

# PROGRAMME SPECIFICATION

## 1. Key Information

<b>Programme Title:</b>	BA (Hons) Sport Business Management BA (Hons) Sport Business Management with Foundation Year BA (Hons) Sport Business Management (Top-Up)
<b>Awarding Institution:</b>	Buckinghamshire New University
<b>Teaching Institution(s):</b>	Buckinghamshire New University
<b>Subject Cluster:</b>	Business
<b>Award Title (including separate Pathway Award Titles where offered):</b>	BA (Hons) Sport Business Management BA (Hons) Sport Business Management and Marketing
<b>Pathways (if applicable)</b>	Sport Business Management Sport Business Management and Marketing
<b>FHEQ level of final award:</b>	6
<b>Other award titles available (exit qualifications):</b>	Certificate of Higher Education Diploma of Higher Education BA Sport Business Management (or relevant pathway)
<b>Accreditation details:</b>	Chartered Management Institute (CMI); Chartered Institute of Marketing (CIM)
<b>Length of programme:</b>	3 years Full Time 4 years with Foundation Year 1 year Full Time (Top-Up)
<b>Mode(s) of Study:</b>	Full Time
<b>Mode of Delivery:</b>	In person (on-site) delivery
<b>Language of study:</b>	English
<b>QAA Subject Benchmark(s):</b>	Events, Hospitality, Leisure, Sport and Tourism (2019); Business and Management (2019 and 2022)
<b>Other external reference points:</b>	N/A
<b>Course Code(s):</b>	BASPBUFT / BASPBUFY
<b>UCAS Code(s):</b>	
<b>Approval date:</b>	01/12/2022
<b>Date of last update:</b>	

## 2. Programme Summary

In the Sport Business, professional and commercial practices of management, marketing and coaching are inextricably linked. Having a good understanding of one area enhances learners with knowledge of the other. This programme and its course pathways are ideal for learners interested in developing management and marketing knowledge and skills relating the practice of sport business – facility operations, events, marketing, media communications, and the

strategic management of organisations. These topical areas provide an understanding of enterprise, leadership and decision making that enable sport organisation sustainability in a dynamic industry and changing world. The course pathways are designed to attract learners with professional interests in managing and marketing in the stimulating and potentially rewarding sport business.

The Sport Business Management, BA (Hons) course pathway equips learners with leadership and management abilities. The course develops learners in making business management decisions, alongside qualities such as empathy, problem-solving and creativity, to ensure employability. Learners will engage with organisational and management practices and develop a solid foundation of principles applied to the sport industry. The course pathway attracts industry accreditation by the Chartered Management Institute (CMI).

Sport Business Management and Marketing, BA (Hons) course pathway equips learners with leadership and marketing abilities. The course develops learners in making business marketing decisions, alongside qualities such as empathy, problem-solving and creativity, to ensure employability. Learners will engage with marketing, media, and communications practices and develop a solid foundation of principles applied to the sport industry. The Marketing pathway attracts industry accreditation by the Chartered Institute of Marketing (CIM) and the Institute of Digital Marketing (IDM).

### 3. Programme Aims and Learning Outcomes

#### Programme Aims

This programme aims to:

1. Develop learners able to recognise, understand and critically reflect upon the policy, planning, management and delivery of sporting opportunities.
2. Develop learners able to understand the influence of the historical, social, political, economic, and cultural diffusion, distribution, and impact of sport.
3. Develop learners able to critically analyse and evaluate the concepts and defining characteristics of events as an area of academic and applied study.
4. Develop learners able to demonstrate a range of professional event planning and management knowledge and skills.
5. Develop learners ready for employment and/or postgraduate study by developing professional attributes (independent, engaged, critical decision makers) that meet the needs of employers in the sport and associated industries.

