

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours (Fnd) in Sport Business

Awarding institution	Liverpool John Moores University
Teaching institution	LJMU
UCAS Code	H618
JACS Code	C620
Programme Duration	Full-Time: 4 Years, Sandwich Thick: 5 Years
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Hospitality, Leisure, Sport and Tourism (2019) Business & Management (2019)
Programme accredited by	
Description of accreditation	
Validated target and alternative exit awards	<p>Bachelor of Arts with Honours (Fnd) in Sport Business</p> <p>Bachelor of Arts with Honours (SW) (Fnd) in Sport Business</p> <p>Diploma of Higher Education (Fnd) in Sport Business</p> <p>Diploma in Higher Education (SW) (Fnd) in Sport Business</p> <p>Certificate of Higher Education (Fnd) in Sport Business</p>
Programme Leader	Clay Gransden

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.

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.

Alternative Exit/ Interim Award Learning Outcomes - Certificate of Higher Education (Fnd)

A student who is eligible for this award will be able to:

Describe the basis essential elements of sport business.

Demonstrate knowledge and understanding in practical and theoretical aspects of the sport business.

Use a range of established techniques to initiate and undertake analysis of information, and to propose solutions to problems arising from the analysis.

Describe the structure, functions, processes and management of sport organisations.

Identify the importance and role of the different agencies involved in sport.

Demonstrate personal performance in relevant academic and graduate skills and the organisation.

Recognise how they develop as individuals, through personal development planning, and tutorial guidance and support.

Alternative Exit/ Interim Award Learning Outcomes - Diploma in Higher Education (SW) (Fnd)

A student who is eligible for this award will be able to:

A student who successfully completes a placement year will be eligible for the Sandwich award and will, in addition to all other learning outcomes, be able to demonstrate the professional and personal skills necessary for effective employment within a professional environment.

Alternative Exit/ Interim Award Learning Outcomes - Diploma of Higher Education (Fnd)

A student who is eligible for this award will be able to:

Develop existing skills, and acquire new competences that will enable students to assume significant responsibility for themselves and others.

Build on existing skills, to plan and develop a small business idea.

Identify and analyse the sport business landscape and the policies that effect it.

Undertake effective investigations of current issues in the sport business, utilising a range of analysis techniques.

Recognise how sport business organisations contribute to the local, regional and national landscape.

Identify and apply appropriate approaches to problem solving.

Evaluate a range of personal development strategies (including the incorporation of graduate skills)

Target award Learning Outcomes - Bachelor of Arts with Honours (Fnd)

A student successfully completing the programme of study will have acquired the following subject knowledge and understanding as well as skills and other attributes.

A student who is eligible for this award will be able to:

1. Demonstrate and critically understand the landscape of the sport business.
2. Demonstrate knowledge of the application of theory in the context of the sport business.
3. Demonstrate a critical awareness and understanding of theoretical concepts within the sport business settings.
4. Critically review, understand and analyse a body of knowledge in a range of key areas in the sport business.
5. Analyse and critically evaluate the nature, characteristics, needs and expectations of different consumer groups.
6. Apply creative, innovative thinking in a range of situations.
7. Identify and critically evaluate appropriate management strategies used in the sport business.
8. Objective analysis of local to global markets in the sport business.
9. Analyse, synthesise, summarise and evaluate information from key areas in the sport business.
10. Evaluate a range of leadership and personal development strategies based on the management of themselves and others.
11. Identify and solve problems individually or co-operatively.
12. Integrate lines of evidence from a range of sources to support the generation of solutions.
13. Demonstrate and exercise independent thinking.
14. Demonstrate reflective skills as a mean of both personal and professional development.

15. Critique, analyse, design and use various research methods.
16. Search for, select and interpret information from a variety of sources and report results using appropriate communication skills
17. Develop appropriate practical skills relevant to the management of a small business and sports events.
18. Develop appropriate numerical skills.
19. Critique the sport business landscape and understand its relevance to a range of employment and career pathways.
20. Communicate effectively to audiences in both written, visual and verbal mediums.
21. Work effectively as a member of a team to achieve agreed objectives on time.
22. Consider and solve problems effectively and efficiently.
23. Exploit ICT tools and resources efficiently and effectively.
24. Manage a responsible, adaptable and flexible approach to study and work.
25. Recognise, explain and evaluate the moral and ethical issues associated with key areas of the sport business.

