's. Your Academic Advisor will work with you to create an individualised learning/development plan that will see you becoming active, global citizens as per the University's strategic plan.

#### 4.2 Students with disabilities

If you have a disability that may affect your studies, please either contact the Disability Advisory Service - [disability@uclan.ac.uk](mailto:disability@uclan.ac.uk) - or let one of the course team know as soon as possible. With your agreement information will be passed on to the Disability Advisory Service. The University will make reasonable adjustments to accommodate your needs and to provide appropriate support for you to complete your study successfully. Where necessary, you will be asked for evidence to help identify appropriate adjustments.

#### Assessment arrangements for students with a disability

Arrangements are made for students who have a disability/learning difficulty for which valid supporting evidence can be made available. Contact the Disability Adviser for advice and information, [disability@uclan.ac.uk](mailto:disability@uclan.ac.uk)

The disability contact for the Schools is:

Nick Passenger, Principal Lecturer

Greenbank 154

Tel: 01772 895890

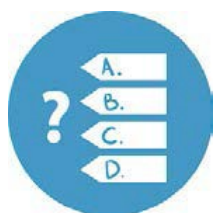
Email: [nspassenger@uclan.ac.uk](mailto:nspassenger@uclan.ac.uk)

#### 4.3 Students' Union

The Students' Union offers thousands of volunteering opportunities ranging from representative to other leadership roles. We also advertise paid work and employ student staff on a variety of roles. You can find out more information on our website:

<http://www.uclansu.co.uk/>

### 5. Assessment



#### 5.1 Assessment Strategy

Assignments allow you to develop your own arguments and conclusions related to set tasks as there are often many possible solutions to a particular problem. Assessment is largely based on the ability to demonstrate clearly which approach you have taken and why.

The most appropriate method of assessment for each module has been selected in order to meet the specified learning outcomes outlined in the module information pack. Assessment methods used include:

- Essays
- Reports
- Oral and multimedia presentations (individual and group)
- Consultancy activity
- Debates
- Dissertations

The course team have devised the assessment strategy with the needs of the sports industry in mind. The emphasis towards group work and presentation skills reflects the needs and abilities of the industry more adequately than conventional examinations. You would be expected therefore to have a professional approach to a wide range of assessment



situations.

All BSc work is assessed against specific criteria that relate to a nationally set framework. Module Information Packs will also include specific assessment criteria for each piece of assessment that will complement the overall criteria.

## 5.2 Notification of assignments and examination arrangements

All of the hand-in deadlines for formal assessments are published in the Module Information Packs at the start of the academic year. It is your responsibility to manage the research, synthesis and production of your assignments throughout the year to ensure you submit within the hand-in deadlines. Lead lectures, seminars and applied practicals are designed to support your assignment submission and failure to attend any of these sessions may result in module tutors not offering additional individual tutorials.

## 5.3 Referencing

Learning to be an effective student is also about learning to be an effective academic. In other words, it is important to understand the ways that effective academics carry out their work. Referencing is carried out by all academics in a specific way appropriate to their discipline. Students' work becomes professional and demonstrates higher levels of academic attainment if methods and modes of referencing are learnt. If referencing is not learnt and applied, students will be deemed to be incompetent academics at first glance and this generally leads to a loss of substantial marks. Referencing examples include:

Trimble, L., Buraimo, T., Godfrey, C., Grecic, D. and Minten, S. (2010) *Sport in the UK*.

Exeter: Learning Matters.

Hoye, R. (2012) *Sport management: principles and applications*. London: Routledge

For further information regarding how to reference please follow the link;

[http://www.uclan.ac.uk/students/study/wiser/referencing\\_guides.php](http://www.uclan.ac.uk/students/study/wiser/referencing_guides.php)

## 5.4 Confidential material

It is possible that during your programme of study you will require access to sensitive information, particularly when working in professional domains. It is essential that you ensure that any participants remain anonymous if they are reported as part of an assignment submission.