#### Programme Learning Outcomes

##### Knowledge and Understanding (K)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
K1	Apply the theories, concepts, and principles of practice from the generic management of operations, finance, human resources, economics and marketing to sports facilities and events in the voluntary, public, and private sector
K2	Critically analyse, and demonstrate insight into the organisations and structures responsible for sport, and their impact on the funding and delivery of sport

<b>K3</b>	Analyse the political, technological, social, environmental, and economic factors affecting the supply and demand for events, reviewing the resulting structure of event providers and their sectors
<b>K4</b>	Critically review administration, design, operations, marketing, and risk, and how they apply to the phases of events, such as initiation, planning, staging of the event and closure and legacy

### Analysis and Criticality (C)

On successful completion of the programme, you will be able to:

<b>ID</b>	<b>Learning Outcome</b>
<b>C1</b>	Complete a sustained piece of independent intellectual work (Honours project) which plans, designs, critically assesses and evaluates evidence in the context of appropriate research methodologies and data sources
<b>C2</b>	Assess and interpret paradigms, theories, principles, concepts, and data, and creatively apply skills whilst explaining and solving familiar and unfamiliar problems, challenging previously held assumptions, or answering research questions
<b>C3</b>	Interpret, analyse and evaluate information and data of an applied nature

### Application and Practice (P)

On successful completion of the programme, you will be able to:

<b>ID</b>	<b>Learning Outcome</b>
<b>P1</b>	Demonstrate literacy and communication skills in a range of contexts, including verbal, auditory, performance, digital and multimedia forms
<b>P2</b>	Analyse quantitative data, including big data utilising the numeracy skills required to manage budgets
<b>P3</b>	Recognise and respond to moral, ethical, sustainability and safety issues which directly pertain to the context of study, including relevant legislation and professional codes of conduct

### Transferable skills and other attributes (T)

On successful completion of the programme, you will be able to:

<b>ID</b>	<b>Learning Outcome</b>
<b>T1</b>	Explore how to work effectively as an independent, or collectively as part of a team member, recognising and respecting the values of equality and diversity
<b>T2</b>	Take proactive responsibility for own learning and continuing personal and professional development through self-appraisal and reflecting on practice in academic and professional contexts
<b>T3</b>	Choose appropriate techniques and procedures to plan, design, lead, manage and execute practical activities, whilst demonstrating high levels of relevant skills

### Graduate Attributes

The BNU Graduate Attributes of: Knowledge and its application; Creativity; Social and ethical awareness and responsibility; and Leadership and self-development focus on the

development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens.

On this programme, attributes are developed through acquiring knowledge and skills of the management of organisations in the sport business and its environment (K1-5; P1-3). Through individual and collaborative work and an innovative approach to problem solving that includes formative and summative assessments, leadership and creative attributes are acquired (P1-3; C1-3). The learning of professional practices and skills prepares highly employable, ethically and socially aware graduates ready for the challenges of the 21st Century labour market (C1-3, T1-3).

#### 4. Entry Requirements

The University's [general entry requirements](#) will apply to admission to this programme with the following additions / exceptions:

- UCAS tariff score of: 88 - 112

If you do not meet the entry requirements you may, if you have relevant professional experience, still be invited for interview, where you will be required to demonstrate the necessary knowledge and understanding for entry onto the course.

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules in accordance with our [accreditation of prior learning](#) (APL) process.

## 5. Programme Structure

### Pathway 1 - BA Hons Sport Business Management

Level	Modules (Code, Title and Credits)	Exit Awards
<b>Foundation Year<sup>1</sup></b>	<p><b>Core modules:</b>                      FY026 Preparing for Success: Knowledge and Creativity (zero credits)                      FY027 Preparing for Success: Self Development and Responsibility (zero credits)                      FY021 Introduction to Business Studies (zero credits)                      FY028 Inquiry Based Learning (zero credits)</p> <p><b>Option modules:</b> No option modules are available at this level.</p> <p><b>Opportunity modules:</b> No Opportunity modules are available at this level.</p>	<b>N/A.</b> No credit is awarded at this level.
<b>Level 4</b>	<p><b>Core modules:</b>                      BAM4011 People Management and Employment Skills (20 credits)                      BAM4012 Global Business and Sustainability (20 credits)                      BAM4013 Introduction to Data and Analytics (20 credits)                      BAM4019 Introduction to Financial Decision Making (20 credits)                      BAM4020 Principles of Marketing (20 credits)</p> <p><b>Option modules:</b> No option modules are available at this level.</p> <p><b>Opportunity modules:</b> You must choose 2 x 10 credit Level 4 Opportunity modules from the Opportunity module catalogue <a href="http://www.bnu.ac.uk/opmodules">www.bnu.ac.uk/opmodules</a></p>	<b>Certificate of Higher Education</b> , awarded on achievement of 120 credits at Level 4
<b>Level 5</b>	<p><b>Core modules:</b>                      BAM5009 Consulting in Practice (20 credits)                      BAM5014 Sport Business Management (20 Credits)                      BAM5015 Sport Operations and Event Management (20 Credits)</p>	<b>Diploma of Higher Education</b> , awarded on achievement of 240 credits, including a minimum of 120 credits at Level 5

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<sup>1</sup> Modules on the Foundation Year only apply to learners who are enrolled on the “with Foundation Year” programme.

