

Overview

Programme Code	36679
Programme Title	Sport Business
Awarding Institution	Liverpool John Moores University
Programme Type	Top-up
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	
Link Tutor(s)	Jack Sugden

Partner Name	Partnership Type
Westford University College	Franchised

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below

Alternate Award Names	
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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
Full-Time, Distance Learning	February	Westford University College	1 Years
Full-Time, Distance Learning	September	Westford University College	1 Years

Aims and Outcomes

Educational Aims of the Programme

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.

Learning Outcomes

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

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

Programme Structure

Programme Structure Description

The course can be studied 1 years full time online at Westford University College ONLY

Programme Structure - 120 credit points	
Level 6 - 120 credit points	
Level 6 Core - 120 credit points	CORE
[MODULE] 6501WUCSBO Sport Business 3 Approved 2023.01 - 20 credit points	
[MODULE] 6502WUCSBO Research Project Approved 2023.01 - 40 credit points	
[MODULE] 6503WUCSBO Organisational Management and Leadership Approved 2023.01 - 20 credit points	
[MODULE] 6504WUCSBO Sport Event Management Approved 2023.01 - 20 credit points	
[MODULE] 6505WUCSBO Sport Business in Practice 3 Approved 2023.01 - 20 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

Teaching, Learning and Assessment

This programme is delivered 100% online 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.

Opportunities for work related learning

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 6: 6504WUCSBO Sport Event Management 6505WUCSBO Sport Business in Practice 3

Entry Requirements

Type	Description
Other international requirements	Holders of the Pearson BTEC HND in Sport studied at Westford University College will be considered for advanced entry into L6 of the BA (Hons) Sport Business programme.

Extra Entry Requirements