

## KEY PROGRAMME INFORMATION

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Bournemouth University Business School
<b>Final award(s), title(s) and credits</b> Bachelor of Science with Honours BSc (Hons) Sport Management (requires 360 credits; 180 ECTS credits)	
<b>Intermediate award(s), title(s) and credits</b> Diploma of Higher Education (DipHE) Sport Management (requires 240 credits; 120 ECTS credits) Certificate of Higher Education (CertHE) Sport Management (requires 120 credits; 60 ECTS credits)	
<b>UCAS Programme Code(s) (where applicable and if known)</b>	<b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b> 100097 – Sport Management
<b>External reference points</b> QAA UK Quality Code for Higher Education (2018) Quality Assurance Agency for Higher Education Subject Benchmark Statements for Events, Hospitality, Leisure, Sport and Tourism (2016).	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> Club Managers Association of Europe (CMAE)	
<b>Places of delivery</b> Bournemouth University, Talbot Campus	
<b>Mode(s) of delivery</b> Full-time Full-time Sandwich	<b>Language of delivery</b> English
<b>Typical duration</b> Full-time: 3 years (36 months) Full-time Sandwich: 4 years (48 months)	
<b>Date of first intake</b> September 2020	<b>Expected start dates</b> September
<b>Maximum student numbers</b> Not applicable	<b>Placements</b> Placements are compulsory but the length of the placement is optional with a minimum of 6 weeks taken as part of a 3 year degree or a minimum of 30 weeks taken as part of a 4 year degree. Placements are normally required to be completed prior to progression to Level 6 Students will have to find their own placements but a dedicated placement development coordinator and advisor will assist students in finding a placement.
<b>Partner(s)</b>	<b>Partnership model</b>

## Programme Specification – Section 1

Not applicable	Not applicable
<b>Date of this Programme Specification</b> March 2023	
<b>Version number</b> 1.8-0923	
<b>Approval, review or modification reference numbers</b> E20181924 FM1920 10, approved 24/01/2020, previously v1.0 EC2021 04 EC2021 01, BU2020-21 01, approved 30/09/2020, previously v1.1 FM2021 16, approved 05/05/2021, previously v1.2 FM2021 20, approved 01/06/2021, previously v1.3 BUBS2122 13 approved 21/01/2022, previously v1.4 BUBS2122 16, approved 02/02/2022, previously v1.5 BUBS2223 06, approved 12/01/2023, previously v1.6 BUBS2223 14, approved 16/03/2023, previously v1.7	
<b>Author</b> Dr Adi Adams	

**Programme Specification – Section 1**

**PROGRAMME STRUCTURE**

<b>Programme Award and Title: BSc (Hons) Sport Management</b>								
<b>Year 1/Level 4</b>								
<i>Students are required to complete all 6 core units</i>								
Unit Name	Core/Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Beginning Research in Sport and Exercise	Core	20	-	100	-	36	FM v1.0	100097 – 100%
Principles of Sport Management	Core	20	-	50	50	36	FM v1.0	100097 – 100%
Sport Marketing	Core	20		50	50	36	FM v1.1	100097 – 100%
Financial Reporting for Sport	Core	20	-	100	-	36	FM v1.0	100097 – 100%
Sport Structures and Processes	Core	20	-	100		36	FM v1.0	100097 – 100%
Sport, Culture and Society	Core	20		50	50	36	FM v1.0	100098 – 100%
<b>Progression requirements:</b> Requires 120 credits at Level 4								
<b>Exit qualification:</b> Cert HE Sport Management (requires 120 credits at Level 4)								

<b>Year 2/Level 5</b>								
<i>Students are required to complete all 4 core units plus 2 optional units</i>								
Unit Name	Core/Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Conducting Research in Sport and Exercise	Core	20	-	50	50	36	FM v1.0	100097 – 100%
Consuming Sport	Core	20	50	50	-	36	FM v1.0	100097 – 100%
Financial Appraisal for Sport	Core	20	-	100	-	36	FM v1.0	100097 – 100%
Sport Management and Leadership	Core	20	-	50	50	36	FM v1.0	100097 – 100%
Issues and Controversies in Sport, Culture and Society	Option	20	-	50	50	36	FM v1.0	100098 – 100%

