

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Sport Business Management
2	BCU Course Code	US1454
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	Chartered Management Institute (CMI)

6	Course Description
	<p>The global sports market is estimated to be worth over £400 billion and is growing at a significant rate year on year. Over the past decade there has been a huge increase of career opportunities in the global sport sector that require graduates with the skills, attributes and experience to thrive in such a dynamic industry.</p> <p>This undergraduate course will provide the academic expertise needed to help you develop an exciting professional future. Combining theory and practical application this course will draw heavily from practising sports leaders to cover multiple aspects such as technology and digital innovation, marketing, events, operations, analytics, and crisis & risk management. Internships, placements, project fieldwork and workshops will enable you to start a career the second you begin your university degree.</p> <p>This innovative and on-trend course will give you the skills, experience and insights to develop a career in the growing area of sport management alongside a qualification from the CMI (Chartered Management Institute).</p> <p>The international focus of the course is derived through a variety of means including the student body, the teaching team and the use of international teaching materials. Moreover, you can choose to spend a year or a full semester studying their modules overseas at a partner institution.</p> <p>Underpinning the philosophy of the course are the following purposes and objectives:</p> <p>Purpose</p> <p>To inspire and equip you with the expertise to develop a high level of academic skills leading to graduate employment and career development within the fast growing 'Sports Business industry domain'</p> <p>Objectives</p> <ul style="list-style-type: none"> - Technical: to furnish you with the practical skills and expertise to add high value within the Sports industry - Behavioural: to nurture the appropriate levels of energy and internal/external 'customer-centric' behaviours to create innovative products and services - Cognitive: to provide you with high levels of critical reasoning and problem solving capabilities that will ensure you stand out among their competitive set

	<p>- Provide a global perspective: Inline with the nature of the industry, provide you with global experiences throughout all levels, making this course unique and industry fitting within the marketplace</p> <p>All modules balance a range of relevant theory and concepts with practical application and throughout the course you will reflect and apply this content into real life scenarios – enabling you to enhance and critique your learning. In short, this is a course designed to be the catalyst for you to forge a hugely successful career in the sports business industry.</p> <p>Where appropriate to the individual topics covered during the course, implications for sustainability will be identified that relate to the UN Sustainable Development Goals.</p>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Sport Business Management	6	360
	Bachelor of Arts with Honours Sport Business Management with Professional Placement Year	6	480
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Sport Business Management	4	120
	Diploma of Higher Education Sport Business Management	5	240
	Bachelor of Arts Sport Business Management	6	300
	Bachelor of Arts Sport Business Management with Professional Placement Year	6	420

8	Derogation from the University Regulations
	None

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	3 years
	Full Time with Professional Placement	City Centre (and placement provider)	4 years
	Part Time	City Centre	5 years
			Code(s)
			US1454
			US1456
			US1455

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ or may be found by searching for the course entry profile located on the UCAS website.

11a	Course Level Outcomes
	This degree course will progress you through level learning outcomes detailed below to ensure that you meet the benchmarks set out in the latest Quality Assurance Agency for Higher Education (QAA) subject benchmarks as well as the overall course learning outcomes detailed.

Level 4 - Theoretical Underpinning	
1	Illustrate knowledge and understanding of the major theories, principles, concepts of business and management in the Sports Business Industry.
2	Acquire key transferable skills that are essential to a career in the Sports Business industry.
3	Articulate productive use of acquired knowledge and transferable skills within a defined global Sport Business industry environment.
Level 5 – Professional Practice emphasis	
1	Differentiate a range of contemporary management strategies.
2	Utilise principles of management practice in an operational global sport business context.
3	Execute a range of business management techniques to initiate and undertake critical analysis of scenarios, applying findings to solve problems.
4	Effectively formulate and present information, arguments and analysis in a variety of forms.
Level 6 (final year) – Strategic Focus	
1	Utilise business and management knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain sport industry problems within a global context.
2	Compose and construct effective methods of communicating business concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
3	Articulate professional skills in contexts where the scope of the task and the criteria for decisions are generally well defined, but where some personal responsibility and initiative is required.
4	Illustrate and apply professional and academic skills to create and justify compelling solutions within the sports business industry.

