

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Bournemouth University Business School
Final award(s), title(s) and credit Master of Science (MSc) Sport Business Leadership (requires 180 credits; 90 ECTS credits)	
Intermediate award(s), title(s) and credits Postgraduate Certificate (PG Cert) Sport Business Leadership (60 credits) (30 ECTS) Postgraduate Diploma (PG Dip) Sport Business Leadership (120 credits) (60 ECTS)	
UCAS Programme Code(s) (where applicable and if known) Not applicable	HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load. Programmes where the exit award is at or above level 7: 10097 Sport Management CAH Code: 03-02-01 Does this programme require ATAS: NO
External reference points The UK Quality Code for Higher Education; Part A: Setting and maintaining academic standards <ul style="list-style-type: none"> Chapter A1: UK and European reference points for academic standards (October 2013) - incorporates the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (Qualification Frameworks) and Subject Benchmark Statements QAA Masters Degree Characteristics Statement (Feb 2020) 	
Professional, Statutory and Regulatory Body (PSRB) links Not applicable	
Places of delivery: Bournemouth University, Talbot Campus	
Mode(s) of delivery Full-time Part-time Sandwich	Language of delivery English
Typical duration PGT September start (12-month F/T, 24-month FT Sandwich, 24-month P/T)	
Date of first intake September 2024	Expected start dates September
Maximum student numbers Not applicable	Placements Optional Placement
Partner(s) Not applicable	Partnership model Not applicable
Date of this Programme Specification May 2025	

Programme Specification – Section 1

Version number 1.1-0925
Approval, review or modification reference numbers E232413 BUBS2425 20 approved 20/03/2025, previously v1.0 EC2425 27
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PROGRAMME STRUCTURE

Programme Award and Title: MSc Sport Business Leadership								
Stage 1/Level 7								
Students are required to take five core units and to then select two options, one of which must be either Applied Sport Project or Dissertation. The second option must then be chosen from the remaining three 20-credit optional 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			
Real World Issues in Sport Management	Core	20		50	50	40	1.0	10097
Sport Business Leadership	Core	20		50	50	36	1.0	10097
Sport Business Analytics	Core	20		30	70	40	1.0	10097
Strategic Sport Management	Core	20		30	70	40	1.0	10097
Crisis and Disaster Management	Core	20		100		40	2.2	10097
Mental Health in Sport	Option	20		100		36	1.0	10097
International Sport Event Management	Option	20		100		40	1.0	10097
International Sport Marketing	Option	20		100		40	1.0	10097
Applied Sport Project	Option	60		100		20	1.0	10097
Dissertation	Option	60		100		20	1.0	10097
Placement	Option	None					3.0	
Progression requirements:								
A minimum of 80 credits is necessary to progress to the Applied Sport Project or Dissertation. Students will normally have completed 180 credits before proceeding to the placement but this requirement may be relaxed in the case of a student who needs to resit assessment(s). In such cases, decisions will be made on an individual basis and in the best interests of the student.								
Exit qualification:								
PG Cert Sport Business Leadership (requires 60 credits at L7) PG Dip Sport Business Leadership (requires 120 credits at L7) MSc Sport Business Leadership (requires 180 credits at L7)								
Placement: The 30 week placement is optional for students. The placement is not credit-bearing and is assessed on a pass/fail basis (i.e. satisfactory completion of 30 weeks). The placement will appear on a student's degree transcript. Students are required to find their own placements. Students must comply with any visa requirements.								

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 Level 7 programme aims to develop critically informed, agile and resourceful graduates, who:

1. Demonstrate a systematic and critical awareness of a broad spectrum of current issues and research as they relate to theories, concepts and principles underpinning Sport Business Leadership.
2. Demonstrate originality in the scientific application of knowledge to appraise current and future environments in which sport business leadership occurs to make sense of policy and practice.
3. Have practical understanding of how established techniques of research and scientific enquiry can be used to evaluate and inform sport business leaders.
4. Have the conceptual understanding to critically analyse and apply appropriate scientific data, theory, and concepts to design and justify particular sport business leadership strategies and actions.
5. Can evaluate and critique methodologies to enable the enabling the synthesis of a wide-range of complex information and data in order to formulate logical leadership approaches in the sport business industry.
6. Systematically and creatively present persuasive and logical arguments that display independence of thought and action and challenge existing assumptions about the leadership of sport businesses.
7. Are self-directed and able to act autonomously in managing their professional development and skills.
8. Demonstrate an ability to communicate ideas, problems and solutions across different media to specialist and non-specialist audiences.

