

## PROGRAMME SPECIFICATION

The Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes.

### SECTION A: DETAILS OF THE PROGRAMME AND AWARD

<b>Programme Title</b>	<b>BA (Hons) Sports Business and Coaching</b>
<b>Awarding Body</b>	<b>Buckinghamshire New University</b>
<b>Teaching Institution / Programme Location</b>	<b>UCFB – Etihad (Manchester) and Wembley (London)</b>
<b>Faculty</b>	<b>Design, Media &amp; Management</b>
<b>Name of Final Award</b>	<b>Bachelor of Arts with Honours, BA (Hons)</b>
<b>NQF/FHEQ Level of Qualification</b>	<b>Level 6: Bachelor's degree with honours</b>
<b>QAA Subject Benchmark Statement(s)</b>	<b>Business and Management (2015) Hospitality, Leisure, Sport and Tourism (2008)</b>
<b>UCAS Code</b>	<b>1N64F</b>
<b>Course Code(s)</b>	<b>BS1SBC1F - Etihad BS1SBC1FW - Wembley</b>
<b>Mode of Delivery</b>	<b>Full Time</b>
<b>Length of Study</b>	<b>3 years</b>
<b>Number of Intakes</b>	<b>1 - September</b>
<b>Regime of Delivery</b>	<b>Campus Based</b>
<b>Language of Study</b>	<b>English</b>
<b>Programme Accreditation</b>	<b>n/a</b>
<b>Month and Year valid from</b>	<b>01 September 2016</b>
<b>Publication &amp; Revision Dates</b>	<b>01 September 2016</b>

## Programme Introduction

Through this business and management degree students will develop the ability to identify how players function within a team environment and gain vital business skills transferable across all market sectors.

The workforce within sport businesses, clubs and organisations is changing and the line drawn between coaching, management and business within the same organisation has agglomerated. No longer can people in a sport club or business, regardless of their role, exist in isolation and ignore other parts of the business operations. This degree therefore imparts the necessary leadership fundamentals required to inspire, organise and improve individuals.

Students will develop their understanding of sport as a business and combine the opportunity to improve their coaching skills, long term athlete development and coaching pathways. Students will explore different techniques for analysing performance including notational analysis and the use of technology to improve performance.

Students of this programme will cover high performance coaching, with the opportunity to become a qualified Prozone analyst; Prozone is the global leader in sports analysis software. Students will examine elite sports performance, gain an insight into leadership and management skills and develop an understanding of physical education and pedagogical issues.

This business and management qualification is ideal for those looking for experience and understanding of the world of business and sport and to develop as a manager. It provides a unique learning experience and the opportunity to live, learn and develop within the live operations of a professional football environment. This allows engagement and understanding across areas such as rehabilitation, physiotherapy, player acquisition and analysis.

The practical application of knowledge will be fulfilled by completing additional coaching badges via interaction with first team coaching and training facilities on campus and within the UCFB professional partner network, which includes professional football clubs, rugby clubs, cricket clubs and ice hockey.

The studies will focus on the broad concepts involved in the sport business and surrounding industries. Students will be introduced to the fundamentals of coaching, such as health and safety, risk assessments, the 'coach's toolkit', sports development and exploring how sport is structured in the UK in a variety of settings and gain an understanding of the unique consumer behaviour within the sport industry.

## Distinguishing Features of the Programme

This award would be the first choice for students who specifically are involved in sports coaching and wish to further their ambitions and knowledge of business as well as achieve relevant industry-based coaching qualifications. The student will be supported through selected qualifications as well as gaining an understanding of the science of coaching and will be given opportunities to coach a variety of sports within the local community. They will gain sound knowledge on identifying, coaching, analysing and high performance training on a number of sports. There is also opportunity to gain external industry-based qualifications such as ProZone, FA Level 1 and FA Level 2. There is a range of guest speakers and guest coaches from across the professional sports field as well as opportunities to network with guest lecturers from business, marketing, finance and media. This is supported with sound marketing and business knowledge in entrepreneurial activities and international sports marketing. The award is designed to complement current NGB qualifications and gives the students a strong understanding of age-related training demands, performance analysis software qualifications coupled with skills of budgeting, managing finance, accessing grants and marketing skills. This qualification is ideal for college-leavers with a strong desire to enter the world of sports business and staff already working within sports community programmes.

Year 1 aims to develop student's academic and professional skills with a focus on business, finance and coaching knowledge. There is a focus on individual development which is reflected by the nature

of assessments. Year 1 students are supported by the Complementary Curriculum which brings students into contact with industry guest speakers and coaches. Assessments in Year 2 increase in group work to mimic the real world environment and this will enhance employability skills and behaviours. The Year 2 Complementary Curriculum provides opportunities to undertake in work experience with end of year internships vital for students to develop contacts and networks in the sports industry. The assessment regime and weightings in Year 3 place an emphasis on individual academic and practical coaching competencies.

