

# PROGRAMME SPECIFICATION

This Programme Specification is correct as of the date indicated; however, minor amendments may be made throughout the year and will be incorporated in the annual updating process.

## SECTION A: DETAILS OF THE COURSE AND AWARD

<b>Programme Title</b>	<b>BA (Hons) Sports Business and Coaching</b>
<b>Awarding Body</b>	<b>Buckinghamshire New University</b>
<b>Teaching Institution / Course Location</b>	<b>Buckinghamshire New University, High Wycombe campus</b>
<b>Faculty</b>	<b>Design, Media &amp; Management</b>
<b>School</b>	<b>Applied Management &amp; Law</b>
<b>Name of Final Award</b>	<b>Bachelor of Arts with Honours, BA (Hons)</b>
<b>NQF/FHEQ Level of Qualification</b>	<b>Level 6: Bachelor's degree with honours</b>
<b>QAA Benchmark Statement(s)</b>	<b>Events, Hospitality, Leisure, Sport and Tourism (2019)</b>
<b>UCAS Code</b>	<b>2L87</b>
<b>Course Code(s)</b>	<b>BS1SBC1</b>
<b>Mode and Length of Study</b>	<b>3 years full time</b>
<b>Number of Intakes</b>	<b>1 intake September</b>
<b>Regime of Delivery</b>	<b>Attendance</b>
<b>Language of Study</b>	<b>English</b>
<b>Details of Accreditation</b>	<b>N/A</b>
<b>Month and Year valid from</b>	<b>01 September 2015</b>
<b>Month and year valid until</b>	<b>31 December 2099</b>
<b>Publication Date</b>	<b>01 September 2015, September 2018, June 2019, July 2019, September 2020</b>

### Potential Student Profile / Criteria for Admission:

*What the award is about and who the programme is aimed at:*

The BA (Hons) Sports Business and Coaching programme is founded on an interface of vocational and academic elements to produce graduates with knowledge and experience of the sport industry, as well as transferrable and applied skill-sets, in particular relating to autonomous critical thinking and research activity, which will provide an effective service to the industry and meet the demands of the modern, itinerant graduate. The programme will combine a theoretical and practical approach to understanding and engaging with the sport management and coaching industries, which will allow students to develop strong, transferrable academic and professional skills and practise delivering sport in a number of projects and volunteering opportunities.

The course is a three year full-time Bachelor degree programme. Differentiation from the BA (Hons) Sport Development and Coaching will be manifest in the core modules which will allow students wanting a more global business focus as opposed to the UK sport development emphasis while still following the coaching core modules throughout the 3 years which is not available on the BA (Hons)

Sport Business Management. Modules will be delivered using lectures, seminars and some practical sports coaching sessions. Modules will be assessed using a variety of methods including coursework, practical assessments, TCAs and exams.

The degree is aimed at those school leavers who wish to develop the skills, knowledge and employability profile that will provide them with the opportunity to gain employment in the sport business or professional coaching sector. It is equally geared toward fulfilling the needs of those mature students with an interest in returning to the workplace and securing employment in the sports industry. Students should choose this award if they are seeking to study a course that focuses on the management challenges facing the sports industry today while allowing them to engage in the contemporary approaches to sports coaching. The degree is forward-looking and remains fully responsive to the ongoing changes taking place in the sports coaching industry.

*Why students should choose this award:*

The degree will provide students with a strong business studies foundation and an understanding of the unique challenges and issues facing sports management. The programme consists of a blend of professional and academic elements to develop graduates with the essential knowledge and experience of the sports industry and coaching skills. Students will be encouraged to enhance their coaching profile through the completion of professional coaching courses and coaching experience in a range of contexts (e.g. schools and clubs).

There is a unique focus on transferable and applied skills, as well as critical thinking and independent working, providing students with a broad learning base to hit the ground running when entering the workforce after graduation. Students will be trained in current, relevant curriculum, which reflects the needs of both the sports industry and the modern graduate, boosting your employability and skills base.

The London 2012 Olympics illustrated various businesses functions including sports tourism, facility, stadium and events management and sports media. The growth in this sector means that there is strong demand for quality graduates who can demonstrate both knowledge and experience of working within the sports business.

Employability will be a particularly important theme throughout the degree and students are encouraged to gain as much industry experience as possible through volunteering, paid part-time work, work experiences particularly in sports coaching environments. To enhance learning and personal development students will be encouraged to engage in reflection and communities of practice to expand their awareness across a range of sporting contexts.

