Course Specification

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

6	**Course Description**
	Sport business is also big business. What do sportspersons' contracts include? Why are image rights so important and lucrative? How are multi-million-pound football transfers structured and executed? How do stadium naming rights work? These are all a part of a day's work in the exciting world of a manager in sports business. The exciting and evolving global sports market is estimated to be worth over £400bn 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 sport sector that require graduates with the skills, attributes and experience to thrive in such a dynamic industry. From organisation executives to agents and commercial managers, this is an industry for business-minded people with a passion for sport. This course is designed to explore topics around digital innovation in sports business such as social media representation, modern marketing and online opportunities, events management and delivery, crisis management and sportsperson care and representation such as being a manager or agent looking after any and all needs from contract negotiations to advising on PR and media responsibilities. Employability and entrepreneurship are at the core of this course and these transferable skills will give you a solid foundation from which to build your career. Placements, project fieldwork and workshops will prepare you to hit the ground running the second you graduate. **What's covered in the course?** The course has a clear focus on preparing you for a career in sport business by providing a strong understanding of media handling and sponsorship alongside care and representation of athletes. The course covers a variety of skills required to become a professional in Sport Business Management including technology and digital innovation, marketing, events, venue management, operations, player care and representation, sport tourism, sport media, and crisis and risk management.

7	Course Awards		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Bachelor of Arts with Honours Sport Business Management Bachelor of Arts with Honours Sport Business Management with Professional Placement Year.	6 6	360 480
7b	**Exit Awards and Credits Awarded**		
	Certificate of Higher Education Sport Business Management Diploma of Higher Education Sport Business Management Bachelor of Arts Sport Business Management Bachelor of Arts Sport Business Management with Professional Placement Year	4 5 6 6	120 240 300 480

8	Variation from the University Regulations
	None

9	Delivery Patterns			
Mode(s) of Study		**Location(s) of Study**	**Duration of Study**	**Code(s)**
Full time		City Centre	3 years	US1454
Full Time with Professional Placement		City Centre (and Placement Provider)	4 years	US1456
Part time		City Centre	6 years	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.

11	Course Aims
	The aims of this course are to • Deliver industry aligned learning with employability embedded at every level. • Provide creative, practical and progressive modules that feed directly into the sports industry. • Assess students in ways that engaging inclusive stimulating and tangible. • Emphasise live experiences in Birmingham's wonderful sporting environment. • Meet emotional needs in a friendly supportive university.

12	Course Learning Outcomes
	On successful completion of BA (Hons) Sport Business Management, you will have:
	Knowledge & Understanding
1	Develop a critical understanding of key theories, concepts and real-world examples in relation to both the Sports Industry and Business as a whole
2	Gain an appreciation of contemporary and historical school of relevant theory, practice and methods of strategic analysis used within the Sports Industry

3	Establish a strategic and sustainable view of Sports Business Management, which is inclusive and representative of current global contexts
	Skills & Other Attributes
4	Build a capacity to think critically, to embrace complexity and uncertainty to offer dynamic solutions in a range of contextual situations
5	Enhance the ability to articulate, communicate and present concepts to both specialist and non-specialist audiences.
6	Expand on a range of employability skills which are transferable, relevant and critical for career progression
7	Develop a portfolio of skills relevant to the current global environment, including digital skill, entrepreneurial thinking and global citizenship

13	**Level Learning Outcomes**
	Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:
4.1	Illustrate knowledge and understanding of the major theories, principles, concepts of business and management in the Sports Business Industry.
4.2	Acquire key transferable skills that are essential to a career in the Sports Business industry.
4.3	Articulate relevant knowledge and transferable skills within a Sport Business industry environment.
	Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:
5.1	Utilise a range of contemporary management practices within a Sports environment
5.2	Utilise principles of management practice in an operational sport business context.
5.3	Implement a range of business management techniques to undertake critical analysis of scenarios, applying findings to solve problems.
5.4	Effectively formulate and present information, arguments, data and analysis in a variety of forms.
	Upon completion of Level 6 / the Bachelor's Degree, students will be able to:
6.1	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.
6.2	Compose and construct effective methods of communicating business concepts and other relevant work, accurately and reliably using a range of techniques and practices.
6.3	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.
6.4	Illustrate and apply professional and academic skills to create and justify compelling solutions within the sports business industry.