## Programme Specification – Section 1

Managing Sport for Development	Option	20	-	50	50	36	FM v1.0	100096 – 100%
Coach and Athlete Welfare	Option	20	-	50	50	36	FM v1.0	100095 – 100%
Developing Coaching Practice	Option	20	-	50	50	36	FM v1.0	100095 – 100%
<b>Progression requirements:</b> Requires 120 credits at Level 5 <b>Exit qualification:</b> DipHE Sport Management (requires 120 credits at Level 4 and 120 credits at Level 5)								
<b>Year 3/Level P - Optional placement year in industry/business</b> Exemption is possible for those who have worked in industry/business at a relevant level  <b>Progression requirements:</b> Progression requirements: Progression requirements: A minimum of 120 credits at Level 5 and satisfactory completion of either a short placement (minimum of 6 weeks) as part of a 3-year degree award or a year-long placement (minimum of 30 weeks) as part of a 4-year degree in a relevant industry/business/organisation is normally required to be completed to progress to level 6. Short placements may be completed during level 5.								

<b>Year 3/Level 6</b> <i>Students are required to complete 1 core unit* plus 4 optional units</i> <i>*Students must choose either Dissertation OR Research Expedition as a core unit</i>								
Unit Name	Core/Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Dissertation	Core	40	-	100	-	20	BUBS v1.0	100097 – 100%
Research Expedition	Core	40	-	100	-	36	FM v1.0	100097 – 100%
Strategy and Leadership for Sport	Option	20	-	20	80	36	FM v1.0	100097 – 100%
Applied Sport Marketing	Option	20	-	100	-	36	FM v1.0	100097 – 100%
Sport Tourism	Option	20	-	100	-	36	FM v1.0	100097 – 50% 100875 – 50%
Entrepreneurship and Innovation in Sport Management	Option	20	-	100	-	36	FM v1.1	100097 – 100%
Sport Business Analytics	Option	20	-	30	70	36	FM v1.0	100097 – 100%
Managing Sport and Events for Sustainable Development	Option	20	-	30	70	36	FM v1.1	100097 – 100%
Fusion Learning Project	Option	20	-	20	80	36	FM v1.0	100097 – 100%
Sport and Physical Culture	Option	20	-	50	50	36	FM v1.0	100098 – 100%

## Programme Specification – Section 1

Talent Development in Sport	Option	20	-	100	-	36	FM v1.0	100499 101294 100095
<p><b>Exit qualification:</b> BSc (Hons) Sport Management (requires 120 credits at L6)</p> <p><b>Sandwich UG award:</b> Requires 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6 and successful completion of a placement year</p> <p><b>Full-time UG award:</b> Requires 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6, and successful completion of a minimum 6 week placement</p>								

### AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

### AIMS OF THE PROGRAMME

The aims of this programme are to enable critically-informed, agile and resourceful sport management graduates who demonstrate:

- a systematic and detailed understanding of core sport and management principles, with an appreciation of the complex global contexts in which these principles operate;
- an ability to design and deploy meaningful, sustainable and socially-responsible projects and evaluate the impact of management decisions, allowing for problem-solving and creative innovation in fluid sport and management environments;
- highly-developed interpersonal and leadership skills to be able to manage and influence a range of contexts, along with an ability to evaluate and analyse complex information and ideas and communicate these to a variety of specialist and non-specialist audiences,;
- critical, independent thinking and an ability to show sensitivity to diversity, apply initiative, exercise personal and social responsibility, and self-manage their own continued development and lifelong learning.

This programme has been aligned to the Quality Assurance Agency for Higher Education Subject Benchmark Statements for Events, Hospitality, Leisure, Sport and Tourism (2016)

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

BSc (Hons) Sport Management is aligned with Bournemouth University's 2025 (BU2025) strategic vision to be recognised world-wide as a leading university for inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice. Whilst all BU2025 themes are reflected in aspects of this Sport Management degree programme, most reflected is the theme of *Business and Economic Sustainability*. The BU2025 core values of inclusivity and responsibility and of impacting society are explicitly reflected in the aims and outcomes of the Sport Management degree which seeks to enhance sport and society through ethical, sustainable and socially-responsible sport and management practice in a range of global contexts.