11b Course Learning Outcomes	
	The core learning outcomes are consistent with QAA Subject Benchmark Statement: Sport programmes, and the overall course aims. On successful completion of BA (Hons) Sport Business Management you will:
K1	Critically apply the theories, concepts and principles of practice from the generic management areas of operations, finance, human resources, economics and marketing to sports facilities and events
T1	Employ strategic planning and development planning skills in analysing, understanding and addressing the development needs and intentions of sport organisations and communities
T2	Articulate the social and cultural meanings attached to sport and their impact on participation and regulation
K2	Apply critical insight into the organisations and structures responsible for sport, and the political ramifications arising from these
T3	Gain transferable skills through voluntary and paid experience and, thereby, the potential for progressing in your chosen career.
T4	Exhibit the development and achievement of knowledge, skills, behaviours, attitudes and attributes for successful working in the industry and working with others in a professional manner.
K3	Exhibit strategic view of sport management emphasising the complexity and dynamics of the global/international contexts.

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12a	<p>Level 4: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MAN4034</td> <td>Introduction to Sport Business Management</td> <td>20</td> </tr> <tr> <td>MAN4040</td> <td>Managing Teams</td> <td>20</td> </tr> <tr> <td>MKT4022</td> <td>Principles of Marketing</td> <td>20</td> </tr> <tr> <td>MAN4039</td> <td>Managing Events</td> <td>20</td> </tr> <tr> <td>MKT4024</td> <td>Developing your Personal Brand</td> <td>20</td> </tr> <tr> <td>ACC4034</td> <td>Finance for Managers</td> <td>20</td> </tr> </tbody> </table> <p>Level 5: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MAN5094</td> <td>Big Data, Analytics and Innovation</td> <td>20</td> </tr> <tr> <td>MAN5070</td> <td>Personal Development as a Manager</td> <td>20</td> </tr> <tr> <td>MAN5095</td> <td>Managing Venues</td> <td>20</td> </tr> <tr> <td>MAN5067</td> <td>Culture and Consumer Behaviour in Sport Business</td> <td>20</td> </tr> <tr> <td>MAN5093</td> <td>Methods in Research and Project</td> <td>20</td> </tr> <tr> <td>MKT5022</td> <td>Marketing Communications Planning</td> <td>20</td> </tr> <tr> <td colspan="3">Optional Module</td> </tr> <tr> <td>BUS5080</td> <td>Study Abroad</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to qualify for the award of BA (Hons) Sport Business Management with Professional Placement Year a student must successfully complete the following module:</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>PPY5001</td> <td>Professional Placement Year</td> <td>120</td> </tr> </tbody> </table> <p>Level 6: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MKT6047</td> <td>Marketing Strategy and Leadership</td> <td>20</td> </tr> <tr> <td>MAN6073</td> <td>Strategic Management</td> <td>20</td> </tr> <tr> <td>MAN6055</td> <td>Global Sports Law, Policy and CSR</td> <td>20</td> </tr> <tr> <td>BUS6083</td> <td>Extended Business Research Project</td> <td>40</td> </tr> </tbody> </table>			Module Code	Module Name	Credit Value	MAN4034	Introduction to Sport Business Management	20	MAN4040	Managing Teams	20	MKT4022	Principles of Marketing	20	MAN4039	Managing Events	20	MKT4024	Developing your Personal Brand	20	ACC4034	Finance for Managers	20	Module Code	Module Name	Credit Value	MAN5094	Big Data, Analytics and Innovation	20	MAN5070	Personal Development as a Manager	20	MAN5095	Managing Venues	20	MAN5067	Culture and Consumer Behaviour in Sport Business	20	MAN5093	Methods in Research and Project	20	MKT5022	Marketing Communications Planning	20	Optional Module			BUS5080	Study Abroad	20	Module Code	Module Name	Credit Value	PPY5001	Professional Placement Year	120	Module Code	Module Name	Credit Value	MKT6047	Marketing Strategy and Leadership	20	MAN6073	Strategic Management	20	MAN6055	Global Sports Law, Policy and CSR	20	BUS6083	Extended Business Research Project	40
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In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MAN6054	Contemporary Issues in Sport Business	20
MAN6077	Operational and Process Improvement in Venues	20
MAN6076	Legal Contracts and Bidding in Events	20