Alternative target awards

A student who is eligible for the following awards will be able to:

Bachelor of Arts with Honours (SW) (Fnd) in Sport Business -

In addition to the learning outcomes for the main target award, demonstrate the professional and personal skills necessary for effective employment within a professional environment.

Teaching, Learning and Assessment

The methods used to enable outcomes to be achieved and demonstrated are as follows:

The acquisition of knowledge and skills is 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.

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. Theoretical concepts will be applied to practical examples and experiences to enable students to see their relevance. 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.

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.

Through PDP students will be encouraged to develop and work towards more personal and professional goals. Students are encouraged to identify their strengths and weaknesses and set appropriate goals and strategies for achievement.

Students are encouraged to use a variety of ICT and media to broaden their understanding of the subject. Tutorial support is given on all modules through a variety of processes and support is also offered through the personal tutor system.

Formal assessment of knowledge and understanding is assessed through a range of methods including essays; reports; presentations; portfolios and case studies. There will be a mix of individual and group assessment.

Guidance and feedback on assessments are provided at modular level. Criteria for assessment accompanies individual assignments. Indicative and essential sources accompany course outlines.

Programme structure - programme rules and modules

Students will be offered the opportunity of either a study abroad or a placement year at Level 5 (they cannot do both). Students will be offered a semester abroad in semester 2 of Level 5 (60 credits). They are able to undertake a semester abroad and a placement year. However students cannot take up the study abroad year AND the semester 2 abroad option.

Semester 2 Abroad

60 credits at Level 5 will be replaced with appropriate study abroad. Students will be enrolled onto a single study abroad module (5011LBSEVM) which will 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.

Study Abroad Year

The programme will offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 600 credit honours with study abroad programme. Of those 600 credits, 120 will be taken via a Level 5 study abroad module (5010LBSEVM) the modules to be studied in the host institution must be agreed in advance.

Sandwich Year

The aim is 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. The placement year will follow Level 5 and students will be enrolled on a 600 credit honours sandwich programme and also onto the module 5009LBSEVM.

Level 5 Options

At Level 5 students can choose either 5007LBSSB Sports Law or 5008LBSSB Sports Events.

This programme specification applies to students starting the programme from September 2021 onwards. Students enrolled prior to September 2021 will be aligned to the previously validated programme specification.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours (Fnd)
Core	Option	Award Requirements
6001LBSSB Dissertation (40 credits) 6002LBSSB Applied Sport Business (20 credits) 6003LBSSB Professional Development in the Sports Industry (20 credits) 6004LBSSB The Future of Sport Business (20 credits) 6005LBSSB Organisational Management and Leadership in Sport (20 credits)		120 core credits at level 6 0 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5001LBSSB Employability Skills (20 credits) 5002LBSSB Grassroots and Community Sport (20 credits) 5003LBSSB Entrepreneurship in Sport (20 credits) 5004LBSSB Elite Sport (20 credits) 5005LBSSB Research Design (20 credits) 5006LBSSB Sports Media (10 credits)	5007LBSSB Sport Law (10 credits) 5008LBSSB Sport Events Management (10 credits)	110 core credits at level 5 10 option credits at level 5
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4001LBSSB The Business of Sport (20 credits) 4002LBSSB Academic Skills and Digital Literacy (20 credits) 4003LBSSB Sport Management (20 credits) 4004LBSSB Marketing, Sponsorship and PR (20 credits) 4005LBSSB Sports Industry Context (20 credits) 4006LBSSB Sport Business in Practice (20 credits)		120 core credits at level 4 0 option credits at level 4

Level 3	Potential Awards on completion	
Core	Option	Award Requirements
3100FNDLBS Developing Skills for Business (20 credits) 3101FNDLBS Understanding Business Organisations and Operations (20 credits) 3102FNDLBS Essentials of Management (20 credits) 3103FNDLBS Introduction to Marketing and PR Communications (20 credits) 3104FNDLBS Data Analysis Techniques for Business (20 credits) 3105FNDLBS Programme Case Study (20 credits)		120 core credits at level 3 0 option credits at level 3

Information about assessment regulations

All programmes leading to LJMU awards operate within the University's Academic Framework.
<https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework>

Opportunities for work-related learning (location and nature of activities)

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:

4006LBSSB Sport Business in Practice

Level 5:

5001LBSSB Employability Skills

5008LBSSB Sport Event Management

Level 6:

6002LBSSB Applied Sports Business

6003LBSSB Professional Development in Sport

Criteria for admission

A/AS Level

UCAS Tariff Points Required: 64

NB: Tariff points may differ for International Baccalaureate qualifications.