This Sport Management programme embeds a distinctive *Fusion learning approach* into content delivery and assessment. The curriculum is both research-led and strongly industry based. It contains opportunities for students to co-create and engage with industry including local community groups, local businesses and elite sport clubs through learning and assessment strategies. There is a comprehensive range of co-curricular learning opportunities for students to enhance their experience and develop transferable skills for employment or further study, and all students have the opportunity to engage in a placement (minimum 6 weeks) and international study. Crucially the Sport Management degree provides clear opportunities for interdisciplinary learning within and across units of study offered from BSc (Hons) Sport Coaching whilst maintaining a distinctive sport management focus that is underpinned by BU2025 values. The Sport Management curriculum supports students to develop graduate attributes including collaboration and teamwork, citizenship and societal contribution, global outlook and innovation and entrepreneurship.

More details of Bournemouth University's Strategic plan can be found here:

<https://www.bournemouth.ac.uk/about/bu2025-our-vision-values-strategic-plan>

## **LEARNING HOURS AND ASSESSMENT**

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

## **STAFF DELIVERING THE PROGRAMME**

Students will be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

## INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

### PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

<p><b>A: Subject knowledge and understanding</b></p> <p>This programme and level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>A1</b> core theories, research and principles across multiple disciplines relevant to sport management practice, including how these knowledges are applied within complex global organisations and contexts;</p> <p><b>A2</b> the application of cutting-edge, research-informed practice in various management related disciplines, in a sport context and within the students chosen interdisciplinary specialisms;</p> <p><b>A3</b> pervasive, contemporary and emerging issues, for example sustainability and social responsibility, including a critical and systematic understanding of these issues within in the sport management process;</p> <p><b>A4</b> established methodologies to lead, coordinate, execute and communicate an independent research project within the students chosen area of specialism in sport management.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1 – A4);</li> <li>• seminars and workshops (A1 – A4);</li> <li>• directed reading (A1 – A4);</li> <li>• use of the VLE (A1 – A4);</li> <li>• independent study (A1 – A4);</li> <li>• group work (A1 – A3);</li> <li>• independent research (for dissertation) (A1 – A4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• examinations (A1 – A3);</li> <li>• coursework essays (A1 – A3);</li> <li>• presentations (A1 – A3);</li> <li>• reflective reports (A1 – A3);</li> <li>• dissertation (A1 – A4).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This programme and level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<p><b>B1</b> systematically and critically evaluate theory, research and practice from a variety of disciplines related to sport and management;</p> <p><b>B2</b> analyse and synthesise rigourous evidence from a variety of high-quality sources to support coherent and logical findings, produce informed conclusions, and develop a range of proposed solutions;</p> <p><b>B3</b> apply logic, initiative and personal responsibility to manage complexity, uncertainty and ambiguity in fluid and unpredictable sport management contexts;</p> <p><b>B4</b> effectively and confidently communicate complex theory, research, information, ideas, problems and research-informed solutions to a variety of specialist and non-specialist audiences.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1)</li> <li>• seminars and workshops (B1 – B4);</li> <li>• directed reading (B1 – B3);</li> <li>• use of the VLE (B1 – B3);</li> <li>• independent study (B1 – B3);</li> <li>• group work (B1 – B4);</li> <li>• independent research (for dissertation) (B1 – B4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>



## Programme Specification - Section 2

	<ul style="list-style-type: none"> <li>• examinations (B1, B2, B4);</li> <li>• coursework essays (B1 – B4);</li> <li>• presentations (B1 – B4);</li> <li>• reflective reports (B1 – B4);</li> <li>• dissertation (B1 – B4).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This programme and level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>C1</b> undertake practical tasks and rigorous research into sport management related issues, either independently or as part of a team, demonstrating sound, ethical and socially-responsible leadership and judgements;</p> <p><b>C2</b> accurately and systematically understand, evaluate and communicate the impact of complex management decisions in sport;</p> <p><b>C3</b> apply meaningful, creative, and sustainable problem-solving and practical innovations in fluid sport management contexts;</p> <p><b>C4</b> use appropriate methodologies and skills, including competent and independent use of information technologies and online environments, to source appropriate peer-reviewed academic research, generate data, and communicate results to academic standards.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• seminars and workshops (C1 – C4);</li> <li>• coursework (C1 – C4);</li> <li>• group work (C1 – C4);</li> <li>• use of the VLE (C4);</li> <li>• independent research (for dissertation) (C1 – C4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• examinations (C2);</li> <li>• coursework essays (C1 – C4)</li> <li>• presentations (C1 – C4);</li> <li>• reflective reports (C1 – C4);</li> <li>• dissertation (C1, C2, C4).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This programme and level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>D1</b> make complex and critical decisions, apply initiative, and exercise extensive personal responsibility, to successfully lead, manage, support and influence independent and collaborative projects;</p> <p><b>D2</b> deploy a range of highly-developed interpersonal and leadership skills to communicate information, ideas, problems and solutions to a variety of specialist and non-specialist audiences;</p> <p><b>D3</b> demonstrate openness and sensitivity to diversity toward other people in relation to contemporary sport and management issues and contexts;</p> <p><b>D4</b> manage their own continued development and lifelong learning in enterprising, innovative and professionally appropriate ways.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D2, D3);</li> <li>• seminars and workshops (D1 – D4);</li> <li>• group work (D1 – D4);</li> <li>• use of the VLE (D1 – D4);</li> <li>• directed reading (D1 – D4);</li> <li>• independent research (for dissertation) (D1 – D4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework essays (D2 – D4);</li> <li>• examinations (D2);</li> </ul>