Students should be committed to pursue their research activities (project, investigation, enquiry, survey, or any other interaction with people, including the use of data derived from that interaction) in an ethical manner. The practice of ethics is about conducting one's research activity in a disciplined manner within legal and other regulated constraints and with minimal impact on and detriment to others. In the process of research the student should

- safeguard the interests of those involved in or affected by their work
- report their findings accurately and truthfully
- consider the consequences of their work or its misuse for those they study and other interested parties.

If in doubt about any ethical issues related to their research students should consult a member of the academic teaching team.

## 5.5 Cheating, plagiarism, collusion or re-presentation

Please refer to the information included in section 6.6 of the University Student Handbook for full definitions. The University uses an online Assessment Tool called Turnitin. A pseudo-Turnitin assignment will be set up using the School space on Blackboard to allow students to

check as many drafts as the system allows before their final submission to the 'official' Turnitin assignment. Students are required to self-submit their own assignment on Turnitin and will be given access to the Originality Reports arising from each submission. In operating Turnitin, Schools must take steps to ensure that the University's requirement for all summative assessment to be marked anonymously is not undermined and therefore Turnitin reports should either be anonymised or considered separately from marking. Turnitin may also be used to assist with plagiarism detection and collusion, where there is suspicion about individual piece(s) of work.

## 6. Classification of Awards

The University publishes the principles underpinning the way in which awards and results are decided in [Academic Regulations](#). Decisions about the overall classification of awards are made by Assessment Boards through the application of the academic and relevant course regulations.



## 7. Student Feedback

You can play an important part in the process of improving the quality of this course through the feedback you give.

In addition to the on-going discussion with the course team throughout the year, there are a range of mechanisms for you to feedback about your experience of teaching and learning. We aim to respond to your feedback and let you know of our plans for improvement. The Students' Union can support you in voicing your opinion, provide on-going advice and support, and encourage your involvement in all feedback opportunities. They will be requesting that you complete the National Student Survey (during semester 2 for students in their final year of study) or the UCLan Student Survey (all other students).

The Students' Union and University work closely together to ensure that the student voice is heard in all matters of student-life. We encourage students to provide constructive feedback throughout their time at university, through course reps, surveys and any other appropriate means. The Union's Student Affairs Committee (SAC), members of Students' Council and School Presidents each have particular representative responsibilities, and are involved with decision making committees as high as the University Board. Therefore it is very important students engage with the democratic processes of the Students' Union and elect the students they see as most able to represent them.

### 7.1 Student Staff Liaison Committee meetings (SSLCs)

The purpose of a SSLC meeting is to provide the opportunity for course representatives to feedback to staff about the course, the overall student experience and to inform developments which will improve future courses. These meetings are normally scheduled once per semester. Your School President will facilitate the meetings using [guidelines](#) and provide a record of the meeting with any decisions and / or responses made and / or actions taken as a result of the discussions held. The meetings include discussion of items forwarded by course representatives, normally related to the following agenda items (dependent on time of year).

The course team encourage student feedback in all areas and recognise that additional items for discussion may also be raised at the meeting

- Update on actions completed since the last meeting
- Feedback about the previous year – discussion of external examiner's report; outcomes of National /UCLan student surveys.
- Review of enrolment / induction experience;



- Course organisation and management (from each individual year group, and the course overall);
- Experience of modules - teaching, assessment, feedback;
- Experience of academic support which may include e.g. Personal Development Planning, personal tutoring arrangements and The Card;
- Other aspects of University life relevant to student experience e.g. learning resources, IT, library;
- Any other issues raised by students or staff.

The course team encourage student feedback in all areas and recognise that additional items for discussion may also be raised at the meeting.

Schedules of SSLC meetings are then circulated to the representatives through the UCLan email. Minutes from the meetings are circulated to all course leaders and course representatives who will then distribute to the whole course cohort.