Requirements: 64 UCAS points from A2 (6 unit) or 12 unit awards from a minimum of 18 units (any combination of VCE units/A level units).

Is General Studies acceptable?: Yes

Are AS level awards acceptable?: Acceptable only when combined with other qualifications

AS Double Award: Acceptable

BTEC National Diploma

BTEC Certificate:

Acceptability: Acceptable only when combined with other qualifications

BTEC 90-credit Diploma:

Acceptability: Yes

Grades/subjects required: equivalent to 64 points

BTEC Diploma (QCF):

Acceptability: Acceptable on its own

BTEC Extended Diploma (QCF):

Acceptability: Acceptable on its own

Grades/subjects required: Equivalent to 64 points from a subject-related BTEC

BTEC Level 3:

Acceptability: Acceptable on its own and combined with other qualifications

Irish Leaving Certificate

Acceptability: Acceptable on its own and combined with other qualifications

Grades/subjects required: 64 points from Higher level

Scottish Higher

Acceptability: Advanced Higher - acceptable on its own and combined with other qualifications

Grades/subjects required: 64 points at Higher level/Advanced level

International Baccalaureate

Acceptability: Acceptable on its own and combined with other qualifications

Additional Information: 64 points

Access

Additional Information: 64 points

Other

Candidates are expected to hold a minimum of English Language and Maths GCSE at grade C or above, or equivalent.

Mature entry

Mature applicants with sufficient relevant experience will be invited to attend interview.

Overseas qualifications

For undergraduate courses please apply through UCAS, applicants will be considered in line with normal entry requirement. International applicants must possess a minimum IELTS (or equivalent) score of 6.0 overall with a minimum of 5.5 in each element.

External Quality Benchmarks

All programmes leading to LJMU awards have been designed and approved in accordance with the UK Quality Code for Higher Education, including the Framework for Higher Education Qualifications in the UK (FHEQ) and subject benchmark statements where applicable.

The University is subject to periodic review of its quality and standards by the Quality Assurance Agency (QAA). Published review reports are available on the QAA website at www.qaa.ac.uk

Programmes which are professionally accredited are reviewed by professional, statutory and regulatory bodies (PSRBs) and such programmes must meet the competencies/standards of those PSRBs.

Support for students and their learning

The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services.

Students are able to access a range of professional services including:

- Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance.
- Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling.
- Students studying for an LJMU award at a partner organisation will have access to local support services

Methods for evaluating and improving the quality and standards of teaching and learning

Student Feedback and Evaluation

The University uses the results of student feedback from internal and external student surveys (such as module evaluations, the NSS and PTES), module evaluation questionnaires and meetings with student representatives to improve the quality of programmes.

Staff development

The quality of teaching is assured through staff review and staff development in learning, teaching and assessment.

Internal Review

All programmes are reviewed annually and periodically, informed by a range of data and feedback, to ensure quality and standards of programmes and to make improvements to programmes.

External Examining

External examiners are appointed to programmes to assess whether:

- the University is maintaining the threshold academic standards set for awards in accordance with the FHEQ and applicable subject benchmark statements
- the assessment process measures student achievement rigorously and fairly against the intended outcomes of the programme(s) and is conducted in line with University policies and regulations
- the academic standards are comparable with those in other UK higher education institutions of which external examiners have experience
- the achievement of students are comparable with those in other UK higher education institutions of which the external examiners have experience

and to provide informative comment and recommendations on:

- good practice and innovation relating to learning, teaching and assessment observed by external examiners
- opportunities to enhance the quality of the learning opportunities provided to students

Please note:

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content, teaching, learning and assessment methods of each module can be found in module and programme guides.