## Programme Specification - Section 2

	<ul style="list-style-type: none"> <li>• group work (D1 – D4);</li> <li>• presentations (D1 – D4);</li> <li>• reflective reports (D1 – D4);</li> <li>• dissertation (D1 – D4).</li> </ul>
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### LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>A1</b> core sport management related principles, including concepts and principles from outside the sport management context, including the way in which these principles have developed;</p> <p><b>A2</b> current evidence-based practice in various sport and management related disciplines, in a sport context and within the students chosen interdisciplinary specialism;</p> <p><b>A3</b> the diverse issues and needs of various stakeholders within the area of sport management;</p> <p><b>A4</b> the main methods of enquiry in sport management, and the ability to evaluate critically the appropriateness of different approaches to solving problems.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1 – A4);</li> <li>• seminars and workshops (A1 – A4);</li> <li>• directed reading (A1 – A4);</li> <li>• use of the VLE (A1 – A4);</li> <li>• independent study (A1 – A4);</li> <li>• group work (A1 – A3);</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• examinations (A1 – A3);</li> <li>• coursework essays (A1 – A3);</li> <li>• presentations (A1 – A3);</li> <li>• reflective reports (A1 – A3);</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>B1</b> critically evaluate theory, research and practice from core disciplines related to sport and management;</p> <p><b>B2</b> critically analyse and interpret information to present coherent and logical arguments;</p> <p><b>B3</b> propose solutions to problems arising from critical analysis of information;</p> <p><b>B4</b> effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1)</li> <li>• seminars and workshops (B1 – B4);</li> <li>• directed reading (B1 – B3);</li> <li>• use of the VLE (B1 – B3);</li> <li>• independent study (B1 – B3);</li> <li>• group work (B1 – B4);</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• examinations (B1, B2, B4);</li> <li>• coursework essays (B1 – B4);</li> </ul>

## Programme Specification - Section 2

	<ul style="list-style-type: none"> <li>• presentations (B1 – B4);</li> <li>• reflective reports (B1 – B4);</li> </ul>
<p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>C1</b> use a range of methods to ethically initiate and undertake practical tasks related to the management of sport, either independently or as part of a team;</p> <p><b>C2</b> critically assess, interpret and communicate the impact of management decisions in sport;</p> <p><b>C3</b> apply principles of sport management to design and propose appropriate solutions to problems in a variety of sport and management contexts;</p> <p><b>C4</b> use appropriate skills, including information technologies and online environments, to locate, analyse and communicate appropriate sport management scholarship.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• seminars and workshops (C1 – C4);</li> <li>• coursework (C1 – C4);</li> <li>• group work (C1 – C4);</li> <li>• use of the VLE (C4);</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• examinations (C2);</li> <li>• coursework essays (C1 – C4);</li> <li>• presentations (C1 – C4);</li> <li>• reflective reports (C1 – C4);</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>D1</b> make decisions, apply initiative, and exercise personal responsibility, to successfully manage, support and influence independent and collaborative projects;</p> <p><b>D2</b> use a range of interpersonal skills to communicate information, ideas, problems and solutions to a variety of specialist and non-specialist audiences;</p> <p><b>D3</b> demonstrate openness and sensitivity to diversity toward other people in relation to contemporary sport and management issues and contexts;</p> <p><b>D4</b> manage their own continued development in professionally appropriate ways.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D2, D3);</li> <li>• seminars and workshops (D1 – D4);</li> <li>• group work (D1 – D4);</li> <li>• use of the VLE (D1 – D4);</li> <li>• directed reading (D1 – D4);</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework essays (D2 – D4);</li> <li>• examinations (D2);</li> <li>• group work (D1 – D4);</li> <li>• presentations (D1 – D4);</li> <li>• reflective reports (D1 – D4);</li> </ul>

### LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES

## Programme Specification - Section 2

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>A1</b> underlying sport management related theories, concepts and principles;</p> <p><b>A2</b> the main evidence-based practices in sport management;</p> <p><b>A3</b> the diverse issues and needs of various stakeholders within the area of sport management;</p> <p><b>A4</b> the appropriateness of different approaches to solving problems related to issues in sport management.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1 – A4);</li> <li>• seminars and workshops (A1 – A4);</li> <li>• independent study (A1 – A4);</li> <li>• group work (A1 – A4);</li> <li>• use of the VLE (A1 – A4);</li> <li>• directed reading (A1 – A4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework essays (A1 – A4);</li> <li>• examinations (A1 – A4);</li> <li>• group work (A1 – A4);</li> <li>• reflective reports (A1 – A4).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>B1</b> evaluate and interpret underlying sport and management theories, concepts and principles within the context of sport;</p> <p><b>B2</b> present, evaluate and interpret information and data, to develop lines of argument and make sound judgements in accordance with basic theories and concepts;</p> <p><b>B3</b> evaluate the appropriateness of different approaches to solving problems in sport management;</p> <p><b>B4</b> communicate the results of their study/work accurately and reliably, and with structured and coherent arguments.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1, B2);</li> <li>• seminars and workshops (B1 – B4);</li> <li>• independent study (B1 – B4);</li> <li>• group work (B1 – B4);</li> <li>• use of the VLE (B1 – B4);</li> <li>• directed reading (B1, B3).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework essays (B1 – B4);</li> <li>• examinations (B1 – B4);</li> <li>• group work (B1 – B4);</li> <li>• reflective reports (B1 – B4).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to</p>

## Programme Specification - Section 2

	demonstrate the level learning outcomes:
<p><b>C1</b> undertake practical tasks related to the management of sport, either independently or as part of a team;</p> <p><b>C2</b> evaluate and communicate the potential impact of management decisions in sport;</p> <p><b>C3</b> apply basic principles of sport and management in a variety of structured and managed sport management contexts;</p> <p><b>C4</b> use appropriate skills, including information technologies and online environments, to locate appropriate information.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (C2, C3);</li> <li>• seminars and workshops (C1 – C4);</li> <li>• independent study (C1 – C4);</li> <li>• group work (C1 – C4);</li> <li>• use of the VLE (C1 – C4);</li> <li>• directed reading (C1 – C4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework essays (C1 – C4);</li> <li>• examinations (C2, C3, C4);</li> <li>• group work (C1 – C4);</li> <li>• reflective reports (C1 – C4).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>D1</b> make some decisions and take some personal responsibility, as part of well-defined independent and collaborative projects;</p> <p><b>D2</b> use interpersonal skills to accurately and reliably communicate information, ideas, and problems, and with structured and coherent arguments;</p> <p><b>D3</b> demonstrate openness and sensitivity to diversity toward other people in relation to contemporary sport and management issues and contexts;</p> <p><b>D4</b> manage their own learning and development in professionally appropriate ways.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D2, D3);</li> <li>• seminars and workshops (D1 – D4);</li> <li>• independent study (D1, D3, D4);</li> <li>• group work (D1 – D4);</li> <li>• use of the VLE (D1 – D4);</li> <li>• directed reading (D1 – D4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework essays (D1 – D4);</li> <li>• examinations (D1 – D4);</li> <li>• group work (D1 – D4);</li> <li>• reflective reports (D1 – D4).</li> </ul>

### **ADMISSION REGULATIONS**

The regulations for this programme are the University's Standard Undergraduate Admission Regulations

<https://intranetsp.bournemouth.ac.uk/pandptest/3a-undergraduate-admissions-regulations.pdf>

### **PROGRESSION ROUTES**

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the Recognition Register

[https://intranetsp.bournemouth.ac.uk/pandptest/7J\\_Recognition\\_Register\\_Public.xlsx](https://intranetsp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx) for a full list of approved Recognition arrangements and agreed entry criteria.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation/Recognition/Progression route(s) for this programme may be subject to change. Where this happens students will be informed and supported by the Faculty as early as possible.

### **ASSESSMENT REGULATIONS**

The regulations for this programme are the University's Standard Undergraduate Assessment Regulations.