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

This programme sits within the confines of the Bournemouth University Business School, which is accredited by the AACSB and focussed on providing technical and strategic courses that promote pragmatic understanding and implementation for individual and social benefit. This programme aligns with the global recognition of the need for Sport Business Leadership practices and environments and is a leading course in this area. The course is science based in the sense that it comprises a systematic body of knowledge pertaining to a specific field of study that contains general facts which explains the evolving phenomenon of Sport Business Leadership. The MSc programme enables students to transfer a scientific approach to a particular body of knowledge to the workplace where a graduates can apply particular skills and aptitudes to establish causal relationships. Moreover, the scientific underpinning of the MSc programme is the first step towards a PhD and a potential career in academia. Importantly each unit that comprises the MSc requires research and analysis to enable the technical aspects of knowledge to be applied by the individual within their own circle of understanding. Certainly, the MSc dissertation is an exercise in scientific methodology and writing to enable the student to examine an aspect of interest from a logical and critical perspective.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The MSc Sport Business Leadership 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. The BU2025 core values of inclusivity and responsibility and of impacting society are explicitly reflected in the aims and outcomes of the Sport Business Leadership degree and its overarching emphasis on building responsible and inclusive sporting environments. We seek to educate agile and resourceful graduates that take the BU values from our programmes and apply them as they progress into their careers.

Programme Specification - Section 2

Sport business is an increasingly attractive label for sport courses. The sport business is dynamic and constantly changing. It is also an industry that, relatively, attracts consumers that are highly involved and passionate. Sport business leadership is a fundamental topic because leaders need to demonstrate sound understanding of the culture, heritage, and history of the organisations they lead. The overarching goal of this programme is to create excellent graduates that have a sound understanding of responsible and inclusive leadership practices.

In line with BU2025 and the Fusion approach to learning, sport business leadership is premised on the continual integration of academic theory and concepts with cutting-edge industry problems and issues. The curriculum is research-led in the sense that it draws together key theories and concepts, and practically relevant, as we created the programme with input from industry partners. 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. The Sport Business Leadership curriculum supports students to develop Masters level attributes including leadership, 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

For each 20 Credit unit, students receive 36-hours of in-person teaching. The dissertation and applied sport project units are student-led and there are 20 contact hours for these 60 Credit units.

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 are distinct from other assessment types. The word count for a Masters level dissertation 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, 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 7 INTENDED PROGRAMME OUTCOMES

<p>A: Subject knowledge and understanding</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>A1 the theoretical issues pertinent to sport business leadership and how they relate to broader practical and policy implications for sport and demonstrating a knowledge and understanding of how the global sport industry operates;</p> <p>A2 the systematic application of cutting-edge, research-informed practice, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice;</p> <p>A3 pervasive, contemporary and emerging issues, including a critical and systematic understanding of the diverse needs of all parties involved in the realisation of Sport Business Leadership;</p> <p>A4 originality in the application of established methodologies to lead, coordinate, execute and communicate an independent research project within the students' chosen area of specialism.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> lectures (A1 – A4); seminars and workshops (A1 – A4); directed reading (A1 – A4); use of the VLE (A1 – A4); independent study (A1 – A4); group work (A1 – A3); independent research (for dissertation or project) (A1 – A4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> examinations (A1 – A3); coursework essays (A1 – A3); presentations (A1 – A3); reflective reports (A1 – A3); Research project (A1 – A4).
<p>B: Intellectual skills</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>B1 systematically and critically evaluate theory, research and practice from a variety of disciplines related to Sport Business Leadership;</p> <p>B2 extract, interpret and synthesise rigorous relevant data from a variety of high-quality sources to support coherent and logical findings, reasoned conclusions, and a range of rational solutions;</p> <p>B3 analyse and solve complex problems relating to Sport Business Leadership using applied logic, initiative and personal responsibility. Apply theoretical and research knowledge relating to Sport Business Leadership to manage complexity, uncertainty and ambiguity in fluid and unpredictable sporting contexts;</p> <p>B4 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"> lectures (B1) seminars and workshops (B1 – B4); directed reading (B1 – B3); use of the VLE (B1 – B3); independent study (B1 – B3); group work (B1 – B4); independent research (for dissertation or project) (B1 – B4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> examinations (B1, B2, B4); coursework essays (B1 – B4); presentations (B1 – B4);