	<p><b>XXX0000</b> Research Methods (20 Credits) <i>delivered by HSS School</i></p> <p><b>Option modules (Choose a total of 20 credits):</b>                  SES5007 Inclusive Practice in Sport and Physical Activity (20 Credits)                  BAM5011 Project Management and Sustainable Operations (20 Credits)</p> <p><b>Opportunity modules:</b> In addition, you must choose 2 x 10 credit Level 5 Opportunity modules from the Opportunity module catalogue  <a href="http://www.bnu.ac.uk/oppmodules">www.bnu.ac.uk/oppmodules</a></p>	
<b>Level 6</b>	<p><b>Core modules:</b>                  BAM6006 Sustainable Strategic Agility and Innovation (20 credits)                  BAM6009 Field Immersion and Leadership for Career Development (20 credits)                  BAM6011 International Marketing (20 Credits)                  BAM6015 Sport Enterprise and Leadership (20 Credits)                  BAM6014 Independent Professional Project (40 credits)</p> <p><b>Option modules:</b> No option modules are available at this level.</p> <p><b>Opportunity modules:</b> No Opportunity modules are available at this level.</p>	<p><b>Ordinary Degree,</b> awarded on achievement of 300 credits, including 60 credits at Level 6 and 120 credits at each of Levels 4 and 5</p> <p><b>Honours Degree,</b> awarded on achievement of 360 credits, including 120 credits at each of Levels, 4, 5 and 6</p>

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject area.

Pathway 2 - BA (Hons) Sport Business Management and Marketing

Level	Modules (Code, Title and Credits)	Exit Awards
<b>Foundation Year<sup>2</sup></b>	<b>Core modules:</b>	<b>N/A.</b> No credit is awarded at this level.

<sup>2</sup> Modules on the Foundation Year only apply to learners who are enrolled on the “with Foundation Year” programme.

	<p>FY026 Preparing for Success: Knowledge and Creativity (zero credits)  FY027 Preparing for Success: Self Development and Responsibility (zero credits)  FY021 Introduction to Business Studies (zero credits)  FY028 Inquiry Based Learning (zero credits)</p> <p><b>Option modules:</b> No option modules are available at this level.</p> <p><b>Opportunity modules:</b> No opportunity modules are available at this level.</p>	
<b>Level 4</b>	<p><b>Core modules:</b>  BAM4011 People Management and Employment Skills (20 credits)  BAM4012 Global Business and Sustainability (20 credits)  BAM4013 Introduction to Data and Analytics (20 credits)  BAM4019 Introduction to Financial Decision Making (20 credits)  BAM4020 Principles of Marketing (20 credits)</p> <p><b>Option modules:</b> No option modules are available at this level.</p> <p><b>Opportunity modules:</b> You must choose 2 x 10 credit Level 4 Opportunity modules from the Opportunity module catalogue <a href="http://www.bnu.ac.uk/opmodules">www.bnu.ac.uk/opmodules</a></p>	<p><b>Certificate of Higher Education</b>, awarded on achievement of 120 credits at Level 4</p>
<b>Level 5</b>	<p><b>Core modules:</b>  BAM5015 Sport Operations and Event Management (20 Credits)  BAM5016 Sport Marketing and Media Communications (20 Credits)  XXX0000 Research Methods (20 Credits) <i>delivered by HSS School</i>  BAM5009 Consulting in Practice (20 Credits)</p> <p><b>Option modules (Choose a total of 20 credits):</b>  BAM5026 Customer Experience (20 Credits)  BAM5013 Strategic Marketing (20 Credits)</p> <p><b>Opportunity modules:</b> In addition, you must choose 2 x 10 credit Level 5 Opportunity modules from the Opportunity module catalogue <a href="http://www.bnu.ac.uk/opmodules">www.bnu.ac.uk/opmodules</a></p>	<p><b>Diploma of Higher Education</b>, awarded on achievement of 240 credits, including a minimum of 120 credits at Level 5</p>

