

Overview

Programme Code	45534
Programme Title	Sport Business
Awarding Institution	Liverpool John Moores University
Programme Type	Degree with Foundation
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	Thomas Fletcher
Link Tutor(s)	

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours (Fnd) - BAHF	See Learning Outcomes Below
Recruitable Target	Bachelor of Arts with Honours (SW) (Fnd) - SBAHF	See Learning Outcomes Below
Alternative Exit	Certificate of Higher Education (Fnd) - CHEF	<p>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.</p>
Alternative Exit	Diploma of Higher Education (Fnd) - DHEF	<p>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)</p>
Alternative Exit	Bachelor of Arts (Fnd) - BAF	<p>Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.</p>
Alternative Exit	Diploma in Higher Education (SW) (Fnd) - SDHEF	<p>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.</p>

Alternative Exit	Bachelor of Arts (SW) (Fnd) - SBAF	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject. In addition to the aims, the sandwich programme aims 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 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. Students will be entitled to a BA (SW)(FND) on the successful completion of a placement year or study abroad year.
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Alternate Award Names	
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External Benchmarks

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

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Sandwich Year Out, Face to Face	September	LJMU Taught	5 Years
Full-Time, Face to Face	September	LJMU Taught	4 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.

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.

Learning Outcomes

Code	Description
PLO1	Demonstrate and critically understand the landscape of the sport business.
PLO2	Demonstrate knowledge of the application of theory in the context of the sport business.
PLO3	Demonstrate a critical awareness and understanding of theoretical concepts within the sport business settings.
PLO4	Critically review, understand and analyse a body of knowledge in a range of key areas in the sport business.
PLO5	Analyse and critically evaluate the nature, characteristics, needs and expectations of different consumer groups.
PLO6	Apply creative, innovative thinking in a range of situations.
PLO7	Identify and critically evaluate appropriate management strategies used in the sport business
PLO8	Objective analysis of local to global markets in the sport business.
PLO9	Analyse, synthesise, summarise and evaluate information from key areas in the sport business
PLO10	Evaluate a range of leadership and personal development strategies based on the management of themselves and others.
PLO11	Identify and solve problems individually or co-operatively.
PLO12	Integrate lines of evidence from a range of sources to support the generation of solutions.

Code	Description
PLO13	Demonstrate and exercise independent thinking
PLO14	Demonstrate reflective skills as a mean of both personal and professional development
PLO15	Critique, analyse, design and use various research methods.
PLO16	Search for, select and interpret information from a variety of sources and report results using appropriate communication skills.
PLO17	Develop appropriate practical skills relevant to the management of a small business and sports events.
PLO18	Develop appropriate numerical skills.
PLO19	Critique the sport business landscape and understand its relevance to a range of employment and career pathways.
PLO20	Communicate effectively to audiences in both written, visual and verbal mediums.
PLO21	Work effectively as a member of a team to achieve agreed objectives on time.
PLO22	Consider and solve problems effectively and efficiently.
PLO23	Exploit ICT tools and resources efficiently and effectively.
PLO24	Manage a responsible, adaptable and flexible approach to study and work.
PLO25	Recognise, explain and evaluate the moral and ethical issues associated with key areas of the sport business.

Programme Structure

Programme Structure Description

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.

