



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA (Hons) Sport Business Management

Course Code: BHSBM

2021/22

leedsbeckett.ac.uk

BA (Hons) Sport Business Management (BHSBM)

Applicant Facing Course Specification for 2021/22 Undergraduate Entrants

Confirmed at March 2021

General Information

Award Bachelor of Arts (with Honours) Sport Business Management

Contained Awards Bachelor of Arts Sport Business Management
Diploma of Higher Education Sport Business Management
Certificate of Higher Education Sport Business Management

Awarding Body Leeds Beckett University

Level of Qualification & Credits Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total)

Course Lengths & Standard

Timescales Start dates will be notified to students via their offer letter. The length of the course is confirmed below and modes of delivery will be confirmed prior to the start date in line with Government guidance:

- 3 years (full time, campus based)
- 4 years (full time, Sandwich Placement)
- 6 years (part time, campus based)

Part Time Study PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.

Location(s) of Delivery

Headingley Campus, Leeds (plus location of work placement, if applicable)

Entry Requirements

Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning.

Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk.

Course Fees

Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Timetable Information

Timetables will be made available to students during induction week via:

- i) The Student Outlook Calendar
- ii) The Student Portal (MyBeckett)
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/academicregulations)

There are no additional or non-standard regulations which relate to your course.

Key Contacts**Your Course Director**

Dr Ian Richards

Your Academic Advisor

Your Academic Advisor will be allocated to you at induction.

Your Course Administrator

Your Course Administrator can be contacted on schoolofsportadmin@leedsbeckett.ac.uk

Sandwich or Other 'In Year' Work Placement Information

Summary

Leeds Beckett is dedicated to improving the employability of our students and one of the ways in which we do this is to support our students to gain valuable work experience through work-based placements. Our placement teams have developed strong links with companies, many of whom repeatedly recruit our students into excellent placement roles and the teams are dedicated to supporting students through every stage of the placement process. More information about the many benefits of undertaking a work placement, along with details about how to contact our placement teams may be found [here: http://www.leedsbeckett.ac.uk/studenthub/placement-information/](http://www.leedsbeckett.ac.uk/studenthub/placement-information/)

Length

Core Module Professional Practice on the Sports Industry has 120 hours during year 2 (level 5)

Sandwich Elective Module- 46 weeks, undertaken between year 2 and year 3 (level 5 and Level 6) (optional)

Location

Not specified

Professional Accreditation or Recognition Associated with the Course

Professional Body

There is no professional accreditation or recognition associated with this course.

Accreditation/ Recognition Summary

N/A

Course Overview

Aims

The aims of the programme are to:

- 1 To provide an integrated programme of study that is commercially focused, academically challenging and vocationally relevant to the Sports Business Industry.
- 2 To provide a broad, analytical, multi-disciplinary study of the nature, growth, and changing environment of Sport Business.
- 3 To provide a sound basis for further study, career opportunities and continuing professional development in Sport Business, management and related employment contexts.
- 4 To develop appropriate levels of generic skills and graduate attributes (enterprise, digital literacy and global) with the ability to apply them to local, national and global employment contexts.
- 5 To foster a spirit of critical enquiry, knowledge, and familiarity with the relevance and ethical application of research and problem solving to Sport Business.

Course Learning Outcomes

At the end of the course, students will be able to:

- 1 Devise and sustain arguments, solve problems using ideas and techniques from relevant disciplines.
- 2 Critically evaluate arguments, assumptions, abstract concepts and data, to make judgements and frame appropriate questions and solutions which can be applied to the Sports Business Industry.
- 3 Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- 4 Exercise initiative, reflexive learning and personal responsibility needed to undertake appropriate further training of a professional or equivalent nature.
- 5 Demonstrate a systematic understanding of a coherent and detailed knowledge informed by the forefront of the relevant discipline and professional context in sport business.
- 6 Apply methods and techniques to review, consolidate, extend and apply their knowledge and understanding to initiate and carry out projects.

