

# BA (Hons) Sports Management

## Definitive Programme Document

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### Overview

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath Business School
Main campus	Newton Park
Other sites of delivery	
Other Schools involved in delivery	School of Sciences (Sports and Exercise Nutrition course), School of Art, Film and Media (Sports Production course)
Name of award(s)	Sports Management
Qualification (final award)	BA (Hons)

Intermediate awards available	CertHE, DipHE, BA
Routes available	Single
Professional Placement Year	Yes
Duration of award	3 years full-time; 4 years full time with Professional Placement Year  6 years part time
Modes of delivery offered	Campus-based
Regulatory Scheme[1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	No
Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	
Route code (SITS)	SMSIN (Single), SMSIN-SW (with PPY)
Relevant QAA Subject Benchmark Statements (including date of publication)	Business and Management Benchmark Statement (2019)
Date of most recent approval	
Date specification last updated	

[1] This should also be read in conjunction with the BSU Qualifications Credit Framework

[2] See section on 'Exemptions'

## Exemptions

The following exemptions are in place:

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date

## **Programme Overview**

This course provides a general understanding of business and management through the lens of the sports industry. Throughout the course, you will have the opportunity to develop the necessary knowledge in a range of specific business principles and skills. You'll have the opportunity to grow in self confidence and develop team working abilities appropriate to a management career in the sports industry and wider business contexts.

You will have the opportunity to explore the history of the sporting industry, how it works, and ways to lead, manage and communicate within it using a range of sporting scenarios. You will also have the opportunity to gain insight into issues relating to the industry, as well as working on live projects with sporting organisations.

The programme is highly applied. In the first year, you will have the opportunity to build foundations of knowledge and skills which you will be encouraged to develop and refine in your second and third years, with a particular focus in your final year upon your efforts to maximise your return on your studies and your employability.

The programme is designed to encourage students to think creatively, challenge assumptions and prepares them to embrace the desire for lifelong learning essential for continued success in the modern business world. The range of transferable and intellectual skills will be developed through networking with industry professionals to cover multiple aspects such as, marketing, events, operations, project management and risk management. This course will look to the future of the sporting industry and encourage students to become champions of equality and diversity in the sector.

## **Programme Aims**

- 1 Produce graduates with a critical insight into sporting organisations and structures responsible for sport and the political context in which they operate.
- 2 Equip students with the necessary in depth specialist and general theory and understanding of the changing sporting and business environments, to enable them to innovate and solve problems, working across subject disciplines and borders.
- 3 Create ethically aware critical thinkers, who evaluate and challenge both the positive and negative effects of the sporting industry and management practices, before making judgements about their value and implications.
- 4 Equip students to utilise social, economic and political theory to promote the development of sport within society.
- 5 Enable students to explore the current development of UK sport through utilising work- related learning opportunities linked to innovative enterprises in the region's sporting industry.
- 6 Empower learners to use a range of tools to communicate and collaborate; understanding and applying aesthetics responses, digital technologies and developing professional networks.

## Programme Intended Learning Outcomes (ILOs)

### A Subject-Specific Skills and Knowledge

	<b>Programme Intended Learning Outcomes (ILOs)</b>  <b>On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
A1	Principles and methodologies of the business environment and associated sports disciplines: to demonstrate a systemic understanding of the interrelated nature of the global forces (economic, social, ethical, political, ecological, technological and regulatory) that shape contemporary organisations.	Principles and methodologies of the business environment and associated sports disciplines: to critically engage with and appraise the global forces (economic, social, ethical, political, ecological, technological and regulatory) which shape contemporary organisations.	Principles and methodologies of the business environment and associated sports disciplines: to demonstrate an understanding of the underlying global forces (economic, social, ethical, political, ecological, technological and regulatory) which shape contemporary organisations.
A2	Organisations: to systematically and ability to critically evaluate how organisations work; the design and development of organisations including cross cultural issues, change, diversity and values and how it feels to manage in different sectors.	Organisations: ability to critically evaluate how organisations work; the design and development of organisations including cross cultural issues, change, diversity and values.	Organisations: knowledge of how organisations work and to consider how design and development affects change, culture and values.
A3	Strategy: to demonstrate a systematic understanding of how marketing and management strategy impacts on the development of appropriate business strategies, stakeholder interest, contingency planning and objective setting.	Strategy: critical understanding of business policy and strategy impacts on the development of appropriate change management and stakeholder interest.	Strategy: knowledge of business policy and strategy including an understanding of appropriate change management and stakeholder interest.
A4	Innovation and Enterprise: to apply business innovation and enterprise development models, to use concept assessment tools and to assess the goals and operations of agencies in the national sport industry.	Innovation and Enterprise: critical understanding of business innovation and enterprise development models, to use concept assessment tools and an understanding the goals and operations of agencies in the national sport industry.	Innovation and Enterprise: knowledge of business innovation and enterprise development in relation to the national sport industry.

