

Overview

Programme Code	36536
Programme Title	Sport Business
Awarding Institution	Liverpool John Moores University
Programme Type	Degree

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	N/A

Alternate Award Names	
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Partner Name	Partnership Type
Westford University College	Franchised

External Benchmarks

Subject Benchmark Statement	UG-Events, Hospitality, Leisure, Sport and Tourism (2019), UG-Business and Management (2019)
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length Programme Length Unit
Full-Time, Face to Face	September	Westford University College	3 Years

Aims and Outcomes

Educational Aims of the Programme	<p>In partnership with other agencies in sport, provide the opportunity for students to achieve their full academic potential through honours degree-level study which encourages a high level of initiative, independent judgement, self-motivation and reflection, evaluative skills and learner autonomy. Facilitate student excellence in the process of becoming active, reflective and independent learners through providing, within a supportive learning environment, student-centred teaching and learning methods. Enable students to acquire and develop competence in key transferable skills that will enhance their opportunities for further study, postgraduate research, life-long learning and employment. Prepare students for employment within the field of sport business, who are able to make informed judgements, manage change and to innovate Augment students' knowledge and experience of relevant sport business opportunities, policies and professional frameworks in contemporary society Enable students to gain a comprehensive perspective on managing sporting opportunities in contemporary society, reflecting key trends and the relevant national benchmarks. To encourage students to engage with the development of employability skills by completing a Self Awareness Statement. For students choosing the sandwich option: To provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give the students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment.</p>
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Learning Outcomes

Code	Number	Description
PLO1	1	Demonstrate and critically understand the landscape of the sport business.
PLO2	2	Evaluate a range of leadership and personal development strategies based on the management of themselves and others.
PLO3	3	Identify and solve problems individually or co-operatively.
PLO4	4	Integrate lines of evidence from a range of sources to support the generation of solutions.
PLO5	5	Demonstrate and exercise independent thinking.
PLO6	6	Demonstrate reflective skills as a mean of both personal and professional development.
PLO7	7	Critique, analyse, design and use various research methods.
PLO8	8	Search for, select and interpret information from a variety of sources and report results using appropriate communication skills
PLO9	9	Develop appropriate practical skills relevant to the management of a small business and sports events.
PLO10	10	Develop appropriate numerical skills.

PLO11	11	Critique the sport business landscape and understand its relevance to a range of employment and career pathways.
PLO12	12	Demonstrate knowledge of the application of theory in the context of the sport business.
PLO13	13	Communicate effectively to audiences in both written, visual and verbal mediums.
PLO14	14	Work effectively as a member of a team to achieve agreed objectives on time.
PLO15	15	Consider and solve problems effectively and efficiently.
PLO16	16	Exploit ICT tools and resources efficiently and effectively.
PLO17	17	Manage a responsible, adaptable and flexible approach to study and work.
PLO18	18	Recognise, explain and evaluate the moral and ethical issues associated with key areas of the sport business.
PLO19	19	Demonstrate a critical awareness and understanding of theoretical concepts within the sport business settings.
PLO20	20	Critically review, understand and analyse a body of knowledge in a range of key areas in the sport business.
PLO21	21	Analyse and critically evaluate the nature, characteristics, needs and expectations of different consumer groups.
PLO22	22	Apply creative, innovative thinking in a range of situations.
PLO23	23	Identify and critically evaluate appropriate management strategies used in the sport business.
PLO24	24	Objective analysis of local to global markets in the sport business.
PLO25	25	Analyse, synthesise, summarise and evaluate information from key areas in the sport business.