Teaching and Learning Activities

Summary

Underpinning the Course level approach to learning and teaching is the need to create an inclusive learning environment which recognises difference and accommodates and meets the needs of all of the Course's learners. In designing module and learning materials staff ensure that it represented a range of cultural perspectives and practices. In addition, a conscious effort is made to provide for the differing learning and assessment preferences amongst the student body. The Course in particular follows a participatory and interactive approach to learning. This approach to learning incorporates experiential learning to challenge the students (Clark & White's, 2010), where the focus is more about learning from doing and reflecting on experience (Kolb, 1984). Students participate in many types of experiential learning throughout the Course, for example in the PPAD module at Level 4 and Managing People in Sports Organisations module at Level 5. This participatory and experiential design encourages greater understanding of the Courses key threshold concepts (Ash & Green, 2009) and challenge and stimulate the students.

The Course is supported by a range of learning and teaching activities that include:

- Lectures
- Seminars or workshops
- Project work
- Authentic Employer briefs
- Work Based Learning
- Shadowing, observing
- Group pitches to professionals in the industry
- Consultancy Skills
- Power point, Prezi, verbal and poster presentations
- Lab-based Information Technology
- Blogs, on-line profile
- Data analysis, Metrics, Business Intelligence
- Integrated Academic Writing Support levels 4, 5, and 6
- Professional Reflections
- Case studies
- On-line podcasts
- Simulation or role play
- Hypothetical scenarios
- Video analysis and discussion
- Guest and Visiting Lectures
- Experiential learning
- Designing, planning, delivering and evaluating events

Your Modules

This information is correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Level 4

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
The Sport Business Landscape	Y	Digital Business	Y
Personal, Professional and Academic Development (PPAD)	Y	The Sport Consumer	Y
Introduction to Sport Marketing	Y	Sport Finance	Y

Level 5

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Strategic Management in Sport Business	Y	Research in Practice	Y
Managing People in Sports Organisations	Y	Sport Economics	Y
Professional Practice in the Sports Industry			Y
Marketing Communications	N	Sport Sponsorship	N
Sport Broadcasting	N	Business Enterprise Planning	N
Soccer and Society	N		
Events and Facility Management			N

Level 6

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Governance	Y	Sport Business Analytics	Y
Globalisation of Sport Business	Y		
Strategic Marketing	N	Sport, Peace-building and International Development	N
Sport Branding	N	Digital Media for International Marketing	N
Major Independent Study (40 credits)			Y
Sport Events Management			N
Sandwich Work Placement			N

NB - All option modules are indicative.

Part Time Route

Level 4 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
The Sport Business Landscape	Y	The Sport Consumer	Y
Personal, Professional and Academic Development (PPAD)	Y		
Level 4 Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Introduction to Sport Marketing	Y	Digital Business	Y
		Sport Finance	Y

Level 5 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Strategic Management in Sport Business	Y	Sport Economics	Y
Managing People in Sports Organisations	Y		
Level 5 Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
		Research in Practice	Y
Professional Practice in the Sports Industry			Y
Marketing Communications	N	Sport Sponsorship	N
Sport Broadcasting	N	Business Enterprise Planning	N
Soccer and Society	N		
Events and Facility Management			N

Level 6 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Governance	Y	Sport Business Analytics	Y
Globalisation of Sport Business	Y		
Level 6 Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Major Independent Study (40 credits)			Y
Strategic Marketing	N	Sport, Peace-building and International Development	N

Sport Branding	N	Digital Media for International Marketing	N
Sandwich Work Placement			N
Sport Events Management			N

NB - All option modules are indicative.

Sport Events Management	N
-------------------------	---

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

Level 4 is assessed by course work predominantly, with some examinations and practical assessments.

Level 5 is assessed by course work predominantly, with some examinations and practical assessments.

Level 6 is assessed by course work predominantly, with some examinations and practical assessments.

Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	288 hours	276 hours	198 hours
Independent Study	912 hours	804 hours	1002 hours
Placement	-	120 hours	-

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Advice Hub on either campus. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Advice Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. Email enquiries may be directed to studentadvicehub@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.