



LEEDS
BECKETT
UNIVERSITY

Course

Specification

BA (Hons) Sport

Business

Management

Course Code: BHSBM

2024/25

leedsbeckett.ac.uk

BA (Hons) Sport Business Management (BHSBM)

Applicant Facing Course Specification for 2024/25 Undergraduate Entrants

Confirmed at DEC/2023

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 and 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 and Standard Timescales	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">• 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	The teaching on your course will take place at Headingley campus (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: https://www.leedsbeckett.ac.uk/student-information/course-information/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 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 (<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>)

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

Key Contacts

Your Course Director

Kacy Mackreth

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/>

Study Abroad - Global Engagement is increasingly at the forefront of the University's strategic plan, we have ambition targets for 10% of LBU students to participate in some form of overseas mobility. Further 'in year' development opportunities, enable the course to offer students the opportunity to do a semester study abroad and a full-year study abroad exchange with LBU international partner institutions. More

information about the many benefits of undertaking a study abroad programme, along with details about how to apply may be found here: <https://www.leedsbeckett.ac.uk/study-abroad/>

Length

Placement Module

Core Module Employability in Sport Business Management has 120 hours during year 2 (Level 5)

Location – Not specified

Sandwich Work Placement

Sandwich Elective Module - Normally at least 37.5 hours per week for normally 46 weeks, undertaken between year 2 and year 3 (Level 5 and Level 6) (optional)

Location – Not specified

Study Abroad

Apply in Level 4 and carry out exchange in semester 1 of year 2 (Level 5) (optional)

Year Study Exchange- undertaken between year 2 and year 3 (Level 5 and Level 6) (optional)

Location - Not specified but at one of our recognised international partner institutions.

Professional Accreditation or Recognition Associated with the Course

Professional Body

N/A

Accreditation/ Recognition Summary

N/A

Course Overview

Sport is big business with the global sports market expected to be worth over 700 billion U.S. dollars by 2026. This course will provide insight into the external factors and contemporary issues contributing to the globalisation and commercialisation of sport around the globe. Subject specific knowledge will be acquired in sport finance, digital business, principles of sport business management, sport economics, strategic management, leading and managing people, governance, sport analytics and the global sport business environment that are central to this interdisciplinary nature of study. This degree aims to provide an inclusive programme of study that is academically challenging to ensure students have the global, commercial, digital and critical awareness upon graduating to seize exciting graduate roles in this enterprising field.

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, where the focus is more about learning from doing and reflecting on experience. Students participate in many types of experiential learning throughout the Course, for example in the Personal,

Professional & Academic Development (PPAD) module at Level 4 and Leading and Managing People in Sport module at Level 5. This participatory and experiential design encourages greater understanding of the Courses key threshold concepts to challenge and stimulate the students.

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

- Lectures (in-person and online)
- Seminars or workshops (in-person and online)
- Project work
- Recorded directed tasks (individual and group)
- 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
- Business Simulations
- Case studies
- On-line podcasts/vlogs
- 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. 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.

Level 4			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Contemporary Issues in Sport Management (20)	Y	Digital Business (20)	Y
Personal, Professional and Academic Development (PPAD)	Y	Principles of Sport Business Management (20)	Y

in Sport Business Management (20)			
Introduction to Sport Marketing (20)	Y	Sport Finance (20)	Y

Level 5			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Economics (20)	Y	Research in Practice for Sport Business Management (20)	Y
Leading and Managing People in Sports (20)	Y	Strategic Management of Sport Business (20)	Y
Professional Development in Sport Business Management ¹ (20)			Y
Integrated Marketing Communications (20)	N	Sport Sponsorship (20)	N
Soccer and Society (20)	N	Sport Entrepreneurship (20)	N
		Sport Law: Principles and Practice (20)	N
Events Management ¹ (20)			N

¹Taught across semesters NB All option modules are indicative

Level 6			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Governance (20)	Y	Sport Business Analytics (20)	Y
The Global Sport Business Environment (20)	Y		
Final Year Project ¹ (40)			Y
Sport Branding (20)	N		
Sport, Peace-building and International Development (20)	N		
Project Leadership & Creativity ¹ (20)			N

Level 6	
Sandwich Work Placement ¹ (20)	N

¹Taught across semesters NB All option modules are indicative

Part Time Route

Level 4 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Contemporary Issues in Sport Management (20)	Y	Principles of Sport Business Management (20)	Y
Personal, Professional and Academic Development (PPAD) in Sport Business Management (20)	Y		
Level 4 Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Introduction to Sport Marketing (20)	Y	Digital Business (20)	Y
		Sport Finance (20)	Y

Level 5 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Economics (20)	Y	Strategic Management of Sport Business (20)	Y
Leading and Managing People in Sport (20)	Y		
Level 5 Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
		Research in Practice (20)	Y
Professional Development in Sport Business Management ¹ (20)			Y
Integrated Marketing Communications (20)	N	Sport Sponsorship (20)	N
Soccer and Society (20)	N	Sport Entrepreneurship (20)	N
		Sport Law: Principles and Practice (20)	N
Events Management ¹ (20)			N

¹Taught across semesters NB All option modules are indicative

Level 6 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Governance (20)	Y	Sport Business Analytics (20)	Y
The Global Sport Business Environment (20)	Y		
Level 6 Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Final Year Project ¹ (40)			Y
Sport, Peace-building and International Development (20)	N		
Sport Branding (20)	N		
Sandwich Work Placement ¹ (20)			N
Project Leadership & Creativity ¹ (20)			N

¹Taught across semesters NB All option modules are indicative

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 and practical assessments predominantly, with some examinations.

Level 5 is assessed by course work and practical assessments predominantly.

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

Workload

The number of hours of workload generally equates to 1200 per level for an honours degree, corresponding to the national standard of 10 notional hours of learning for each UK HE credit point.

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	288 hours	284 hours	210* hours

Overall Workload	Level 4	Level 5	Level 6
Independent Study	912 hours	796 hours	990* hours
Placement	-	120 hours	-

*These hours may differ to the hours presented for Level 6 where students have selected the sandwich placement option. Please see Sandwich Information section for further details about this option.

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, 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.