Students will be introduced to a number of the University's public and private sector industry partners who deliver guest lectures and work with the University to develop internship and employment opportunities with companies such as:

- The Football Association (The FA)
- 110% Marketing
- The Chartered Institute for the Management of Sport and Physical Activity (CIMPSA)
- Bucks Sport
- LEAP – Bucks County Sports Development
- Representatives from Bisham Abbey

*Opportunities available for students after completion of the award:*

Students will study the foundations of sport business and will understand the varying challenges and issues facing the industry. Graduates will be experienced from key industry experiences throughout the course and will be ready to enter the workforce with confidence from the perfect blend of professional and academic elements throughout the programme. Additionally our diverse range of

industry partners offer a unique opportunity to network, providing valuable contacts for students during your studies and after you graduate.. After graduating from the programme, you will also have the skills and knowledge to set up your own businesses.

Graduates will have the following opportunities for career pathways:

- Sports events management
- Sports Coach
- Sport facility management
- Sports entrepreneur
- Sports marketing and media
- Health and fitness industry
- Self-employment in sports business

*Expected knowledge and skills that the entrant will have on entry to the programme:*

Admission regulations are in accordance with those prescribed by University Regulations. A typical entrant would be expected to have GCSE English and Mathematics at Grade C or above and a UCAS Tariff score of 200-240. This score can be achieved from a minimum of two 4-unit GCE A-levels or equivalent. Entrants would be expected to have passion for sport and some experience of working within the sport industry would be an advantage, but is not essential. Good communication skills are essential as students will be assessed in a number of ways including both written work and oral communication, and at times through the course will be expected to converse and work with external organisations. Entrants must be prepared to take responsibility for their learning, and be willing to work both individually and as part of a team and to participate fully in course activities. Basic ICT skills will be an advantage

## **SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS**

### **Programme Aims**

The main educational aims of the programme are to:

- Provide students with insight into the dynamic nature of the sports coaching profession and its role in contemporary society.
- Create opportunities for students to interface with real businesses in sport to put their study into practice.
- Create graduates who are reflective coaching practitioners with the skills to maintain currency in a fast changing environment.
- Focus on transferable and applied skills, as well as critical thinking.
- Provide a strong business studies foundation and an understanding of the unique challenges and issues facing sports management and coaching.
- Provide an inclusive, current and versatile curriculum of study which reflects the needs of both the sport industry and the challenges with which it is confronted in an era of ongoing growth
- Prepare students for employment or for postgraduate study by fostering an environment in which students are encouraged to: develop academic skills; challenge knowledge; apply theory to practice; develop critical awareness, analysis, and reasoning; solve problems; synthesise and evaluate information; and engage in research
- Enable graduates to meet the changing demands of employment through acquisition and development of a wide range of personal and transferable skills required by employers in the sports industry: self-reliance; reflection; adaptability; creativity; flexibility; interpersonal communication; teamwork and leadership qualities.
- Develop the confidence and academic skills of students enabling them to become active and autonomous learners and critical thinkers

## Programme Learning Outcomes

### *A. Knowledge and Understanding*

On successful completion of the programme a graduate will be able to:

1. Apply contemporary business and sports coaching theory to create solutions and strategies.
2. Design and conduct industry focused or applied research.
3. Employ academic knowledge of sport to critique and predict policy and practice in the sports industry.
4. Identify and recommend operational techniques for the functional areas of sports business.

### *B. Intellectual/Cognitive Skills*

On successful completion of the programme a graduate will be able to:

1. Perform as critical and curious thinkers.
2. Engage in reflective practice to enhance their professional development.
3. Practise and defend an ethical approach to their working environment
4. Engage with research to inform practice.

### *C. Practical Skills*

On successful completion of the programme a graduate will be able to:

1. Use and manage information technology in the professional sports business environment.
2. Communicate effectively with industry practitioners, sport participants and professional bodies.
3. Present their ideas effectively in a range of oral and written contexts.
4. Apply theoretical knowledge to solve the practical issues in the sport business sector.
5. Develop and implement sports coaching programmes for a range of participant contexts.

### *D. Key/Transferable Skills*

On successful completion of the programme a graduate will be able to:

1. Apply personal responsibility and reflective practice to identify professional development needs in a process of life-long learning
2. Review critically current research and primary sources (for example, refereed research articles and/or original materials appropriate to sport business)
3. Evaluate critically arguments, assumptions, abstract concepts and data to make judgements and to frame appropriate questions and propose solutions to a problem

**Table 1: Programme Skills Matrix – Assessment**

Module Code	Information Acquisition	Critical thinking, analysis and synthesis	Self-reflection and Criticality	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-managed Learning	Working with Others
<b>Level 4</b>										
BM414	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MG412	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SL411	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SL412	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SL414	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SL423	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SL459	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SL460	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Level 5</b>										
BM565	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MG529	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SL516	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SL519	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SL520	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SL521	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SL528	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SL531	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SL534	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SL535	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Level 6</b>										
SL613	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Module Code	Information Acquisition	Critical thinking, analysis and synthesis	Self-reflection and Criticality	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-managed Learning	Working with Others
SL615	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SL617	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SL618	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SL620	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SL625	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SL628	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SL631	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SL640	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SL676	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes

BA (Hons) Sports Business and Coaching aims to provide a balanced programme of study that equips students with industry knowledge and experience, academic and cognitive, and critical and transferrable skills, which will create culturally aware, prepared and responsive graduates. The course is underpinned by classroom-based teaching of current theory, concepts and research, delivered through a blend of lectures, interactive seminars and workshops, small-group activities and debates and supported at every stage by e-learning material. The sport coaching modules across all three years include practical opportunities for the students to develop and practice key coaching skills such as preparation and planning, actual coaching and evaluation of practice. Additionally, throughout the three levels of study students are encouraged and enabled to form relationships with external partners including local, regional, national and international, to build networks in the longer term and essential vocational knowledge and experience in the shorter term.

Students are encouraged to become increasingly more independent in their learning as the course progresses. At Level 4 students are provided knowledge of the key functional areas of sports business in lectures and undertake related discussion and exercises in seminars and workshops where they receive guidance and support from module tutors. Through the Level 4 module, Professional and Academic Skills for Sport, students 'learn to learn' and are provided the foundation for developing the knowledge and skills required of all elements of the course and for life-long learning. Further modules introduce students to functional tools for working in the sports industry, such as finance and marketing as well as the introduction of critical, cognitive abilities and basic research tools in the Applied Sports Field Study module. This will also ensure that all students have a chance to explore, visit and create networks within the industry. The introductory sports coaching

module will focus on developing a understanding of the key elements that underpin coaching: preparation and planning, actual coaching and evaluation. Students are encouraged to gain a coaching qualification in an appropriate sporting context.

At Level 5, students are expected to take a more active role in their own learning and future careers, to apply theoretical knowledge and to show deeper understanding as the complexity of the issues covered in modules increases. The Level 5 module, Research in Sport and Exercise, prepares students for the research dissertation at Level 6, in which they have the opportunity to draw all conceptual, vocational and research elements of the course together via a major independent study. Digital marketing modules ensure that all of our students have an opportunity to study the impact of modern media technology and the growth of the contemporary sport business. In level 5 the students will take on greater responsibility in their coaching moving to the next level coaching awards which provide them with the autonomy to design and deliver coaching solutions in a standard environment. This will include an emphasis on gaining some practical coaching experience. Students are also able to select a 15-credit option module in each semester, which allows them to tailor their programme to a small extent by engaging in elements of sport business management and coaching related options. As in Level 4, modules are delivered through a blend of lectures, interactive seminars, workshops, small-group activities and debates and are supported by e-learning material delivered through the VLE, with specific learning and teaching approaches determined at modular level.

At Level 6 the focus turns to the skills adopting a strategic approach to sports business. The broader approach to teaching and learning at Level 6 is aligned to independent learning and the students' ability to critically review and analyse, synthesise and evaluate the information at their disposal in order to make informed and self-assured decisions for a more inclusive and socially-conscious sports world. The core modules of Strategic Sports Management & Finance and Sport Coaching combine practical knowledge and tools for advancing sport business practice and the improvement of academic intelligence around critical thinking, analysis and synthesis, and self-reflection, as well as problem solving and decision-making. The coaching module with encourage students to become reflective practitioners by engaging with the theory practice loop and enhancing their learning through engagement with communities of practice. The aforementioned Research Dissertation provides further opportunity for students to develop autonomous working practices, where they are challenged to plan, design, execute and disseminate a significant piece of work. In addition, further 15-credit option modules allow students to continue to pursue a particular interest.

Like the teaching and learning strategy, the specific assessment methods are determined at modular level, but are designed to reflect the course aims and learning outcomes, to equip students with industry knowledge and experience, academic and cognitive, and critical and transferrable skills, which will create culturally aware, prepared and responsive graduates for an inclusive and socially-conscious sport industry. To this end, while there is a varied diet of assessment at all three levels, it is predominantly coursework-based and, where possible, is designed to mirror 'real world' sport business activities, such as designing, implementing and evaluating business solutions, this will include activities such as applying for funding, appraising financial performance and preparing marketing strategies.