The core academic curriculum is directly related to the student tuition fees. The Complementary Curriculum is an 'added value' provision to the paid element of the degree programme. Opportunities to increase employability will be provided through masterclasses and industry workshops. The Executive Guest Speaker programme is designed to expose students to career insights from successful industry professionals and to provide students with networking opportunities. This balanced and tailored approach to learning enhancement provides an award that is fit for purpose.

### **Distinguishing Features**

- Professional sport business environment in two world class stadia campus locations
- Industry guest lecturers and wider networking opportunities
- Unique Complementary Curriculum to enhance learning and understanding
- Dedicated Employability & Enrichment team for opportunities to apply for unique work experiences and internships

### **Admission Requirements**

The programme seeks to recruit students from diverse educational and social backgrounds who demonstrate both the ability and motivation to benefit from the programme. The programme welcomes applications from those with a wide variety of educational qualifications and will consider on merit applicants with no formal qualifications.

The standard entry requirements for the programme are as follows: Use the bulleted list below and give information on each of the headings provided.

- **Entry qualifications (GCSE's, A' Levels etc.)**

All applicants should hold a minimum of GCSE grades A\*-C in Maths and English.

Applicants will be permitted to count UCAS points from any qualifications on the UCAS Tariff point scale, provided that they achieve at least two C graded A levels or equivalent (e.g. Merit grades in a BTEC National) as part of their qualifications.

Applicants sitting an IB will be asked to achieve 28 points overall.

Applicants who do not meet these minimum requirements may be permitted to attend an Assessment Day.

- **DBS check**

All applicants are subject to DBS checks prior to the start of the course.

- **Non-academic entry requirements (interview, portfolio, audition)**

An Assessment Day will be used for applicants who demonstrate potential but do not meet the minimum offer requirements. The Assessment Day comprises a Literacy test, Numeracy test and an academic lead interview.

All applicants will be provided with an opportunity at the Assessment Day to meet and discuss their suitability for the programme with the academic team. All applicants are also provided with information relating to student services, with whom they can make contact, should they require additional support or advice as well as information related to appropriate bursaries and funds.

- **UCAS points**  
Applicants will be asked to achieve 240 UCAS points overall for 2016.  
Following research into similar level programmes and their entry requirements, UCFB will request 280 UCAS points from 2017 onwards (112 UCAS points under the newly revised UCAS points scheme)
- **IELTS**  
Applicants from non-majority English speaking countries will be asked for a English qualification which tests Speaking, Listening, Reading and Writing and will be asked to achieve IELTS 6.0 overall.  
  
In cases where an applicant does not require a Tier-4 visa, equivalent English tests may be accepted.
- **Knowledge and Skills**  
Applicants should demonstrate a clear interest in their chosen subject and be able to rationalise clearly why they have selected this programme of study along with an ability to study and thrive in an academic environment. This will be assessed primarily through their personal statement and reference and may be explored further through an interview (if required).

## **Employability Statement / Career Prospects**

The award has been specifically designed to have a number of quality exit routes in community sports coaching and professional coaching, here in the UK and globally. It is also designed to encourage 'cross-pollination' in coaching and business management in a variety of sports with unique links and opportunities at professional football, rugby league, rugby union, cricket and Formula 1. There are global opportunities for qualified coaches as sport branches across the world. The students will leave with NGB qualifications as well as a strong business and marketing acumen which will make them highly employable. The coaches will leave with a much more in-depth understanding of coaching, training, analysing and identifying principles. The students will be supported in gaining external qualifications in a number of sports and this will give them the opportunity to be employed within local sports development and nationally.

Career prospects for graduates of the BA (Hons) Sports Business & Coaching degree programme at UCFB are diverse, ranging from coaching at grass roots to high performance level within their chosen sport. The programme also provides students with the skills and competencies to rise to senior managerial roles within the sports business and coaching world due to the management aspect of the degree. Some students may choose to apply for general business or management roles due to the heavy business elements of the degree.

UCFB's unique personal development programme monitors each student throughout the three years. It means we get to know each student's needs and expectations. This ties in with students' career development, ultimately leading to them finding the right place in the football and sport business. For those who wish to extend their studies at the end of their degree, opportunities to study at Masters Level will be encouraged.