## 8. Appendices

### 8.1 Programme Specification

#### UNIVERSITY OF CENTRAL LANCASHIRE

#### Programme Specification

This Programme Specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

***Sources of information on the programme can be found in Section 17***

<b>1. Awarding Institution / Body</b>	University of Central Lancashire
<b>2. Teaching Institution and Location of Delivery</b>	University of Central Lancashire –Preston Campus
<b>3. University School/Centre</b>	School of Sport and Wellbeing
<b>4. External Accreditation</b>	
<b>5. Title of Final Award</b>	BSc (Hons) Sport Business Management
<b>6. Modes of Attendance offered</b>	3 years full time, 4 years inclusive of foundation entry. 5 years inclusive of internship. 6 to 7 years part-time.
<b>7a) UCAS Code</b>	C620
<b>7b) JACS Code HECOS Code</b>	N880 1000097

<b>8. Relevant Subject Benchmarking Group(s)</b>	Hospitality, Leisure, Sport and Tourism General Business and Management National Occupation Standards / FHEQ – November 2016
<b>9. Other external influences</b>	CIMSPA - (Chartered Institute for the Management of Sport and Physical Activity). Employer Consultation – range of sport and business management partners
<b>10. Date of production/revision of this form</b>	April 2017 Revised June 2019
<b>11. Aims of the Programme</b>	
<ul style="list-style-type: none"> <li>• To provide an intellectually stimulating and vocationally relevant programme that will enable students to gain skills, knowledge and experience that will prepare them for employment or entrepreneurship within the sport sector.</li> </ul>	
<ul style="list-style-type: none"> <li>• To provide applied national or international learning opportunities assisting students to become leaders and managers within sport and related sector industries.</li> </ul>	
<ul style="list-style-type: none"> <li>• To enable and develop on-going critical evaluation and analysis of contemporary management of sport businesses, organisations, enterprises and providers.</li> </ul>	
<ul style="list-style-type: none"> <li>• To promote an ethos of self-reflection and self-development enabling the identification of the importance of continual development needs and strategies for achievement.</li> </ul>	
<ul style="list-style-type: none"> <li>• To develop critical problem solvers who are capable of analysing operational and strategic issues to provide innovative sustainable business solutions in and through sport.</li> </ul>	
<ul style="list-style-type: none"> <li>• To develop independent critical thinkers able to appraise the wider contribution of sport in relation to social responsibilities afforded to individuals, communities and the global society.</li> </ul>	

## **12. Learning Outcomes, Teaching, Learning and Assessment Methods**

### **A. Knowledge and Understanding**

- A1. Critically appraise contemporary management concepts, research and issues applied to sport businesses, organisations, enterprises and providers.
- A2. Analyse and develop a series of multi-disciplinary skills and knowledge that can be creatively applied within a variety of sport businesses, organisations, enterprises and providers and the global sport environment.
- A3. Explain and evaluate the needs and behaviours of participating individuals and communities and the cultures, economies and environments within which sport takes place.
- A4. Critically appraise the dynamic contexts, cultures and environments through which sports businesses, organisations, enterprises and providers operate their operational and strategic interactions.

### **Teaching and Learning Methods**

Lead lectures, tutor and student led seminars, workshops, tutorials, industry speakers, e-learn and computer based self-paced learning, self-directed learning, international study opportunities, placements within industry.

### **Assessment methods**

Formative and summative: single and group presentations, multimedia presentations, debates, written seen/unseen examinations, time constrained in-class assessments, reports and essays, dissertation/ project/business plan, journal articles and peer assessments.

### **B. Subject-specific skills**

- B1. Demonstrate an integrated approach to the principles and practices of contemporary management within sports businesses, organisations, enterprises and providers.
- B2. Employ appropriate strategies for effective critical evaluation of management concepts and issues applied to sport businesses, organisations, enterprises and providers within sport specific national and international contexts.
- B3. Deliver effective and sustainable creative and innovative solutions to contemporary sport businesses, organisations, enterprises and providers.
- B4. Communicate appropriately and effectively relevant concepts with sports individuals, communities, businesses, organisations and enterprises.

