

#### KEY PROGRAMME INFORMATION

<p><b>Final award(s), title(s) and credit</b> Master of Science (MSc) Sport Innovation Management and Entrepreneurship (requires 180 credits; 90 ECTS credits)</p>	
<p><b>Intermediate award(s), title(s) and credits</b> Postgraduate Certificate (PG Cert) Sport Innovation Management and Entrepreneurship (60 credits) (30 ECTS)  Postgraduate Diploma (PG Dip) Sport Innovation Management and Entrepreneurship (120 credits) (60 ECTS)</p>	
<p><b>UCAS Programme Code(s) (where applicable and if known)</b>  Not applicable</p>	<p><b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b> <b>Programmes where the exit award is at or above level 7</b>  <b>10097 Sport Management</b>  <b>CAH Code:</b> <b>Does this programme require ATAS: NO</b></p>
<p><b>External reference points</b> The UK Quality Code for Higher Education;</p> <ul style="list-style-type: none"> <li>• Part A: Setting and maintaining academic standards</li> <li>• 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</li> <li>• QAA Masters Degree Characteristics Statement (Feb 2020)</li> </ul>	
<p><b>Professional, Statutory and Regulatory Body (PSRB) links</b></p>	
<p><b>Places of delivery</b> Bournemouth University, Talbot Campus</p>	
<p><b>Mode(s) of delivery</b> Full-time  Part-time  Sandwich</p>	<p><b>Language of delivery</b> English</p>
<p><b>Typical duration</b> PGT September start (12-month F/T, 24 month FT Sandwich, 24-month P/T)</p>	
<p><b>Date of first intake</b> September 2024</p>	<p><b>Expected start dates</b> September</p>

## Programme Specification – Section 1

<b>Maximum student numbers</b> Not applicable	<b>Placements</b> Optional Placement
<b>Partner(s)</b> Not applicable	<b>Partnership model</b> Not applicable
<b>Date of this Programme Specification</b> March 2024	
<b>Version number</b> 1.0	
<b>Approval, review or modification reference numbers</b> E232413	
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**Programme Specification – Section 1**

**PROGRAMME STRUCTURE**

<b>Programme Award and Title: MSc Sport Innovation Management and Entrepreneurship</b>								
<b>Stage 1/Level 7</b>								
Students are required to take three core units and to then select four options, one of which must be either Applied Sport Project or Dissertation. The remaining three options must then be chosen from the six 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			
Entrepreneurship and Innovation in Sport Management	Core	20		100		36	1.0	10097
Contemporary Issues in Sport Management	Core	20		50	50	40	1.0	10097
Sport Business Leadership	Core	20		50	50	36	1.0	10097
Selling, Relationships and Customer Service	Option	20		100		40	1.0	10078
SME and Entrepreneurial Finance	Option	20		40	60	40	1.0	10078
Entrepreneurship, Innovation and Design	Option	20		100		40	1.0	10078
Supply Chains, Networks and Markets	Option	20		100		40	1.0	10078
Global Innovation Management	Option	20		100		40	1.0	10078
Digital Marketing	Option	20		40	60	40	1.0	10078
Dissertation	Option	60		100		20	1.0	10097
Project: Sport Innovation Management and Entrepreneurship	Option	60		100		20	1.0	10097
Placement	Option	None					3.0	
<b>Progression requirements:</b>								
A minimum of 80 credits is necessary to progress to the Dissertation or Project: Sport Innovation Management and Entrepreneurship. 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.								
<b>Exit qualification:</b>								

## Programme Specification – Section 1

PG Cert Sport Innovation Management and Entrepreneurship (requires 60 credits at L7)

PG Dip Sport Innovation Management and Entrepreneurship (requires 120 credits at L7)

MSc Sport Innovation Management and Entrepreneurship (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 the topics of sport innovation and entrepreneurship.
2. Demonstrate originality in the scientific application of knowledge to appraise current and future environments in which the key strategic drivers for sport innovation and entrepreneurship are theoretically applied to make sense of practical and policy implications.
3. Have practical understanding of how established techniques of research and scientific enquiry can be used to evaluate and respond to strategic issues relating to sport innovation and entrepreneurship.
4. Have the conceptual understanding to critically analyse and apply appropriate scientifically derived information in order to design and justify innovative solutions to complex and unpredictable problems.
5. Can evaluate and critique methodologies enabling the synthesis of a wide range of complex information and data in order to formulate logical responses to changing global contexts within which the sport industry operates.
6. Systematically and creatively present wide-ranging persuasive and logical arguments that display independence of thought and action and challenge existing assumptions from several informed perspectives.
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, as accredited by the AACSB, focussed on providing technical and strategic courses that promote pragmatic understanding and implementation for individual and social benefit. This particular programme focussed on how sport organisations can become more entrepreneurial and innovative to achieve sustainable growth in an increasingly challenging financial and environmental climate. 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 explain the evolving phenomenon of sport innovation, management and entrepreneurship. The MSc programme enables students to transfer a scientific approach to a particular body of knowledge to the workplace where a graduate 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 Innovation Management 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. The BU2025 core values of inclusivity and responsibility and of impacting society are explicitly reflected in the aims and outcomes of the Sport Innovation Management and Entrepreneurship degree and its overarching emphasis on building and sustaining entrepreneurial behaviours and innovative practices. We seek to educate graduates so that they can understand the potential consequences of the business decisions and actions they may take and can make a significant change to the organisations or contexts in which they work.