## **Professional Statutory and Regulatory Body Accreditation**

N/A

## **SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS**

### **Programme Aims**

The main educational aims of the programme are to:

- Prepare students for a career in the sports industry
- Provide students with a detailed knowledge of the sports industry, with particular reference to its structure, principal stakeholders, governance and regulation
- Enable students to develop the communication, analytical and problem-solving skills demanded for career advancement in the sports industry
- Provide students with knowledge and understanding of core business and management concepts
- Provide students with knowledge and understanding of core sports coaching concepts
- Enable students to confidently apply coaching concepts and techniques in different sports settings
- Utilize distinctive delivery locations and professional relationships to provide students with unrivalled opportunities to engage with industry throughout the programme.

## **Programme Learning Outcomes**

### **Table 1: Programme Learning Outcomes and Mapping to Modules**

**On successful completion of Level 6 BA (Hons), a graduate, will be able to demonstrate the achievement of the following learning outcomes:**

<b>Programme Learning Outcomes to individual modules</b>				
		<b>Core modules (code) Level 4</b>	<b>Core modules (code) Level 5</b>	<b>Core Modules (code) Level 6</b>
<b>K</b>	<b>Knowledge and Understanding</b>			
<b>K1</b>	Explain the role, influence and contribution of sports governing bodies and other principal stakeholders such as coaches at national and international levels of the sports industry	<b>FB451 FB455 FB472 FB473</b>	<b>FB556 FB559 FB572</b>	<b>FB650 FB658 FB699</b>
<b>K3</b>	Explain the legal and ethical frameworks that govern coaches and coaching in the sports industry	<b>FB451 FB455</b>	<b>FB572</b>	<b>FB658 FB699</b>
<b>K4</b>	Evaluate core business and management concepts in the context of the sports industry	<b>FB472 FB473</b>	<b>FB556 FB559</b>	<b>FB650 FB662</b>
<b>K5</b>	Analyse the national and international environments in which the sports industry operates	<b>FB472 FB473</b>	<b>FB556 FB559</b>	<b>FB662 FB699</b>
<b>C</b>	<b>Intellectual/Cognitive Skills</b>			
<b>C1</b>	Evaluate core coaching concepts and their application in different sports settings	<b>FB451 FB455</b>	<b>FB572</b>	<b>FB650 FB662</b>
<b>C2</b>	Evaluate concepts of talent identification and development in the sports industry		<b>FB572 FB559</b>	<b>FB650 FB662</b>
<b>C3</b>	Evaluate techniques for coaching in the sports industry	<b>FB451 FB455</b>		<b>FB650 FB662</b>
<b>C4</b>	Analyse the structure and operation of the sports industry	<b>FB472 FB473</b>	<b>FB556 FB559</b>	<b>FB662 FB699</b>
<b>C5</b>	Evaluate the impact of governance and regulation on the sports industry	<b>FB472 FB473</b>	<b>FB556 FB559</b>	<b>FB650 FB662 FB699</b>
<b>C6*</b>	Critically evaluate arguments, assumptions, abstract concepts and data, to make judgements, and to frame appropriate questions to achieve a solution, or identify a range of solutions to a problem.	<b>n/a</b>	<b>n/a</b>	<b>FB699</b>

<b>C7*</b>	Demonstrate independent research, making use of scholarly reviews and primary sources.	<b>n/a</b>	<b>n/a</b>	<b>FB699</b>
<b>p</b>	<b>Practical Skills</b>			
<b>P2</b>	Demonstrate competent coaching skills and techniques in different sports settings	<b>FB451 FB455</b>	<b>FB572</b>	<b>FB650 FB658 FB662</b>
<b>P3</b>	Select, justify and apply business and management tools and techniques to propose solutions to a range of management problems in the sports industry	<b>FB472 FB473</b>	<b>FB556 FB559</b>	<b>FB650 FB658 FB662 FB699</b>
<b>P6</b>	Compare and contrast techniques for sports coaching in a high performance environment	<b>FB451 FB455</b>		<b>FB650 FB658 FB662</b>
	<b>Key/Transferable Skills</b>			
<b>T1</b>	Engage in critical thinking, analysis, synthesis and decision making	<b>FB451 FB455 FB472 FB473</b>	<b>FB556 FB559 FB550 FB572</b>	<b>FB650 FB658 FB662 FB699</b>
<b>T2</b>	Communicate information clearly and coherently in a range of forms relevant to intended audience	<b>FB451 FB455 FB472 FB473</b>	<b>FB556 FB559 FB550 FB572</b>	<b>FB650 FB658 FB662 FB699</b>
<b>T3</b>	Work harmoniously and productively with others to achieve shared outcomes	<b>FB451 FB455 FB472 FB473</b>	<b>FB556 FB559 FB550 FB572</b>	<b>FB650 FB658 FB662 FB699</b>
<b>T4</b>	Manage time effectively in order to meet deadlines and achieve performance targets	<b>FB451 FB455 FB472 FB473</b>	<b>FB556 FB559 FB550 FB572</b>	<b>FB650 FB658 FB662 FB699</b>
<b>T5</b>	Identify, access, evaluate and apply electronic resources to address problems and questions	<b>FB451 FB455 FB472 FB473</b>	<b>FB556 FB559 FB550 FB572</b>	<b>FB650 FB658 FB662 FB699</b>
<b>T6</b>	Collect, analyse, interpret and apply numerical data using relevant software packages and presentation methods	<b>FB451 FB455 FB472 FB473</b>	<b>FB556 FB559 FB550 FB572</b>	<b>FB650 FB658 FB662 FB699</b>