## SECTION C: PROGRAMME STRUCTURE(S) AND MATRIX MAPPING

**Table 2: Programme Structure Table**

<b>Course Title</b>	BA (Hons) Sports Business and Coaching
<b>Course Code</b>	BS1SBC1
<b>Mode of Study</b>	Full time

Credit Value		UK		360		ECTS		180	
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ([C]ore / [O]ptional)	Credit Value	Assessment Regime			Semester Taught*
						Written Exam %	Coursework %	Practical %	
<b>Level 4</b>									
BM414	Financial Decision Making	4	1	C	15		100		2
MG412	Principles of Marketing	4	1	C	15		50	50	1
SL411	Introduction to Coaching Theory and Practice	4	1	C	15		100		1
SL412	The Sport Business	4	1	C	15		60	40	2
SL414	Applied Sport Field Study	4	1	C	15		50	50	2
SL423	Professional and Academic Skills for Sport	4	1	C	15		100		1
SL459	Games in Sport and Education	4	1	C	15			100	2
SL460	Sport and Society	4	1	C	15		100		1
<b>Level 5</b>									
BM565	Digital Business and New Technologies	5	2	O	15		60	40	2
MG529	Strategic Marketing	5	2	O	15		70	30	1
SL516	Sports Operations Management	5	2	C	15		70	30	1
SL519	Coaching and Athlete Development	5	2	C	15		100		1
SL520	Research in Sport and Exercise	5	2	C	15		100		2
SL521	Understanding People in Sports Business	5	2	C	15		50	50	2
SL528	Sports Nutrition	5	2	O	15	60	40		1
SL531	Performance Analysis	5	2	C	15		75	25	2
SL534	Sport Broadcasting and Media	5	2	O	15		70	30	2
SL535	Sport Sponsorship and Events	5	2	C	15		70	30	1
<b>Level 6</b>									
SL613	Sport Commerce and Regulation	6	3	C	15		70	30	1
SL615	Contemporary Coaching Issues	6	3	C	15		100		1
SL617	Funding for sport	6	3	O	15		100		1



SL618	Club Business - Football	6	3	O	15	100	2
SL620	Research Dissertation	6	3	C	30	100	SB
SL625	Professional Development & Employability	6	3	O	15	100	1
SL628	Applied Performance Analysis	6	3	O	15	100	1
SL631	Working and Learning In Exercise Health and Fitness	6	3	C	15	100	2
SL640	Small Business and Entrepreneurship	6	3	O	15	100	2
SL676	Strategic Sports Management & Finance	6	3	C	15	100	2

**Table 3: Mapping of Programme Outcomes to Modules**

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)
<b>A. Knowledge and Understanding</b>			
A1	SL412 SL411 SL416	SL516 MG529 BM565 SL515	SL676 SL617
A2	SL414 BM414 SL412	SL520	SL620 SL617 SL618
A3	SL424 SL416	SL516 SL515	SL615 SL620
A4	SL416 SL423 BM414	SL516 SL531 SL522 SL515	SL676 SL618 SL617
<b>B. Intellectual / Cognitive Skills</b>			
B1	SL416 SL423 SL424	SL531 SL516	SL620 SL676
B2	SL423 SL414	SL520 SL516	SL620 SL615
B3	SL416 SL414	SL520 SL515	SL615 SL620
B4	SL423 SL414 SL416	SL520 SL531	SL620 SL676
<b>C. Practical Skills</b>			
C1	SL412 SL424 SL423	MG529 BM565 SL520 SL531	SL620 SL615

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)
C2	SL414 SL423	SL516 SL519 SL520 SL522	SL617 SL618 SL615
C3	BM414 SL423 SL414 SL413	SL515 SL516	SL676 SL617
C4	SL414 BM414	SL522 SL535 SL515 SL516	SL617 SL620
C5	SL412 SL425 SL424	SL516 MG529 BM565	SL620 SL615
<b>D. Key / Transferable Skills</b>			
D1	SL423	SL520	SL620
D2	SL423 SL416 SL414	SL520 SL516 SL531	SL620 SL625
D3	SL414 SL424	SL520 SL516 SL519	SL620 SL625 SL615

\* Delete or add rows as applicable.

## SECTION D: CONTACT HOURS

*Note: Hours are worked on the basis of full-time study. 1 Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will normally study 120 credits in an academic year which is therefore equated to 1200 notional hours. A full time postgraduate student will normally study 180 credits in an academic year which equates to 1800 hours. Module Descriptors provide detailed breakdowns of the categories given below.*

**Table 4: Breakdown of Contact Hours**

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	288	912	0	<b>1200</b>
Year Two	288	912	0	<b>1200</b>
Year Three	216	984	0	<b>1200</b>
<b>Total</b>	<b>792</b>	<b>2808</b>	<b>0</b>	<b>3600</b>

## SECTION E: ASSESSMENT REGULATIONS

This programme conforms to the approved University procedures as detailed on the University website.

The award will be calculated as follows:

- Level 4 – 0% - 120 credits
- Level 5 – 33.3% - 120 credits
- Level 6 – 66.7% - 120 credits

The following modules may not be condoned:

- SL620 Research Dissertation

This programme will be covered by the following University regulations: *University Academic Framework and Assessment Regulations*

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