Programme Specification - Section 2

	<ul style="list-style-type: none"> • reflective reports (B1 – B4); • dissertation or project (B1 – B4).
C: Practical skills This programme and level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
C1 undertake practical tasks and rigorous research into sport business leadership issues independently and as part of a team, demonstrating sound, ethical and socially responsible leadership and judgement; C2 accurately and systematically synthesise critical understanding, enabling sound evaluation and communication of the impact of complex decisions in sport across its levels; C3 apply systematically and creatively complex, meaningful and sustainable problem-solving and practical innovations in global sport contexts; C4 apply appropriate research protocol, methodologies and skills to industry-related and research driven problems. Develop empirical research, and communicate effectively and confidently, using a range of media in the sport business leadership environment	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> • seminars and workshops (C1 – C4); • coursework (C1 – C4); • group work (C1 – C4); • use of the VLE (C4); • independent research (for dissertation or project) (C1 – C4). Assessment strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> • examinations (C2); • coursework essays (C1 – C4); • presentations (C1 – C4); • reflective reports (C1 – C4); • dissertation or project (C1, C2, C4).
D: Transferable skills This programme and level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
D1 Illustrate competence in the use of online, IT and specialist software to be utilised in the field of sport business leadership and solve problems, making complex and critical decisions enabling confident and sound judgement in decision making; D2 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 and work in an ethical and sustainable manner; D3 demonstrate openness and sensitivity to diversity in terms of other people, cultures and contemporary sport business leadership issues and demonstrate collaborative skills; D4 manage their own continued development and lifelong learning in enterprising, innovative and professionally appropriate ways.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> • lectures (D2, D3); • seminars and workshops (D1 – D4); • group work (D1 – D4); • use of the VLE (D1 – D4); • directed reading (D1 – D4); • independent research (for dissertation or project) (D1 – D4). Assessment strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> • coursework essays (D2 – D4); • examinations (D2); • group work (D1 – D4); • presentations (D1 – D4); • reflective reports (D1 – D4); • dissertation or project (D1 – D4).

Programme Specification - Section 2

Programme Skills Matrix

Programme Intended Learning Outcomes Units		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
L7	<u>Real World Issues</u> in Sport Management		X	X		X		X	X	X	X	X			X	X	X
L7	Sport Business Leadership	X		X		X		X	X	X	X	X	X	X	X	X	X
L7	Sport Business Analytics	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
L7	Strategic Sport Management	X		X			X	X	X	X	X	X		X	X	X	X
L7	Crisis and Disaster Management		X			X	X	X	X		X	X		X	X	X	X
Option Units																	
L7	Mental Health in Sport	X	X	X		X	X	X	X		X	X	X	X	X	X	X
L7	International Sport Event Management	X	X	X		X	X	X	X	X	X	X			X	X	X
L7	International Sport Marketing	X	X	X			X	X	X	X	X	X		X	X	X	X
L7	Dissertation	X	X	X	X	X	X	X	X		X		X		X	X	X
L7	Applied Sport Project	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

ADMISSION REGULATIONS

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

<https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-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](#) for a full list of approved Recognition arrangements and agreed entry criteria.

ASSESSMENT REGULATIONS

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

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

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Students will be provided with the opportunity to gain valuable experience through full-time industrial placements, for a minimum of 30 weeks. They will have the option to start a placement when the taught units of the course are finished, and after they complete the dissertation/project.

Students are supported in finding a placement including dedicated sessions covering topics such as writing a CV and a cover letter, completing an application form, performing well in interviews, and we also provide language support to assist with the written elements of applications. During placements, students will be supported by a unit tutor and a placement development advisor who may visit them on placement and keep in touch by phone and email.