Please list here modules identified as being non-compensable (when a learning outcome is only met by one module or is the dissertation or equivalent) if applicable:

- Research Project

**On successful completion of Level 6 BA Ordinary,**

Graduates will have achieved the majority of the learning outcomes specified above for the full Honours award with the exception of those marked with a \*.

The above learning outcomes will be demonstrated by the achievement of the 120 credits listed at Level 4 for this programme plus the 120 credits listed at Level 5 for this programme and 60 credits at Level 6 (excluding the dissertation or equivalent).

**On successful completion of Level 5 DipHE, a graduate, will be able to demonstrate the achievement of the following learning outcomes:**

- Demonstrate knowledge and a critical understanding of the well-established principles of sports business coaching, and of the way in which those principles have developed;
- Apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context;
- Demonstrate knowledge of the main methods of enquiry in sports business and coaching, and an ability to evaluate the appropriateness of different approaches to solving problems in the field of study;
- Understand of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge;
- Apply a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis;
- Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively;

The above learning outcomes will be demonstrated by the achievement of the 120 credits listed at Level 4 for this programme and the 120 credits listed at Level 5 for this programme.

**On successful completion of Level 4 Cert HE, a graduate will be able to demonstrate the achievement of the following learning outcomes:**

- Demonstrate knowledge of the underlying concepts and principles associated with sports business and coaching, and an ability to evaluate and interpret these within the context of that area of study;
- Present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of sports business and coaching
- Discuss the appropriateness of different approaches to solving problems related to sports business and coaching
- Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments

The above learning outcomes will be demonstrated by the achievement of the 120 credits listed at Level 4 for this programme.

## **Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes**

### **How will students learn?**

This programme is delivered at World-class sporting venue(s), providing first-class facilities in a professional environment reflective of that in which students aspire to work. Being located in such



venues gives students regular opportunities to apply their learning and to observe the relevance of the programme to professional practice.

A diverse range of learning and teaching approaches are used as appropriate to each module. Across the programme students benefit from regular contact through lectures, seminars, workshops, tutorials and practical sessions. In addition to timetabled classes for each module, students will also attend a weekly personal tutorial session. Some of these tutorial meetings will be conducted in a group, with others conducted one-to-one contact with a tutor. Proactive use of the VLE and mobile technologies engages students with the broader knowledge base upon which the programme is built. Integration of theory and practice is consistently emphasised to support authentic learning, wherever possible utilizing problem-based approaches, live case studies, and client challenges. The 'Complementary Curriculum' also enhances understanding and skills development, through for example high profile guest speakers and industry visits that reinforce the interdisciplinary nature of the profession.

Students participate in an induction programme which includes introductions to key academic and support staff, the structure and delivery of the programme, training in the use of the VLE, introductions to learning resources and skills support, and a range of familiarization activities. Induction also enables students to meet the other members of their programme and to learn about extra-curricular opportunities.

Each module has a VLE site, which provides support for module-level learning, links to further resources, and information relating to directed and self-directed study.

*Complementary Curriculum*: Students benefit from a range of opportunities provided by UCFB to support their personal and professional development. These run alongside the academic programme, and include high-profile industry speakers, work and volunteering opportunities, additional qualifications, and networking events.

### **How will students be assessed?**

A varied diet of assessment is employed to engage students across the range of intellectual and professional knowledge and skill areas expressed in the programme learning outcomes. The programme team is committed to the use of applied assessment tasks where possible to embed the sector context of the programme, to enhance student engagement, and to assess application of theory to practice. In this way, knowledge and understanding are assessed alongside subject-specific skills and key skills.

