



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

## MSc Sport Business Management

Course Code: MSPBM

2022/23

[leedsbeckett.ac.uk](https://leedsbeckett.ac.uk)

# ***MSc Sport Business Management (MSPBM)***

## **Applicant Facing Course Specification for 2022/23 Postgraduate Entrants**

Confirmed at APR/2022

### **General Information**

<b>Award</b>	Master of Science Sport Business Management
<b>Contained Awards</b>	Postgraduate Diploma Sport Business Management Postgraduate Certificate Sport Business Management
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification and Credits</b>	Level 7 of the Framework for Higher Education Qualifications, with 180 credit points at Level 7 of the Higher Education Credit Framework for England
<b>Course Lengths and Standard Timescales</b>	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below: <ul style="list-style-type: none"><li>• 1 year (full time, campus based)</li><li>• 2 years (part time, campus based)</li></ul>
<b>Part Time Study</b>	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.
<b>Location(s) of Delivery</b>	Headingley, Leeds
<b>Entry Requirements</b>	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: <a href="https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/">https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/</a> Admissions enquiries may be directed to: <a href="mailto:AdmissionsEnquiries@leedsbeckett.ac.uk">AdmissionsEnquiries@leedsbeckett.ac.uk</a> .

## 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](mailto:Fees@leedsbeckett.ac.uk).

## Timetable Information

Timetables for Semester 1 will be made available to students during induction week via:

- i) The Student Portal (MyBeckett)
- ii) 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](http://www.leedsbeckett.ac.uk/academicregulations))

Standard University Regulations apply to this course, with one exception:

Exemption to Academic Regulation 2.3 'Standard Minimum Entry Requirements'; course entry requirements include IELTS 6.5 with no skills below 6.0, or an equivalent qualification.

## Key Contacts

### Your Course Director

Stephen Robson

### Your Academic Advisor

Students will be notified of their Academic Advisor before starting the course

### Your Course Administrator

Your Course Administrator can be contacted by emailing [schoolofsportadmin@leedsbeckett.ac.uk](mailto:schoolofsportadmin@leedsbeckett.ac.uk)

## Other 'In Year' Work Placement Information

### Summary

Students will have the option to undertake a placement, professional qualification or a number of other Industry, professional or experiential opportunities within the Professional Practice in the Sport Industry module.

### Length

Students have the option to undertake a minimum of 120 hours within an industry or professional context.

**Location:** Students are responsible for obtaining their own placement, with assistance from the University. The locations will vary, dependant on the opportunity.

## **Professional Accreditation or Recognition Associated with the Course**

### **Professional Body**

There is no professional accreditation associated with this course.

### **Accreditation/ Recognition Summary**

N/A

## **Course Overview**

### **Aims**

The aims of the programme are to:

1. Develop a deep critical understanding and application of key threshold concepts in sport business and management
2. Applying innovative, novel and practical solutions to complex problems
3. To develop a range of professional skills and competencies

### **Course Learning Outcomes**

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

1. Select, critique and apply relevant theoretical frameworks and empirical evidence for investigating and solving complex issues and problems in a sport business context.
2. Demonstrate an applied and critical self-awareness of a range of key competencies applied to the professional development context of sport business managers.
3. Work collaboratively and constructively with individuals, groups, businesses and private ventures, in varied sport business settings, demonstrating critical advocacy for suitable process and outcomes and sensitivity to equality, diversity and culture.
4. Assess contemporary sport business management issues in order to devise valid and reliable research instruments for data collection and critically evaluate outcomes to relate them to existing knowledge structures and methodologies.
5. Develop an international perspective, including understanding the impact and ethical implications of globalisation on sport businesses, societies and related corporate social responsibilities.
6. Negotiate, select and effectively apply a range of appropriate tools and techniques to solve sport business management challenges through innovative, influential and creative solutions.

## **Teaching and Learning Activities**

### **Summary**

The approach to teaching and learning is underpinned by a philosophy of inclusivity, providing a community that encourages collaboration, respectful discussion and engaging discourse, where all students can learn, express themselves and develop in a supportive and encouraging environment. It places the student at the centre of the experience by fostering an inclusive, supportive, challenging and caring environment. The

curriculum is informed by practice in real-world through engagement with businesses and organisations across the sports sector. The course focusses on developing and deepening the student's knowledge of the key threshold concepts of sports business and management. The learning, teaching and assessment strategy encourages students to apply their learning in applied research and practical contexts.

The curriculum has a flexible design enabling the students to develop their own tailored learning journey. A key feature of the Professional Development Suite is that it allows students to tailor their studies to bespoke learning and professional development needs. For example, it provides those with limited industry specific experience the opportunity to develop bespoke and relevant learning experience through the professional practice module. For those students entering the course who already have some relevant experience in the industry there are options for them through the Professional Development Suite to use their existing practice through the Professional Practice module (e.g., Action Based Research or Student Negotiated Study options) or to develop leadership and management skills through the Advanced Leadership in Sport module. Students are also encouraged to develop their own professional and research interests through the Independent Project module. This provides them with the opportunity to pursue their own research interests, to build on aspects of the course and modules they have found stimulating or build on the options they have taken in the Professional Practice Suite; for example, undertaking further consultancy projects with organisations they have undertaken professional placements with and/or currently work with. Students are encouraged to undertake real work authentic projects to add to their employability. Flexibility has also been designed into assessments where students are given the opportunity to choose assessment topics and areas that are of a personal and professional interest.

