

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Bournemouth University Business School
Final award(s), title(s) and credits BSc (Hons) Sport Coaching and Entrepreneurship – 120 (60 ECTS) / Level 6 credits	
Intermediate award(s), title(s) and credits N/A	
UCAS Programme Code(s) (where applicable and if known) N/A	HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load. 100095
External reference points UK Quality Code for Higher Education; Part A: Setting and Maintaining Academic Standards; Chapter A1: UK and European reference points for academic standards (May 2015) - incorporates the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (Qualification Frameworks), Foundation Degree qualification benchmark, Master's Degree Characteristics and Subject Benchmark Statements; QAA Subject Benchmark Statement - Events, Hospitality, Leisure, Sport, and Tourism (2019)	
Professional, Statutory and Regulatory Body (PSRB) links Not applicable	
Places of delivery University Centre Newbury (UCN)	
Mode(s) of delivery Full-time Blended	Language of delivery English
Typical duration 1 year	
Date of first intake September 2025	Expected start dates September
Maximum student numbers Not applicable	Placements No
Partner(s) University Centre Newbury (UCN)	Partnership model Franchise
Date of this Programme Specification May 2025	
Version number v1.0-0925	
Approval, review or modification reference numbers E2324P3 – Approved 12/05/2025	
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Programme Specification - Section 2

PROGRAMME STRUCTURE

Programme Award and Title: BSc (Hons) Sport Coaching and Entrepreneurship

Admission Requirements: Applicants to the Sport Coaching and Entrepreneurship programme require an FdSc or HND with Pass in a relevant sport discipline. Mature applicants without the above qualifications will also be considered for entry by interview and submission of an up-to-date relevant CV.

Year 1 /Level 6

Students are required to complete 5 core units

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			
Applied Sport Project (UCN)	Core	40		100%		20	1.0	100097 / 100095 balanced
Advancing Coaching Practice (UCN)	Core	20		50%	50%	36	1.0	100095
Developing People in Sport (UCN)	Core	20		100%		36	1.0	100096 major / 100095 minor / 100097 minor
Strategy and Leadership (UCN)	Core	20		50%	50%	36	1.0	100097
Entrepreneurship and Innovation in Sport (UCN)	Core	20		100%		36	1.0	100097

Exit qualification: BSc (Hons) Sport Coaching and Entrepreneurship.

Full-time UG award: Requires 120 credits at Level 6.

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

This programme aims to develop critically informed, agile, and resourceful sport coaching graduates, who:

1. Possess a coherent, detailed knowledge and understanding of the industry of sport coaching and its underpinning theories, principles, and concepts.
2. Demonstrate an insight into the nature of sport entrepreneurship and innovation, both in theory and practice
3. Critically evaluate a range of sport coaching contexts and systematically apply knowledge to industry practices and are able to identify areas of weakness within existing practice in order to provide appropriate interventions which are ethical, sustainable, and relevant within the sport coaching industry.
4. Clearly demonstrate applied understanding of core theories, concepts, and research within the sport coaching landscape.
5. Demonstrate personal professional skills associated with ethical and sustainable coaching practice to be able to lead and influence in sport contexts and scenarios ranging from community interventions, grassroots sport through to professional and elite sporting environments.
6. Possess key qualities such as initiative, personal responsibility, ethical understandings of diversity and inclusion, critical thinking, and decision-making skills to successfully transition into the workplace or into further study based on their applied experiences throughout the degree programme.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

BSc (Hons) Sport Coaching and Entrepreneurship 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 Coaching degree programme, those best reflected are the themes of *Health and Well-being* and 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 Coaching and Entrepreneurship degree which seeks to enhance sport and society through ethical and sustainable coaching practice in a range of contexts. The curriculum is research-led and strongly industry informed through our extensive links with practitioners, graduates, and partners (e.g., AFC Bournemouth). It contains opportunities for students to co-create and engage with industry bodies, such as, including local community groups, businesses, and elite sport clubs through, and in addition to, learning and assessment strategies. This Sport Coaching programme embeds a distinctive *Fusion learning approach* into content delivery and assessment.

The programme contains opportunities for students to co-create and engage with industry including local community groups 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.

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The Sport Coaching and Entrepreneurship curriculum supports students to develop graduate attributes including collaboration and teamwork, citizenship and societal contribution, global outlook and innovation and entrepreneurship.

More detail about Bournemouth University's Strategic plan can be found [here](#).

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 and 7 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 usually 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 and demonstrators.