A range of assessment types are used across the programme, as appropriate to each module. Assessment is predominantly continuous, employing items such as academic essays, reports, case study analyses, presentations, client challenges, portfolios, reflective writing as well as practically-oriented items such as the production of marketing plans, business plans, company accounts, coaching plans and the delivery of coaching sessions. Examinations and time-constrained assessments are also used to support students' development of key skills including time management and the ability to work individually.

Collaborative working is incorporated where appropriate to enable students to engage in projects of a scale and/or complexity greater than would be achievable individually. Collaborative working also reflects the professional context and supports development of skills for example in communication, negotiation, leadership, and project management.

Multiple opportunities are provided for students to benefit from formative feedback from both tutors and peers, for example through class discussions, informal presentations and submission of draft work.

### **Work-Based / Placement Learning**

n/a

## SECTION C: PROGRAMME STRUCTURE(S) AND HOURS

**Table 1: Programme Structure Table**

Programme Title		BA (Hons) Sports Business and Coaching									
Course Code		BS1SBC1F, BS1SBC1FW									
Mode of Study		Full Time									
Credit Value		UK	360 Credits			ECTS			180 Credits		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ([C]ore / [O]ptional)	Credit Value	Assessment Regime			Semester Taught *		
						Written Exam %	Coursework %	Practical %			
<b>Level 4</b>											
FB473	Understanding Sport Business	4	1	C	30	50%	50%		S1		
FB455	Fundamentals of Coaching	4	1	C	30		40%	60%	S1		
FB451	Coaching in the Community	4	1	C	30		50%	50%	S2		
FB472	Understanding Football Fans and Customers	4	1	C	30		100%		S2		
<b>Level 5</b>											
FB556	Entrepreneurship	5	2	C	30		100%		S1		
FB572	Talent Development	5	2	C	30		60%	40%	S1		
FB550	Research Methods	5	2	C	30		70%	30%	S2		
FB559	Events Planning	5	2	C	30		70%	30%	S2		
<b>Level 6</b>											
FB658	High Performance Coaching	6	3	C	30		100%		S1		
FB650	Applied Reflective Practice	6	3	C	30		100%		S1		
FB662	Performance Analysis	6	3	C	30		100%		S2		
FB699	Research Project	6	3	C	30		100%		S2		

\*Modules will have a suffix of FW if taught at Wembley and ET if taught at Etihad

**Table 3: Breakdown of Contact Hours**

*Note: Hours are worked on the basis of full-time study. 1 Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will normally study 120 credits in an academic year which is therefore equated to 1200 notional hours. A full time postgraduate student will normally study 180 credits in an academic year which equates to 1800 hours. Module Descriptors provide detailed breakdowns of the categories given below.*

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	344 (29%)	856 (71%)	0	<b>1200</b>
Year Two	340 (28%)	860 (72%)	0	<b>1200</b>
Year Three	207 (17%)	993 (83%)	0	<b>1200</b>
<b>Total</b>	<b>891 (25%)</b>	<b>2709 (75%)</b>	<b>0</b>	<b>3600</b>

## SECTION D: ASSESSMENT REGULATIONS

This programme complies with the approved University regulations *Academic Assessment Regulations* and procedures as detailed on the University website.

The following modules will be non-compensable: *(if not applicable, please state this under the bullet points)*

- Research Project

The calculation of this award will be **level 5 33% and level 6 67%**

### Exit Awards Available

Exit Award Type	Award Title	Credits Achieved
Certificate of Higher Education	Sports Business and Coaching	120 Credits
Diploma of Higher Education	Sports Business and Coaching	240 Credits
Ordinary Degree	Sports Business and Coaching	300 Credits

## SECTION E: FURTHER INFORMATION

### Reference Points

The following reference points were used when designing the programme:

- QAA Subject Benchmark Statement for: Business and Management (2015); Hospitality, Leisure, Sport and Tourism (200\*)
- QAA Framework for Higher Education Qualifications (2014)
- University Academic Qualifications Framework
- Recommendation and feedback from external subject academic and industry professional

### Annual Review and Monitoring

This programme will be monitored annually through the University's Programme Review and Enhancement process, which is a continual cycle of review and enhancement. This process is supported by both the periodic review of departments and the periodic re-approval process for individual programmes. All processes are completed in consultation with students via the Students' Union or student representatives.

### Student Voice Feedback

All students will be provided with the opportunity to provide feedback to UCFB on a regular basis. This includes feedback formally via the programme representative who meets with the programme leader on a monthly basis. The programme representative also attends the student council meeting which takes place every 6 weeks, chaired by the Assistant Head of the Campus to raise and discuss concerns of the student cohort. There are also opportunities informally to provide feedback, through students' personal tutors, with whom students can meet on a weekly basis or through their module leaders.

The re-approval of this programme is scheduled for academic year: 2021-22

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