In order to take account of the different learning styles, preferences and diversity of prior educational and professional experiences of the students on the course, there is a varied diet of assessment. 'Reasonable adjustments' are made, to both the actual delivery and assessments, in instances where legitimate (religious holidays, challenges for those in full time employment or engaged in elite sporting careers., etc.) provide barriers to normal participation in planned learning activities.

The teaching and learning strategy employed for those on the face-to-face course is focussed around weekly contact blocs that involve a combination of learning activities such as lectures, seminars, workshops and problem solving. All face-to-face learning is complemented by online learning through utilising the VLE, directed reading and independent study tasks. A number of modules also utilise the VLE in delivering a flipped learning approach. A flexible learning approach for students is offered through a fully blended learning approach, enabling students to take a combination of face to face and distance learning modules. Experiential Learning is also a key feature of the teaching and learning approach through the utilisation of a range of industry partners and organisations including those with MOUs with the Carnegie School of Sport (e.g. Leeds Rugby, Yorkshire County Cricket Club, The Rugby Football League, Leeds United FC, British Weightlifting) in the design, delivery and assessment of modules. The Professional Development Suite is designed to enable students to gain relevant industry experience or professional qualifications to add to their professional and personal development.

## **Your Modules**

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. 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.

At level 7, students study three core modules: Global Perspectives in Sport Marketing (20 credits), Sport Management Research Skills (20 credits), Analytics for Data Driven Decision Making (20 credits) and the double module Independent Project (40 credits).

Students then choose one module from the Professional Development Suite: either the Professional Practice in Sport module (20 credits) or Advanced Leadership in Sport module (20 credits)

A further three modules can then be chosen, with at least two of three modules from Strategic Management (20 credits), Managing Creativity and Innovation (20 credits) and Economic and Financial Decision Making in Sport (20 credits).

A maximum of one module can be chosen from Consumer Experiences (20 credits), Brand Management and Sports Sponsorship (20 credits), Media and Digital Transformations (20 credits) and Global Sport Policy and Governance.

<b>Level 7</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
Strategic Management	N	Managing Creativity and Innovation	N
Economic and Financial Decision Making in Sport	N	Analytics for Data Driven Decision Making	Y
Global Perspectives in Sport Marketing	Y	Global Sport Policy and Governance	N
Sport Management Research Skills	Y	Independent Project	Y
Independent Project	Y	Advanced Leadership in Sport	N
Professional Practice in the Sport Industry (long-thin)	N	Professional Practice in the Sport Industry (long-thin)	N
Consumer Experiences	N	Brand Management and Sport Sponsorship	N
Media and Digital Transformations	N		

Nb. There may be some variance in the availability of option modules

### **Recommended part time course structure (normally 2 years)**

At Level 7 students study three core modules (20 credits) and the Independent Project (worth 40 credits). They elect a 20-credit module from the Professional Development Suite and a further three modules (60 credits) to give a total of 180 credits.

<b>Level 7</b>
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Semester 1 (sem 1 of year 1)	Core (Y/N)	Semester 2 (sem 2 of year 1)	Core (Y/N)
Economic and Financial Decision Making in Sport	N	Managing Creativity and Innovation	N
Global Perspectives in Sport Marketing	Y	Brand Management and Sport Sponsorship	N
Consumer Experiences	N	Global Sport Policy and Governance	N
Semester 3 (sem 1 of year 2)	Core (Y/N)	Semester 4 (sem 2 of year 2)	Core (Y/N)
Strategic Management	N		
Media and Digital Transformations	N	Analytics for Data Driven Decision Making	Y
Sport Management Research Skills	Y	Independent Project	Y
Independent Project	Y	Professional Practice in the Sport Industry (long-thin)	N
Professional Practice in the Sport Industry (long-thin)	N	Advanced Leadership in Sport	N

The full-time and part-time study pattern outlined above reflects a recommended course study structure. However, it is recognised that for some students undertaking part-time study more flexibility will be needed in terms of number of modules completed each year as well as the order of modules studied.

### Assessment Balance and Scheduled Learning and Teaching Activities

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

On this course students will be assessed entirely by coursework.

#### Workload

Overall Workload	
Teaching, Learning and Assessment	282 hours

Overall Workload	
Independent Study	1518 or 1398 hours (dependent upon placement /equivalent option)
Placement	0 or 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.

## Student Services

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers 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. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be contacted via email at [studentadvice@leedsbeckett.ac.uk](mailto:studentadvice@leedsbeckett.ac.uk), telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

## Support and opportunities

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.