Course Structure

Programme Structure Description

The course can be studied 3 years full time or over 4 years as a sandwich course. The programme will offer the opportunity of 60 credits of Study Abroad at Level 5. Students will be enrolled on a 360 credit honours with study abroad programme. A 60 credit Level 5 study abroad module (5209SSLN) will normally replace the semester 2 modules on the standard programme. This study abroad should cover the same learning outcomes as the modules being replaced. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 120 credits at Level 5. A sandwich placement year is offered (5207SSLN) . This will follow Level 5 and students will be enrolled on a 480 credit honours sandwich programme. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. Other options: Students enrolled on this programme before 2020 At level 5 students select one option modules from a choice of three. These modules relate to 20 credits. At level 6 students select one option modules from a choice of two. These modules relate to 20 credits. Students enrolled on this programme 2020 and thereafter: At level 5 students select one option modules from a choice of two. These modules relate to 20 credits. At level 6 students there are no options

Teaching, Learning and Assessment

Teaching, Learning and Assessment	<p>Knowledge and skills are gained through a range of teaching and learning approaches that include lectures, workshops, seminars and tutorials depending upon the subject matter and the learning experience and level of study. All modules in the programme emphasise student-centred learning, involving students in task-based activities followed by discussion, feedback and a wider application of the concepts. Theoretical concepts will be applied to practical examples and experiences to enable students to see their relevance. Through PDP students will be encouraged to develop and work towards more personal and professional goals. Work-related learning forms an integral part of the programme and will give students an opportunity to engage with the external environment at each level. Students will be taught in a range of group sizes with a focus on both individual and group work, to ensure that students gain an understanding and experience of teamwork and working alone. Tutorial support is given on all modules through a variety of processes and support is also offered through the personal tutor system. The programme uses a range of assessment methods including essays; reports; presentations; portfolios and case studies. There will be a mix of individual and group assessment. Students are encouraged to identify their strengths and weaknesses and set appropriate goals and strategies for achievement. Guidance and feedback on assessments are provided at modular level. Criteria for assessment accompanies individual assignments. Indicative and essential sources accompany course outlines.</p>
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Opportunities for work related learning

Opportunities for work related learning
<p>This degree has a range of activities that enables students to engage with the industry and develop their employment based skills and knowledge. The use of guest speakers, live / real case studies will be apparent across the whole programme at all levels introducing students to a range of external agencies from within the sport business sector giving them first hand links to a network of potential employers. As an integral part of this degree there will be modules at each level dedicated to students making connections and developing their employability and enterprising skills The student experience comprises of: Level 4: 4206SSLN Sport Business in Practice 1 Level 5: 5206SSLN Sport Business in Practice 2 (option module) 5207SSLN Sandwich year - Sport Business (option module) Level 6: 6204SSLN Sport Event Management 6205SSLN Sport Business in Practice 3</p>

Entry Requirements

Type	Description
A levels	<p>UCAS Tariff Points Required: 112 NB: Tariff points may differ for International Baccalaureate qualifications. Requirements: 112 UCAS points from A2 (6 unit) or 12 unit awards from a minimum of 18 units (any combination of VCE units/A level units). Points must come from a minimum of A2 units. Is General Studies acceptable?: No Are AS level awards acceptable?: Acceptable only when combined with other qualifications AS Double Award: Not acceptable</p>
International Baccalaureate	<p>Acceptability: Acceptable on its own and combined with other qualifications Additional Information: 112 points</p>
Alternative qualifications considered	<p>Candidates are expected to hold a minimum of English Language and Maths GCSE at grade C or above, or equivalent.</p>
Other international requirements	<p>For undergraduate courses please apply through UCAS, applicants will be considered in line with normal entry requirement. International Students English Language Requirements. All International and EU students must meet the following minimum English Language requirements IELTS 6.0 with a minimum of 5.5 in each component</p>

NVQ	Applications are welcomed from students with the following qualifications A Higher National Diploma (HND) in a relevant Business subject. Applicants are expected to have achieved an average of merit standard Foundation Degree in a relevant Business subject. Applicants are expected to have achieved an average of 60%
BTECs	BTEC Certificate: Acceptability: Acceptable only when combined with other qualifications BTEC 90-credit Diploma: Acceptability: Acceptable only when combined with other qualifications Grades/subjects required: equivalent to 112 points BTEC Diploma (QCF): Acceptability: Acceptable on its own and combined with other qualifications BTEC Extended Diploma (QCF): Acceptability: Acceptable on its own and combined with other qualifications Grades/subjects required: Equivalent to 112 points from a subject-related BTEC Level 3: Acceptability: Acceptable on its own and combined with other qualifications

Programme Contacts

Programme Leader

Contact Name

Link Tutor

Contact Name

Track Dinning