<p><b>Level 6</b></p>	<p><b>Core modules:</b>                  BAM6010 Consumer Brand Relationship (20 Credits)                  BAM6011 International Marketing (20 Credits)                  BAM6015 Sport Enterprise and Leadership (20 Credits)                  BAM6016 IMC Strategy and Corporate Communications (20 Credits)                  BAM 6014 Independent Professional Project (40 credits)</p> <p><b>Option modules:</b> No option modules are available at this level.</p> <p><b>Opportunity modules:</b> No Opportunity modules are available at this level.</p>	<p><b>Ordinary Degree</b>, awarded on achievement of 300 credits, including 60 credits at Level 6 and 120 credits at each of Levels 4 and 5</p> <p><b>Honours Degree</b>, awarded on achievement of 360 credits, including 120 credits at each of Levels, 4, 5 and 6</p>
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Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject area.



## 6. Learning, Teaching and Assessment

### Learning and teaching

BA (Hons) Sports Business Management its course pathways aim to provide a balanced programme of study that equips learners 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, in-person 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. Throughout the three levels of study learners are encouraged and enabled to form relationships with external partners and build future networks and current vocational knowledge and experience.

Learners are encouraged to become increasingly more independent in their learning as the course progresses. At Level 4, learners are provided with knowledge of business management in lectures and undertake related discussion and exercises in seminars and workshops where they receive guidance and support from module tutors. They will 'learn to learn' by exploring the basics of enquiry and evidence-based writing as well as inter- and intra-personal skills in leadership and teamwork and are provided the foundation for developing the knowledge and skills required of all elements of the course and for life-long learning. Learners are further introduced to functional tools for working in industry and the initial stimulation of critical, cognitive abilities alongside introductory knowledge of business management.

At Level 5, learners are expected to take a more active role in their own learning and future careers, to apply theoretical knowledge and to show a deeper understanding as the complexity of the issues covered in modules increases. Applied research becomes interwoven with community-based learning where learners employ the theory to develop, manage and evaluate 'real world' initiatives and projects in several modules which place a strong emphasis on professional practice and development. Sport business learners will specialise in their chosen pathway (management and marketing) reflecting their continuing professional development. The School of Business and Law continuously pursues partnerships optimising opportunities to enhance the learner experience and promote experiential learning, and these partnerships may be used by learners seeking placement opportunities. Learners will be prepared for a level 6 Honours project, in which they will have the opportunity to draw all conceptual, vocational, and research elements of the course together via structured independent work. 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 strategic thinking, enterprise, and leadership in sport organisations. The broader approach to teaching and learning is aligned to independent learning and the learner's ability to critically review, analyse, synthesise, and evaluate information to make informed and self-assured decisions for a more inclusive and socially conscious sports world. The Honours project provides further opportunity for learners to develop autonomous working practices and are challenged to plan, design, execute and disseminate structured independent work.

### Assessment

As per the teaching and learning strategy, the specific assessment methods are determined at modular level, and are designed to reflect the course aims and learning outcomes, to equip

learners 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 based on coursework and practical assessments and, where possible, is designed to mirror 'real world' sport - business management, marketing, coaching and development activities, such as designing, implementing, and evaluating community initiatives, applying for funding, appraising policy, and reflecting on practice. All modules will include formative feedforward opportunities and ample time for summative assessment preparation; feedback on all assessments will place emphasis on progression.

## Contact Hours

Learners can expect to receive up to 12 hours of scheduled learning activities per week. This may include lectures, seminars, workshops, or placement hours. A full breakdown of contact hours can be found in individual module descriptors.

## 7. Programme Regulations

This programme will be subject to the following assessment regulations:

- Academic Assessment Regulations

## 8. Support for learners

The following systems are in place to support you to be successful with your studies:

- The appointment of a personal tutor to support you through your programme
- A programme handbook and induction at the beginning of your studies
- Library resources, include access to books, journals, and databases - many of which are available in electronic format – and support from trained library staff
- Access to Blackboard, our Virtual Learning Environment (VLE), which is accessible via PC, laptop, tablet, or mobile device
- Access to the MyBNU portal where you can access all University systems, information, and news, record your attendance at sessions, and access your personalised timetable
- Academic Registry staff providing general guidance on university regulations, exams, and other aspects of learners and course administration
- Central learner services, including teams supporting academic skills development, career success, learner finance, accommodation, chaplaincy, disability, and counselling
- Support from the Bucks Learners' Union, including the Learners' Union Advice Centre which offers free and confidential advice on university processes.