A5	Planning: Conceptual understanding and accurate deployment of techniques for business planning business planning, implementation and evaluation of resources to meet individual, organisation, community, regional and national needs from a management perspective.	Planning: Knowledge and critical understanding of business planning, implementation and evaluation of resources to meet individual, organisation, community, regional and national needs from a management perspective.	Planning: Knowledge of underlying principles for business planning, implementation and evaluation of resources to meet individual, organisation, community, regional and national needs.
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## **B Cognitive and Intellectual Skills**

	<b>Programme Intended Learning Outcomes (ILOs)</b>  <b>On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
B1	Apply critical and creative thinking skills that uses sound arguments, suggests ideas, sees new ways of doing things and critiques sporting organisations and their practices, identifies and solves problems, evaluating risks, making and implementing decisions.	Apply critical and creative thinking skills that uses sound arguments, suggests ideas, sees new ways of doing things, identifies and solves problems, evaluate risks and implements decision making.	Understanding of creative thinking skills that uses sound arguments and suggests solutions and ideas, identifying and reviewing sporting organisations and their practices and evaluating different approaches to solving problems.
B2	Demonstrate a systematic and detailed understanding of processes for generating of ideas, concepts, proposals, solutions or arguments about sports marketing and management theory and to apply them independently and collaboratively to the sports industry and organisations in response to set briefs or self-initiated activity.	Demonstrate a systematic and detailed understanding of processes for generating of ideas, concepts, proposals, solutions or arguments about sports marketing and management theory and to apply them independently and collaboratively to the sports industry and organisations in response to set briefs or self-initiated activity.	Knowledge and understanding of the underlying principles of digital marketing and management theory to the sports industry and organisations.
B3	Systematic understanding and accurate deployment of digital and other resources to interrogate, interpret and evaluate business and sports management information.	Ability to critically use digital sources to search for and find a range of appropriate business and sports management data and information information to inform decision-making.	Knowledge of digital sources used to search for and find relevant business and sports management data and information.

B4	Demonstrate a systematic and detailed understanding of creative ideas based on criticism, feedback, convergent and divergent thinking, observation, investigation, visualisation and implementation.	Critical understanding of independent creative ideas building on feedback and criticism informed by research including retrieving and generating information, and evaluating sources.	Knowledge of independent creative ideas building on feedback and criticism informed by research including retrieving and generating information, and evaluating sources.
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### **C Skills for Life and Work**

	<b>Programme Intended Learning Outcomes (ILOs)</b>  <b>On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
C1	Autonomous learning[3] (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility.
C2	Team working skills necessary to flourish in the global workplace with an ability both to work in and lead teams effectively.	Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.	Team work as would be necessary for employment requiring the exercise of personal responsibility for effective work with others.
C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively.	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably and with structured and coherent arguments.
C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.

[3] i.e. the ability to review, direct and manage one's own workload



## Programme content

This programme comprises the following modules

Key:

Core = C

Required = R

Required\* = R\*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

### Subject offered as single and/or combined award

BA (Hons) Sports Management				Status	
Level	Code	Title	Credits	Single	Joint
4	BMA4000-20	The Business Environment	20	C	
4	BMA4005-20	Professional Practice	20	C	
4	SPD4005-20	Inclusivity in Sport	20	C	
4	BMA4002-20	Economics and Globalisation	20	C	
4	BMA4001-20	Organisational Behaviour and Management	20	C	
4	SMG4000-20	Sports Management	20	C	
5	SMG5002-20	Business of Sport	20	C	
5	BMA5112-20	Festival and Events Management	20	O	
5	BMA5110-20	Entrepreneurship	20	O	
5	LAW5104-20	Sports Law	20	O	
5	BMA5105-20	Operations and Project Management	20	O	
5	SMG5003-20	Sport and Society	20	C	
5	SMG5000-20	E-Sports	20	O	
5	MKT5000-20	Digital Marketing Essentials	20	C	
5	PPY5100-120	Professional Placement Year	120	O	
5	SMG5001-20	Food Product Development for Quality, Health and Exercise	20	O	

6	SMG6001-20	Contemporary issues in Sport	20	C	
6	BMA6105-20	Managing Sustainability	20	C	
6	BMA6110-20	Creating and Hosting Festivals and Events	20	O	
6	SMG6000-40	Sports Management Project	40	C	
6	BMA6115-20	Leadership and Management	20	O	
6	BMA6106-20	New Trends in Management	20	O	
6	BMA6104-20	Organisational Strategy	20	O	
6	BMA6103-20	Enterprise - Creating Your Business	20	O	

## Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning outcomes in each module with integrated recruitability practice via the incorporation of live briefs and industry generated job descriptions. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

## **Work experience and placement opportunities**

Professional Placement Year – 10 month placement for which 120 Level 5 'placement' credits can be obtained. If you are enrolled on the single honours Business and Management Programme (including the pathways), an option for part of your programme will be to obtain and complete a 10 months period with an approved employer. This period will be completed after Level 5 and before Level 6 and will run from September /October to June/July.