<https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate.pdf>

### **WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS**

All undergraduate students will undertake a form of placement as it is recognised that placement is a key driver of employability. The length of placement is optional. Students can complete a one-year (minimum 30 week) placement as part of a four year degree programme or a summer (minimum 6 week) placement as part of a three year degree. Placements are not defined as a unit. Placements are normally required to be completed prior to progression to level 6.

Programme Specification - Section 2

Programme Skills Matrix

Units		Programme Intended Learning Outcomes																
		A 1	A 2	A 3	A 4	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3	D 4	
L E V E L 6	Dissertation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Research Expedition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Strategy and Leadership for Sport	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Applied Sport Marketing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
	Sport Tourism	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Sport Business Analytics	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Entrepreneurship and Innovation in Sport Management	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Managing Sport and Events for Sustainable Development	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Sport and Physical Culture	✓	✓			✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓
	Fusion Learning Project	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Talent Development in Sport		✓	✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓
L E V E L 5	Conducting Research in Sport and Exercise				✓	✓	✓	✓	✓				✓	✓	✓	✓	✓	
	Consuming Sport	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Financial Appraisal for Sport		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Sport Management and Leadership	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Issues and Controversies in Sport		✓	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	
	Managing Sport for Development	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Coach and Athlete Welfare	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Developing Coaching Practice		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
L E V E L 4	Beginning Research in Sport and Exercise				✓	✓	✓	✓	✓				✓	✓	✓	✓	✓	
	Principles of Sport Management	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Sport Marketing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Financial Reporting for Sport	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Sport Structures and Processes	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Sport, Culture and Society	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	

## Programme Specification - Section 2

<p><b>A – Subject Knowledge and Understanding</b> This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> <p><b>A1</b> core theories, research and principles across multiple disciplines relevant to sport management practice, including how these knowledges are applied within complex global organisations and contexts;</p> <p><b>A2</b> the application of cutting-edge, research-informed practice in various management related disciplines, in a sport context and within the students chosen interdisciplinary specialisms;</p> <p><b>A3</b> pervasive, contemporary and emerging issues, for example sustainability and social responsibility, including a critical and systematic understanding of these issues within in the sport management process;</p> <p><b>A4</b> established methodologies to lead, coordinate, execute and communicate an independent research project within the students chosen area of specialism in sport management.</p>	<p><b>C – Subject-specific/Practical Skills</b> This programme provides opportunities for students to:</p> <p><b>C1</b> undertake practical tasks and rigorous research into sport management related issues, either independently or as part of a team, demonstrating sound, ethical and socially-responsible leadership and judgements;</p> <p><b>C2</b> accurately and systematically understand, evaluate and communicate the impact of complex management decisions in sport;</p> <p><b>C3</b> apply meaningful, creative, and sustainable problem-solving and practical innovations in fluid sport management contexts;</p> <p><b>C4</b> use appropriate methodologies and skills, including competent and independent use of information technologies and online environments, to source appropriate peer-reviewed academic research, generate data, and communicate results to academic standards.</p>
<p><b>B – Intellectual Skills</b> This programme provides opportunities for students to:</p> <p><b>B1</b> systematically and critically evaluate theory, research and practice from a variety of disciplines related to sport and management;</p> <p><b>B2</b> analyse and synthesise rigorous evidence from a variety of high-quality sources to support coherent and logical findings, produce informed conclusions, and develop a range of proposed solutions;</p> <p><b>B3</b> apply logic, initiative and personal responsibility to manage complexity, uncertainty and ambiguity in fluid and unpredictable sport management contexts;</p> <p><b>B4</b> effectively and confidently communicate complex theory, research, information, ideas, problems and research-informed solutions to a variety of specialist and non-specialist audiences.</p>	<p><b>D – Transferable Skills</b> This programme provides opportunities for students to:</p> <p><b>D1</b> make complex and critical decisions, apply initiative, and exercise extensive personal responsibility, to successfully lead, manage, support and influence independent and collaborative projects;</p> <p><b>D2</b> deploy a range of highly-developed interpersonal and leadership skills to communicate information, ideas, problems and solutions to a variety of specialist and non-specialist audiences;</p> <p><b>D3</b> demonstrate openness and sensitivity to diversity toward other people in relation to contemporary sport and management issues and contexts;</p> <p><b>D4</b> manage their own continued development and lifelong learning in enterprising, innovative and professionally appropriate ways.</p>