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

PROGRAMME INTENDED OUTCOMES

LEVEL 6/BSc (Hons) Sport Coaching and Entrepreneurship

INTENDED LEVEL OUTCOMES

PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

<p>A: Subject knowledge and understanding</p> <p>This programme 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>A1 core concepts, theories, and principles of relevance to the global practice of sport coaching alongside advanced understanding of how limitations and issues may be remedied in practice;</p> <p>A2 the social and scientific concepts, theories and models that underpin entrepreneurship, innovation and new business start-up in different contexts, and their applicability to the sports industry</p> <p>A3 cutting-edge research as it applies to sport coaching broadly, and students chosen specialisms, specifically;</p> <p>A4 pervasive contemporary and emerging issues that are critical to developing theoretically informed practice in the global sport industry;</p> <p>A5 appropriate methodologies and skills that demonstrate competency and independence in practices to identify high-quality evidence, generate data, and communicate results 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"> lectures (A1 – A5); seminars (A1 – A5); workshops (A1 – A5); directed reading (A1, A4); peer-learning (A3 – A4); use of the VLE (A1-A5); independent research (A5). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> essays (A3 – A5); reports (A1 – A5); presentations (A1,A3 – A5); dissertation or applied sport project (A5).
<p>B: Intellectual skills</p> <p>This programme 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>B1 critically evaluate relevant concepts, theories, and principles of relevance to sport coaching and related disciplines to create informed positions on the limitations and issues with existing practice;</p> <p>B2 develop an entrepreneurial mind-set by understanding and applying key debates within sport in the areas of entrepreneurial opportunities and behaviours, innovative practices, marketing and finance</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> lectures (B1 - B6); seminars (B1 – B6); workshops (B1 – B6) directed reading (B1 – B6); use of the VLE (B3 – B6); independent research (for dissertation or applied sport project) (B1 – B6).

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<p>B3 critically analyse a range of sources to develop theoretically informed solutions to challenges and problems faced in sport coaching and related disciplines;</p> <p>B4 critically engage with existing case studies, policies, and practices to develop applied solutions to manage complexity, uncertainty, and ambiguity in sport coaching and related disciplines;</p> <p>B5 communicate critical applications of knowledge to a range of issues and problems that affect sport managers and leaders;</p> <p>B6 Conduct independent research that demonstrates a capacity to identify issues and apply appropriate research methods and analytical approaches to advance knowledge of sport coaching and related disciplines.</p>	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> essays (B1 – B6); reports (B1 – B6); presentations (B1 – B6); applied sport project (B6).
<p>C: Practical skills</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>C1 develop evidence-based solutions to problems and issues in sport management, which demonstrate ethically and socially responsible coaching practices;</p> <p>C2 demonstrate systematic understanding of relevant concepts, theories, and principles to evaluate and communicate the impact of different pedagogical approaches used by sport organisations and their interested parties in different sectors of the sport industry;</p> <p>C3 apply impactful, ethical, and socially responsible problem-solving and practical innovations to issues and problems in the sport industry;</p> <p>C4 use appropriate methodologies, analytical techniques, and skills (including competent and independent use of information technologies and online environments) to source evidence, generate data, and communicate results to appropriate academic standards.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> lectures (C1 - C3); seminars (C1 – C4); workshops (C1 – C4); independent research for empirical dissertation (C1 – C2); group exercises (C3 – C5). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> essays (C2 – C4); reports (C1 – C4); presentations (C1 – C4); applied sport project (C4).
<p>D: Transferable skills</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>D1 demonstrate initiative, and exercise personal responsibility in the successful management and leadership of independent and collaborative projects;</p> <p>D2 deploy advanced interpersonal skills including listening, negotiating, persuasion and presentation in relation to specialist and non-specialist audiences;</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> lectures (D1 – D4); seminars (D1 – D4); workshops (D1 – D4); use of the VLE (D1 – D4);

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D3 demonstrate awareness, openness, and sensitivity to diversity in coaching practice in a range of contemporary sport coaching and related disciplinary contexts; D4 manage a process of continued development and lifelong learning in enterprising, innovative, ethical, socially responsible, and professionally appropriate ways.	<ul style="list-style-type: none">• directed reading (D1 – D4).
	Assessment strategies and methods: <ul style="list-style-type: none">• essays (D1 – D4);• reports (D1 – D4);• presentations (D1 – D4);• applied sport project (D1 – D4).

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>) with the following exceptions:

Students who have successfully completed the HND in Sport & Exercise Science (Coaching Science) programme at University Centre Newbury with a minimum classification of Pass will be eligible to apply for entry with advanced standing to the Level 6 of the BSc (Hons) Sport Coaching and Entrepreneurship programme at Bournemouth University and credited with 120 credits at Level 4 and 120 credits at Level 5.

Additionally, other applicants to Level 6 for the BSc (Hons) Sport Coaching and Entrepreneurship require an FdSc or HND with Pass in a relevant sports discipline.

A combination of academic and experiential learning (such as work experience or extra-curricular activities in a relevant field) will be considered on its individual merits and may be acceptable if the applicant does not possess traditional qualifications.

PROGRESSION ROUTES

Partnership arrangements provide formally approved progression routes through which students are eligible to apply for a place on a programme leading to a BU award.

Please find information on Global Partnerships here: [Global partnerships | Bournemouth University](#)

ASSESSMENT REGULATIONS

The regulations for this programme are the University's [Standard Undergraduate Assessment Regulations \(6A\)](#)

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

There is no requirement to complete a placement element.

Programme Skills Matrix - Sport Coaching and Entrepreneurship

Programme Intended Learning Outcomes		A 1	A 2	A 3	A 4	A 5	B 1	B 2	B 3	B 4	B 5	B 6	C 1	C 2	C 3	C 4	D 1	D 2	D 3	D 4
Units																				
L6	Applied Sport Project	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
L6	Advanced Coaching Practice	X		X	X	X	X		X	X	X		X	X	X	X	X	X	X	X
L6	Developing People in Sport	X		X	X		X		X	X	X		X	X			X	X	X	X
L6	Strategy and Leadership	X		X	X		X		X	X	X		X	X	X		X	X	X	X
L6	Entrepreneurship and Innovation in Sport	X	X	X	X		X	X	X	X	X		X	X	X		X	X	X	X