### **Teaching and Learning Methods**

Lead lectures, tutor and student led seminars, workshops, tutorials, industry speakers, site visits to industry, problem based scenarios, e-learn and computer based self-paced learning, self-directed learning, international study opportunities, placements within industry.

### **Assessment methods**

Formative and summative: single and group presentations, debates, multimedia presentations, written seen/unseen examinations, time constrained in-class assessments, reports and essays, dissertation/ project/business plan, journal articles and peer assessments.

### **C. Thinking Skills**

- C1. Critically analyse and interpret a broad perspective of theoretical and vocationally relevant research from a substantive body of knowledge and effectively apply to sport business management.
- C2. Employ independent, critical, analytical, problem-based and reasoning skills in an academic and vocational context.

### **Teaching and Learning Methods**

Lead lectures, tutor and student led seminars, workshops, tutorials, industry speakers, site visits to

industry, problem based scenarios, e-learn and computer based self-paced learning, self-directed learning, international study opportunities, placements within industry.

**Assessment methods**

Formative and summative: single and group presentations, multimedia presentations, debates, written seen/unseen examinations, time constrained in-class assessments, reports and essays, dissertation/ project/business plan, journal articles and peer assessments.

**D. Other skills relevant to employability and personal development**

D1. Apply critical self-reflection and awareness to continuing personal and professional self-development.

D2. Ability to enhance contemporary skills necessary for both autonomous practice and collaborative working.

**Teaching and Learning Methods**

Lead lectures, tutor and student led seminars, workshops, tutorials, industry speakers, site visits to industry, problem based scenarios, e-learn and computer based self-paced learning, self-directed learning, international study opportunities, placements within industry.

**Assessment methods**

Formative and summative: single and group presentations, multimedia presentations, debates, written seen/unseen examinations, time constrained in-class assessments, reports and essays, dissertation/ project/business plan, journal articles and peer assessments.

13. Programme Structures*				14. Awards and Credits*	
Level	Module Code	Module Title	Credit rating		
Level 6	TL3148	Management and Professional Development for Sport (Comp)	20	<p><b>BSc (Hons) Sport Business Management</b> Requires 360 credits including a minimum of 220 at Level 5 or above and 100 at Level 6</p> <p><b>Bachelor Degree</b> Requires 320 credits including a minimum of 180 at Level 5 or above and 60 at Level 6</p> <p><b>Bachelor Honours Degree (sandwich) BSc (Hons) Sport Business Management</b>  Requires 360 credits including a minimum of 220 at Level 5 or above and 100 at Level 6. In addition TL3561 must be passed with a notional credit rating of 120 credits.</p>	
	TL3163	Contemporary Issues in Sport Business Management (Comp)	40		
	TL3000	Strategic Sport Business Management (Comp)	20		
	<b>Choose one (Comp)</b>				
	TL3172	Consultancy Project	40		
	TL3102	Dissertation	40		
	TL3158	Entrepreneurship and Enterprise in Sport, Health and Wellbeing	40		
TL3561	Internship	120			
Level 5	TL2053	Business Operations and Sport Events (Comp)	40	<p><b>Diploma of Higher Education in Sport Business Management</b>  Requires 240 credits including a minimum of 100 at Level 5 or above</p>	
	TL2095	Research and Enterprise for Sport (Comp)	20		
	TL2128	Human Resource Management for Sport (Comp)	20		
	TL2100	Sport Marketing (Comp)	20		
	TL2050	Sport Tourism (O)	20		
	TL2105	Sport and International Development (O)	20		
Level 4	TL1113	Managing Sport Economics and Finance (Comp)	40	<p><b>Certificate of Higher Education in Sport Business Management</b> Requires 120 credits at Level 4 or above</p>	
	TL1114	Principles and Practices of Sport Business Management (Comp)	40		
	TL1115	Sport Business Environments (Comp)	40		
Level 3	TLC108	Professional Work Environment for Sport	20	<p><b>Foundation Certificate of Achievement in Sport Business Management</b> Requires a minimum of 20 credits</p>	
	TLC125	Essential Study Skills for Lifelong Learning	20		