## 9. Programme monitoring and review

BNU has ways for monitoring and reviewing the quality of learning and teaching on your programme. You will be able to comment on the content of their programme via the following feedback mechanisms:

- Formal feedback questionnaires and anonymous module 'check-ins'
- Participation in external surveys
- Programme Committees, via appointed learner representatives
- Informal feedback to your programme leader

Quality and standards on each programme are assured via the following mechanisms:

- An initial event to approve the programme for delivery
- An annual report submitted by the External Examiner following a process of external moderation of work submitted for assessment
- The Annual Monitoring process, which is overseen by the University's Education Committee
- Review by the relevant PSRB(s)
- Periodic Subject Review events held every five years
- Other sector compliance and review mechanisms

## 10. Internal and external reference points

Design and development of this programme has been informed by the following internal and external reference points:

- The Framework for Higher Education Qualifications (FHEQ)
- The QAA Subject Benchmark Statement – see detailed mapping below
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy

Mapping of Subject Benchmark Statement (and Apprenticeship Standard) to Programme Learning Outcomes

Subject Benchmark Statement:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Develop learners able to recognise, understand and critically reflect upon the policy, planning, management and delivery of sporting opportunities.	K1	K2	K3			C1	C2	C3			P1	P2	P3			T1	T2	T3		
Develop learners able to understand the influence of the historical, social, political, economic, and cultural diffusion, distribution, and impact of sport.	K1	K2					C2	C3			P1	P2	P3			T1	T2	T3		
Develop learners able to critically analyse and evaluate the concepts and defining characteristics of events as an area of academic and applied study.		K2	K3	K4		C1	C2	C3			P1	P2	P3			T1	T2	T3		
Develop learners able to demonstrate a range of professional event planning and management knowledge and skills.			K3	K4			C2	C3			P1	P2	P3			T1	T2	T3		

<b>Subject Benchmark Statement:</b>	<b>Knowledge and understanding (K)</b>					<b>Analysis and Criticality (C)</b>					<b>Application and Practice (P)</b>					<b>Transferable skills and other attributes (T)</b>				
<b>Benchmark</b>	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Develop learners ready for employment and/or postgraduate study by developing professional attributes (independent, engaged, critical decision makers) that meet the needs of employers in the sport and associated industries.	K1	K2	K3	K4		C1	C2	C3			P1	P2	P3			T1	T2	T3		

### Mapping of Programme Learning Outcomes to Modules

<b>Programme Learning Outcome</b>	<b>Knowledge and understanding (K)</b>					<b>Analysis and Criticality (C)</b>					<b>Application and Practice (P)</b>					<b>Transferable skills and other attributes (T)</b>				
<b>Module Code (Core)</b>	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
<b>Level 4</b>																				
Global Business and Sustainability with Academic Skills			K3	K4			C2	C3			P1		P3			T1	T2	T3		
People Management and Employment Skills	K1			K4			C2	C3			P1		P3			T1	T2	T3		
Intro to Data and Analytics	K1		K3				C2	C3				P2				T1	T2	T3		

Programme Learning Outcome	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	Module Code (Core)	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4
Financial Decision Making	K1						C2	C3				P2					T2	T3		
Principles of Marketing	K1			K4			C2	C3			P1						T2	T3		
<b>Level 5</b>																				
Research Methods																				
Consulting in Practice	K1						C2	C3			P1						T1	T2	T3	
Sport Business Management	K1	K2	K3				C2				P1	P2					T1		T3	
Sport Operations and Event Management	K1	K2	K3	K4			C2	C3			P1	P2	P3				T1	T2	T3	
Sport Marketing and Media Communications	K1	K2	K3				C2	C3			P1	P2	P3				T1	T2	T3	
<b>Level 6</b>																				
Structured Independent Work																				
Sport Enterprise and Leadership	K1	K2	K3	K4		C1	C2	C3			P1	P2	P3				T1	T2	T3	
International Marketing	K1		K3	K4			C2	C3			P1	P2					T1	T2	T3	
Field Immersion for Leadership & Career Development							C2				P1						T1	T2	T3	

Programme Learning Outcome	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Sustainable Strategic Agility and Innovation	K1		K3				C2	C3			P1		P3							
IMC Strategy and Corporate Communications	K1						C2	C3			P1					T1	T2	T3		
Consumer Brand Relationship	K1						C2	C3			P1						T2			