

# PROGRAMME SPECIFICATION

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## Bachelor of Arts with Honours (Fnd) in Sport Business

<b>Awarding institution</b>	Liverpool John Moores University
<b>Teaching institution</b>	LJMU
<b>UCAS Code</b>	H618
<b>JACS Code</b>	C620
<b>Programme Duration</b>	Full-Time: 4 Years, Sandwich Thick: 5 Years
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Subject benchmark statement</b>	Hospitality, Leisure, Sport and Tourism (2008) Business & Management (2015)
<b>Programme accredited by</b>	
<b>Description of accreditation</b>	
<b>Validated target and alternative exit awards</b>	Bachelor of Arts with Honours (Fnd) in Sport Business Bachelor of Arts with Honours (SW) (Fnd) in Sport Business Diploma of Higher Education (Fnd) in Sport Business Diploma in Higher Education (SW) (Fnd) in Sport Business Certificate of Higher Education (Fnd) in Sport Business
<b>Programme Leader</b>	Ingrid Griffiths

## 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 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 -

## 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

The course can be studied 4 years full time or over 5 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 2019

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 2019 and there after:

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

Level 6	Potential Awards on completion	Bachelor of Arts with Honours (Fnd)
Core	Option	Award Requirements
6201SSLN Sport Business 3 (20 credits) 6202SSLN Research Project (40 credits) 6203SSLN Organisational Management and Leadership (20 credits) 6204SSLN Sport Event Management (20 credits) 6205SSLN Sport Business in Practice 3 (20 credits)		120 core credits at level 6 0 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5201SSLN Sport Business - Grassroots (20 credits) 5202SSLN Research Design (20 credits) 5203SSLN Entrepreneurship for Sport (20 credits) 5204SSLN Sports Media (20 credits) 5205SSLN Sport Business - Elite (20 credits)	5206SSLN Sport Business in Practice 2 (20 credits) 5208SSLN Sport Law (20 credits)	100 core credits at level 5 20 option credits at level 5
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4201SSLN Sport Business 1 (20 credits) 4202SSLN Personal Learning and Development (20 credits) 4203SSLN Sport Management (20 credits) 4204SSLN Marketing, Sponsorship and PR (20 credits) 4205SSLN Sport Business 2 (20 credits) 4206SSLN Sport Business in Practice 1 (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:

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

## 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](http://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.*