Programme Structure - 620 credit points	
Level 3 - 120 credit points	
Level 3 Core - 120 credit points	CORE
[MODULE] 3100FNDLBS Developing Skills for Business Approved 2022.02 - 20 credit points	
[MODULE] 3101FNDLBS Understanding Business Organisations and Operations Approved 2022.02 - 20 credit points	
[MODULE] 3102FNDLBS Essentials of Management Approved 2022.01 - 20 credit points	
[MODULE] 3103FNDLBS Introduction to Marketing and PR Communications Approved 2022.01 - 20 credit points	
[MODULE] 3104FNDLBS Data Analysis Techniques for Business Approved 2022.01 - 20 credit points	
[MODULE] 3105FNDLBS Programme Case Study Approved 2022.01 - 20 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4001LBSSB The Business of Sport Approved 2022.03 - 20 credit points	
[MODULE] 4002LBSSB Academic Skills and Digital Literacy Approved 2022.03 - 20 credit points	
[MODULE] 4003LBSSB Sport Management Approved 2022.02 - 20 credit points	
[MODULE] 4004LBSSB Marketing, Sponsorship and PR Approved 2022.02 - 20 credit points	
[MODULE] 4005LBSSB Sports Industry Context Approved 2022.02 - 20 credit points	
[MODULE] 4006LBSSB Sport Business in Practice Approved 2022.02 - 20 credit points	
Level 5 - 260 credit points	
Level 5 Core - 110 credit points	CORE
[MODULE] 5001LBSSB Employability Skills Approved 2022.01 - 20 credit points	

[MODULE] 5002LBSSB Grassroots and Community Sport Approved 2022.01 - 20 credit points	
[MODULE] 5003LBSSB Entrepreneurship in Sport Approved 2022.01 - 20 credit points	
[MODULE] 5004LBSSB Elite Sport Approved 2022.01 - 20 credit points	
[MODULE] 5005LBSSB Research Design Approved 2022.01 - 20 credit points	
[MODULE] 5006LBSSB Sports Media Approved 2022.01 - 10 credit points	
Level 5 Optional - 10 credit points	OPTIONAL
[MODULE] 5007LBSSB Sport Law Approved 2022.01 - 10 credit points	
[MODULE] 5008LBSSB Sport Events Management Approved 2022.01 - 10 credit points	
Optional Year Long Placement - 120 credit points	OPTIONAL
[MODULE] 5009LBSEVM Sandwich Year - Sport, Events and Tourism Approved 2022.01 - 120 credit points	
[MODULE] 5010LBSEVM Study Year Abroad - Sport, Events and Tourism Approved 2022.01 - 120 credit points	
Semester 2 Study Abroad - 60 credit points	OPTIONAL
[MODULE] 5011LBSEVM Study Semester Abroad - Sport, Events and Tourism Approved 2022.01 - 60 credit points	
Level 6 - 120 credit points	
Level 6 Core - 120 credit points	CORE
[MODULE] 6001LBSSB Dissertation Approved 2022.01 - 40 credit points	
[MODULE] 6002LBSSB Applied Sport Business Approved 2022.01 - 20 credit points	
[MODULE] 6003LBSSB Professional Development in the Sports Industry Approved 2022.01 - 20 credit points	
[MODULE] 6004LBSSB The Future of Sport Business Approved 2022.01 - 20 credit points	
[MODULE] 6005LBSSB Organisational Management and Leadership in Sport Approved 2022.01 - 20 credit points	

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

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.

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 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

Entry Requirements

Type	Description
International Baccalaureate	Acceptable on its own and combined with other qualifications
Specific country requirements	Acceptability: Advanced Higher - acceptable on its own and combined with other qualifications Grades/subjects required: 72 points at Higher level/Advanced level
Irish awards	Acceptable on its own and combined with other qualifications - 64 points

Interview required	Mature applicants with sufficient relevant experience will be invited to attend interview.
A levels	UCAS Tariff Points Required: 72
BTECs	BTEC 90-credit Diploma:Acceptability: YesGrades/subjects required: equivalent to 64 points BTEC Diploma (QCF):Acceptability: Acceptable on its ownBTEC Extended Diploma (QCF):Acceptability: Acceptable on its ownGrades/subjects required: Equivalent to 64 points from a subject-related BTECBTEC Level 3:Acceptability: Acceptable on its own and combined with other qualifications
UCAS points	72
GCSEs and equivalents	GCSE English Language and Maths Grade C or above or equivalent required
Other international requirements	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.
Access awards	72 points

Extra Entry Requirements