	TLC123	Practical Sport, Exercise and Physical Activity		at Level 3 or above
	TLC127	Introduction to Sport Business Management	20  60	

### 15. Personal Development Planning

Personal and professional development planning exists as a fundamental element and is within the course. The elements of personal and professional development are facilitated, practiced, monitored and assessed and are embedded within modules at all levels of the degree course. To support these, students will call upon experiences within the workplace, international study experiences or other extra-curricular scenarios. There is a strong focus on enhancing the individual student's employability and lifelong learning skills, encouraging students to undertake professional qualifications within management alongside their degree.

### 16. Admissions criteria \*

(including agreed tariffs for entry with advanced standing)

*\*Correct as at date of approval. For latest information, please consult the University's website.*

Applicants for Year 0, Foundation Entry (Level 3) must have the minimum UCAS tariff of 64 points and 5 GCSE grades at C and above including English and Mathematics. Given the nature of this level, applications from individuals with non-standard qualifications or relevant work/life experience and who aspire for professional careers in sports business management but lack the requisite academic qualifications are welcome. Such applications will be reviewed on an individual basis and may require the applicant to be invited for interview.

Applicants entering Year 1 (Level 4) must have the minimum UCAS tariff of 112 points from at least 2 A2 subjects or equivalent and 5 GCSE grades at C and above including English and Mathematics.

Direct entry applicants for Year 3 (Level 6) must possess Higher National Diploma or Foundation Degree in Sport Business Management or related subject. Non-standard applications are considered on an individual basis and applicants may be interviewed.

Students where English is not the first language need to demonstrate their ability in the English language through obtaining an IELTS score of 6.0 or above with no component score below 5.5

### 17. Key sources of information about the programme

- Course Leader: Antony Keaveny [AKeaveny@uclan.ac.uk](mailto:AKeaveny@uclan.ac.uk)
- University Web site [www.uclan.ac.uk](http://www.uclan.ac.uk)
- School Liaison
- Course Information
- University Prospectus
- University Open Days and Applicant Days

## 18. Curriculum Skills Map

Please tick in the relevant boxes where individual Programme Learning Outcomes are being assessed

Level	Module Code	Module Title	Core (C), Compulsory (COMP) or Option (O)	Programme Learning Outcomes															
				Knowledge and understanding				Subject-specific Skills				Thinking Skills				Other skills relevant to employability and personal development			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4
LEVEL 6	TL3148	Management and Professional Development for Sport	COMP	✓	✓			✓	✓	✓	✓					✓			
	TL3163	Contemporary Issues in Sport Business Management	COMP	✓	✓		✓		✓	✓	✓	✓	✓						
	TL3000	Strategic Sport Business Management	COMP	✓	✓		✓		✓	✓	✓	✓	✓						
	TL3102	Dissertation	O	✓		✓	✓	✓	✓		✓	✓	✓			✓	✓		
	TL3158	Entrepreneurship and Enterprise in SHW	O	✓		✓	✓	✓	✓	✓	✓	✓	✓			✓	✓		
	TL3172	Consultancy Project	O	✓	✓		✓		✓		✓	✓	✓						
LEVEL 5	TL2053	Business Operations and Sport Events	COMP		✓	✓		✓		✓							✓		
	TL2095	Research and Enterprise for Sport	COMP		✓	✓		✓		✓							✓		
	TL2100	Sport Marketing	COMP		✓	✓		✓		✓							✓		
	TL2128	Human Resource Management for Sport	COMP		✓	✓		✓		✓							✓		
	TL2050	Sport Tourism	O	✓	✓				✓		✓								
	TL2105	Sport and International Development	O		✓	✓		✓		✓						✓	✓		
LEVEL 4	TL1113	Managing Sport Economics and Finance	COMP		✓	✓		✓		✓							✓		
	TL1114	Principles and Practices of Sport Business Management	COMP		✓	✓		✓		✓							✓		
	TL1115	Sport Business Environments	COMP		✓	✓		✓		✓							✓		
L3	TLC108	Professional Work Environment for Sport	COMP			✓		✓											
	TLC125	Essential Study Skills for Lifelong Learning	COMP		✓											✓	✓		
	TLC123	Practical Sport, Exercise and Physical Activity	COMP					✓									✓		
	TLC127	Introduction to Sport Business Management	COMP		✓			✓									✓		