14	**Course Learning, Teaching and Assessment Strategy**
	The Sport Business Management course aligns to the college mission to '…*inspire creativity and innovative mindsets that provides sustainable solutions to communities and the wider* world' and its vision to embed digital, entrepreneurial, and employability skills and experiential learning in our curriculum. The course also aligns to the university strategy 2030 strategic pillars of (1) developing talent for tomorrow by providing students studying on the course with transformative, inspiring and inclusive educational experience that equips them with the skills they need to be successful, and (2) powering prosperity by working in with our local and regional businesses and by leveraging on STEAM house to drive innovation, growth and productivity.

The course will be offered in-person at BCU's City Centre Campus. On-campus incorporates elements of best-practice from existing undergraduate delivery, consisting of 3-hour workshops for each module. These workshops are delivered in classrooms rather than lecture theatres and enable both teacher-led and student-led activities. Pedagogical concepts of flipped-learning and problem-based learning will be utilised across the course. These pedagogical concepts lend themselves well to developing critical engagement with the complex and abstract ideas that underpin international relations. These teaching techniques also help students develop skills, such as problem-solving and critical thinking skills that are vital for future employment.

Crucially, all modules will have a taught experience that includes regular talks from industry and alumni. Our portfolio of industry contacts is now burgeoning and has been extremely well received in MME.

Much consideration has been given to student employability as a key component of both the university and college strategy, and as such has influenced the course teaching and assessment methods. To that end curriculum and module design has been mapped to the University's new Employability Framework so that employability pervades subject content, assessment and our approaches to learning and teaching. In addition to traditional assessment methods (power point presentations, essays & reports), we are proposing new, contemporary assessments methods, such as:

- Ipsative (utilising reflective templates & trackers)
- Podcast
- Live Client
- Simulation
- Clinic
- Pitch

15	**Course Requirements**

15a **Level 4:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
MAN4049	Introduction to Data Analytics and AI	20
MKT4030	Marketing Principles & Practice	20
MAN4043	Introduction to Sport Business Management	20
BUS4095	Entrepreneurial Thinking	20
ACC4034	Finance for Managers	20
MAN4047	Sport for Development	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):

Module Code	Module Name	Credit Value
MAN5095	Managing Venues	20
MAN5105	Sports Media	20
MAN5062	Live Event Experiences	20
MAN5093	Methods in Research & Project	20

In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MAN5101	Contemporary Issues in Sport Business	20
MAN5108	Data Analytics and AI in Practice	20
MAN5104	Player Care and Representation	20
BUS5090	Entrepreneurial Feasibility	20

To qualify for the award of BA (Hons) Sport Business Management with Professional Placement Year a student must successfully complete the following module:

Module Code	Module Name	Credit Value
PLA5001	Professional Placement Year	120

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):

Module Code	Module Name	Credit Value
BUS6083	Management Project	40
MAN6080	Event Bidding and Legal Contracts	20
MAN6086	Crisis Management and Security	20

In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MAN6081	Tourism and Competitive Socialising	20
MAN6084	Practical Application of AI in Business	20
MAN6073	Strategic Management	20
BUS6086	Business Models for Digital Economy	20

15b	Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules, but a fair and transparent process will be adopted and shared with students.

Level 4

SEMESTER ONE	SEMESTER TWO
Core Introduction to Data Analytics and AI (20 credits) Marketing Principles & Practice (20 credits) Introduction to Sport Business Management (20 credits)	Core Entrepreneurial Thinking (20 credits) Finance for Managers (20 credits) Sport for Development (20 credits)

Level 5

Core Managing Venues (20 credits) Sports Media (20 credits)	Core Live Event Experiences (20 credits) Methods in Research & Project (20 credits)
Optional Contemporary Issues in Sport Business (20 credits) Data Analytics and AI in Practice (20 credits)	Optional Player Care and Representation (20 credits) Entrepreneurial Feasibility (20 credits)

Level 6

Core Management Project (40 credits) Event Bidding and Legal Contracts (20 credits)	Core Management Project (see left) Crisis Management and Security (20 credits)
Optional Tourism and Competitive Socialisation (20 credits) Practical Application of AI in Business (20 credits)	Optional Strategic Management (20 credits) Business Models for Digital Economy (20 credits)

16 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

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	52%
Exam	15%
In-Person	33%

Level 5

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	35%
Exam	
In-Person	65%

* Core modules only, balance of assessment will vary depending on optional module choice

Level 6

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	198
Directed Learning	252
Private Study	750
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	60%
Exam	12%
In-Person	28%

* Core modules only, balance of assessment will vary depending on optional module choice