There is growing recognition that addressing innovation and entrepreneurship requires a multifaceted and multisystem approach. The overarching goal of this leading MSc programme remains clear: the education of graduates to better understand entrepreneurship and innovation management in the business context or sport-related environments in which they work.

This MSc Sport Innovation Management and Entrepreneurship programme embeds a distinctive *Fusion learning approach* into content delivery and assessment. The curriculum is both research-led and strongly industry based with members of the academic team recognised as industry and research leaders across the topics covered on the programme. It contains opportunities for students to co-create academically and to engage with industry including local and regional community groups, local and regional businesses and regionally based sport and business organisations 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. The Sport Innovation Management and Entrepreneurship curriculum supports students to develop Masters level attributes including leadership, collaboration and teamwork, global outlook and innovation, management 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 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 and projects are distinct from other assessment types. The word count for a Masters level dissertation or project is 5,000 words per 20 credits, recognizing 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><b>A: Subject knowledge and understanding</b></p> <p>This programme and level provide 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> the theoretical issues pertinent to sport innovation management and entrepreneurship and how they relate to broader practical and policy implications for sport and business and demonstrating a knowledge and understanding of how the global sport industry operates.</p> <p><b>A2</b> 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><b>A3</b> pervasive, contemporary and emerging issues, including a critical and systematic understanding of the needs of all parties involved in the realization of entrepreneurial behaviors and innovative practices within the sports industry.</p> <p><b>A4</b> 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"> <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 project or dissertation or project (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>• independent research project or dissertation (A1 – A4).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This programme and level provide 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 innovation management and entrepreneurship.</p> <p><b>B2</b> 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><b>B3</b> analyse and solve complex problems relating to sport innovation management and entrepreneurship using applied logic, initiative and personal responsibility. Apply theoretical and research knowledge relating to sport innovation management and entrepreneurship to manage complexity, uncertainty and ambiguity in fluid and unpredictable sport business contexts.</p> <p><b>B4</b> effectively and confidently communicate complex theory, research, information, ideas, problems and research-</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 project or dissertation or project (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>

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<p>informed solutions to a variety of specialist and non-specialist audiences.</p>	<ul style="list-style-type: none"> <li>• presentations (B1 – B4);</li> <li>• reflective reports (B1 – B4);</li> <li>• independent research project or dissertation (B1 – B4).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This programme and level provide 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 innovation management and entrepreneurship related issues independently and as part of a team, demonstrating sound, ethical and socially responsible leadership and judgement.</p> <p><b>C2</b> accurately and systematically synthesise critical understanding, enabling sound evaluation and communication of the impact of complex business decisions in sport across its levels.</p> <p><b>C3</b> apply systematically and creatively complex, meaningful and sustainable problem-solving and practical innovations in global sport innovation, management and entrepreneurship contexts.</p> <p><b>C4</b> 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 innovation, management and entrepreneurship environment.</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 project or dissertation (C1 – C4).</li> </ul> <hr/> <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>• independent research project or dissertation (C1, C2, C4).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This programme and level provide 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> Illustrate competence in the use of online, IT and specialist software to be utilised in the field of safe sport and solve problems, making complex and critical decisions enabling confident and sound judgement in decision making.</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 and work in an ethical and sustainable manner.</p> <p><b>D3</b> demonstrate openness and sensitivity to diversity in terms of other people, cultures and contemporary issues in sport innovation management and entrepreneurship and demonstrate collaborative skills.</p> <p><b>D4</b> manage their own continued development and lifelong learning in enterprising, entrepreneurial, 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 project or dissertation (D1 – D4).</li> </ul> <hr/> <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>



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	<ul style="list-style-type: none"><li>• independent research project or dissertation (D1 – D4).</li></ul>
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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	Dissertation	X	X	X	X	X	X	X	X		X		X		X	X	X
L7	Project: Sport Innovation Management and Entrepreneurship	X	X	X	X	X	X	X	X		X		X		X	X	X
L7	Entrepreneurship and Innovation in Sport Management	X	X	X		X	X	X			X	X	X	X	X	X	X
L7	Contemporary Issues in Sport Management		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
Option Units																	
L7	Selling, Relationships and Customer Service		X				X		X		X	X	X	X	X	X	X
L7	SME and Entrepreneurial Finance		X	X		X	X	X	X	X	X	X	X	X	X	X	X
L7	Entrepreneurship, Innovation and Design		X	X		X	X	X	X	X	X	X	X	X	X	X	X
L7	Supply Chains, Networking and Markets		X				X		X		X	X	X	X	X	X	X
L7	Global Innovation Management		X				X		X		X	X	X	X	X	X	X
L7	Digital Marketing		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.