12b Structure Diagram
Full Time Course Structure

Level 4	S1	Introduction to Sport Business Management (20 credits)	Developing your Personal Brand (20 credits)	Principles of Marketing (20 credits)
	S2	Managing Events (20 credits)	Managing Teams (20 credits)	Finance for Managers (20 credits)
Level 5	S1	Big Data, Analytics and Innovation (20 credits)	Personal Development as a Manager (20 credits)	Managing Venues (20 credits)
				Optional International Exchange
	S2	Culture and Consumer Behaviour in Sport Business (20 credits)	Methods in Research and Project (20 credits)	Marketing Communications Planning (20 credits)
Optional International Exchange				
Level 6	S1	Extended Business Research Project (40 credits)	Marketing Strategy and Leadership (20 credits)	OPTION
	S2		Strategic Management (20 credits)	Global Sports Policy, CSR & Safety (20 credits)

Level 5

- Study Abroad

Level 6 Options

- Contemporary Issues in Sport Business
- Operational and Process Improvement in Venues
- Legal Contracts and Bidding in Events

Full Time with Professional Placement Course Structure

Level 4	S1	Introduction to Sport Business Management (20 credits)	Developing your Personal Brand (20 credits)	Principles of Marketing (20 credits)
	S2	Managing Events (20 credits)	Managing Teams (20 credits)	Finance for Managers (20 credits)
Level 5	S1	Big Data, Analytics and Innovation (20 credits)	Personal Development Manager (20 credits)	Managing Venues (20 credits)
		Optional International Exchange		
	S2	Culture and Consumer Behaviour in Sport Business (20 credits)	Methods in Research and Project (20 credits)	Marketing Communications Planning (20 credits)
		Optional International Exchange		
Professional Placement Year (120 credits)				
Level 6	S1	Extended Business Research Project (40 credits)	Marketing Strategy and Leadership (20 credits)	OPTION
	S2		Strategic Management (20 credits)	Global Sports Policy, CSR & Safety (20 credits)

Level 5

- Study Abroad

Level 6 Options

- Contemporary Issues in Sport Business
- Operational and Process Improvement in Venues
- Legal Contracts and Bidding in Events

Part Time Course Structure

Year 1	Semester 1	L4 Introduction to Sport Business Management (20 credits)	
	Semester 2	L4 Managing Events (20 credits)	L4 Finance for Managers (20 credits)
Year 2	Semester 1	L4 Developing your Personal Brand (20 credits)	L4 Principles of Marketing (20 credits)
	Semester 2	L4 Managing Teams (20 Credits)	L5 Culture and Consumer Behaviour in Sport Business (20 credits)
Year 3	Semester 1	L5 Personal Development as a Manager (20 credits)	L5 Big Data, Analytics and Digital Innovation (20 credits)
	Semester 2	L5 Marketing Communications Planning (20 credits)	L5 Methods in Research and Project (20 credits)
Year 4	Semester 1	L5 Managing Venues (20 credits)	L6 Marketing Strategy and Leadership (20 credits)
	Semester 2	L6 Global Sports Policy, CSR & Safety (20 credits)	L6 Strategic Management (20 credits)
Year 5	Semester 1	Extended Business Research Project (40 credits)	L6 Option (20 credits)
	Semester 2		

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

19% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	228 hours
Directed Learning	204 hours
Private Study	768 hours
Total Hours	1,200 hours

Balance of Assessment

Assessment Mode	Percentage
Coursework	55%
Exam	125%
In-Person	33.5%

Level 5

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216 hours (24 week x 9 hours per week)
Directed Learning	240 hours
Private Study	744 hours
Total Hours	1,200 hours

Balance of Assessment

Assessment Mode	Percentage
Coursework	67%
Exam	0%
In-Person	33%

Level 6
Workload
18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216 hours (24 week x 9 hours per week)
Directed Learning	288 hours
Private Study	696 hours
Total Hours	1,200 hours

Balance of Assessment (Core Modules)

Assessment Mode	Percentage
Coursework	54%
Exam	36%
In-Person	10%

***Balance of Assessment may vary depending on optional module choice**