**Note:** *Mapping to other external frameworks, e.g. professional/statutory bodies, will be included within Student Course Handbooks*



## 19. LEARNING OUTCOMES FOR EXIT AWARDS:

For **each exit award available**, list learning outcomes relating to the knowledge and understanding, subject specific skills, thinking, other skills relevant to employability and personal development that a typical student might be expected to gain as a result of successfully completing each level of a course of study.

For example, for a standard BA/BSc (Hons) award the exit award learning outcomes for CertHE (Level 4) and DipHE (Level 5), BA/BSc (Level 6) should be included; for a postgraduate Masters, this would normally be PGDip and PGCert.

### **Learning outcomes for the award of: Diploma of Higher Education**

A2. Analyse and develop a series of multi-disciplinary skills and knowledge that can be creatively applied within a variety of sport businesses, organisations, enterprises and providers and the global sport environment.

A3. Explain and evaluate the needs and behaviours or participating individuals and communities and the cultures, economies and environments within which sport takes place.

A4. Critically appraise the dynamic contexts, cultures and environments through which sports businesses, organisations, enterprises and providers operate their operational and strategic interactions.

B2. Employ appropriate strategies for effective critical evaluation of management concepts and issues applied to sports businesses, organisations, enterprises and providers within sport specific national and international contexts.

B3. Deliver effective and sustainable creative and innovative solutions to contemporary sports businesses, organisations, enterprises and providers.

B4. Communicate appropriately and effectively relevant concepts with sports individuals, communities, businesses, organisations and enterprises.

C2. Employ independent critical, analytical, problem-based and reasoning skills in an academic and vocational context.

D2. An ability to continually enhance contemporary skills necessary for both autonomous practice and collaborative working.

### **Learning outcomes for the award of: Certificate of Higher Education**

A2. Analyse and develop a series of multi-disciplinary skills and knowledge that can be creatively applied within a variety of sport businesses, organisations, enterprises and providers and the global sport environment.

A3. Explain and evaluate the needs and behaviours or participating individuals and communities and the cultures, economies and environments within which sport takes place.

B2. Employ appropriate strategies for effective critical evaluation of management concepts and issues applied to sports businesses, organisations, enterprises and providers within sport specific national and international contexts.

C2. Employ independent critical, analytical, problem-based and reasoning skills in an academic and vocational context.

D2. An ability to continually enhance contemporary skills necessary for both autonomous practice and collaborative working.

### **Learning outcomes for the award of: Certificate of Achievement.**

A3. Explain and evaluate the needs and behaviours or participating individuals and communities and the cultures, economies and environments within which sport takes place.

B2. Employ appropriate strategies for effective critical evaluation of management concepts and issues

applied to sports businesses, organisations, enterprises and providers within sport specific national and international contexts.

C2. Employ independent critical, analytical, problem-based and reasoning skills in an academic and vocational context.

D2. An ability to continually enhance contemporary skills necessary for both autonomous practice and collaborative working.