Towards the end of the first year there will be a meeting arranged to explain the Professional Placement Year process. Details will be sent to all Level 4 business students. The core modules at Level 5 will incorporate work based learning in the form of live project briefs, industry speakers and networking opportunities as well as site visits to provide experience and guidance for you to apply and prepare for the full length placement.

### Table of Additional Costs

Module Code & Title	Type of Cost	Cost

## Graduate Attributes

	Bath Spa Graduates...	In Sports Management, we enable this...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	By ensuring employability is embedded in all aspects of our programme, providing numerous opportunities for you to engage and facilitate team activities and encouraging you to engage in work placement opportunities. There is a strong emphasis on evaluating and improving personal employability through skills development and self-reflection.
2	Will be able to understand and manage complexity, diversity and change	By improving your project management skills enabling you to manage complexity and change. We will develop your ability to plan and organise projects; to monitor, react and to coordinate activities and to work to address and overcome problems in diverse teams.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	By providing opportunities for you to creatively solve problems – suggesting ideas, innovating and seeing new ways of doing things - in different business areas. You will learn about, and be able to use with confidence, a number of creative thinking techniques.
4	Will be digitally literate: able to work at the interface of creativity and technology	By enabling you to engage with a range of digital resources across the programme. Innovative assessments will develop your ability to collaboratively learn (e.g. a wiki), to contribute to online discussion boards, to participate in business simulations and to use multimedia to present your ideas.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	By enabling you to participate in collaborative activities, with a diverse range of students from across the world, thus developing your intercultural awareness. We will promote and encourage you to engage in opportunities for study abroad and international work placements.
6	Will be creative thinkers, doers and makers	By encouraging you to generate creative and effective solutions to organisational problems ensuring you have the ability to analyse and criticise, using sound arguments; identifying and solving problems; weighing up options, evaluating risk and making and implementing decisions.

7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	By supporting you to take responsibility for your own learning and to be curious about the world and your community. Your assessments will require you to communicate appropriately and effectively either orally, in writing or via other media. You will be competent at finding business information, understanding it and making effective use of it.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	Through taught content and by developing your skills of reflection and encouraging you to review, question and rethink your own values and assumptions in order to adjust and improve your awareness of sustainability and ethical issues within business and sporting practices.

## Modifications

### Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

### Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
Module SMG5002-20 renamed from 'Professional Sports Business' to 'Business of Sport'	Curriculum Approval Panel December 2023	September 2024
BMA5114-20 Law for Business Enterprise Optional Module Deleted	Curriculum Approval Panel December 2023	September 2024
New Optional Module LAW5104-20 Sports Law	Curriculum Approval Panel December 2023	September 2024
New Optional Module BMA6103-20 Enterprise - Creating Your Business	Curriculum Approval Panel December 2023	September 2024



**Attached as appendices:**

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

## Appendix 1: Programme Structure Diagram – BA (Hons) Sports Management

Single Honours (Full-Time)	
Level 4	
Semester 1	Semester 2
Core Modules	
BMA4000-20 The Business Environment	BMA4002 -20 Economics and Globalisation
SPD4005-20 Inclusivity in Sport (Sports production)	BMA4001-20 Organisational Behaviour and Management
	SMG4000-20 Sports Management
Required Modules	
BMA4005-20 Professional Practice	
<b>Rule Notes:</b> N/A	
Level 5	
Core Modules	
SMG5002-20 Business of Sport	SMG5003-20 Sport and Society (Sports production)
MKT5000-20 Digital Marketing Essentials (Marketing course)	
Optional Modules	
BMA5112-20 Festival and Events Management	BMA5105-20 Operations and Project Management
BMA5110-20 Entrepreneurship	BMA5110-20 Entrepreneurship
LAW5104-20 Sports Law	SMG5000-20 E-Sports (Sports production course)
	SMG5001-20 Food Product Development for Quality, Health and Exercise
<b>Rule Notes:</b> Students must choose 3 x Optional modules, or the optional Professional Placement Year, equalling 60 credits in each Semester.	
<b>Optional:</b> PPY5100-120 Professional Placement Year 120 credits	
Level 6	

Core Modules	
SMG6001-20 Contemporary issues in Sport	SMG6000-40 Sports Management Project
BMA6105-20 Managing Sustainability	
Optional Modules	
BMA6110-20 Creating and Hosting Festivals and Events	BMA6115-20 Leadership and Management
BMA6103-20 Enterprise - Creating Your Business	BMA6106-20 New Trends in Management
	BMA6104-20 Organisational Strategy
<b>Rule Notes:</b> Students must choose 3 x Optional modules, equalling 60 credits in each Semester.	

## Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status  (C,R,R*,O)[4]	Intended Learning Outcomes												
				Subject-specific Skills and Knowledge					Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4
4	BMA4000-20	The Business Environment	C	X		X			X		X		X	X	X	X
4	BMA4005-20	Professional Practice	C		X	X			X			X	X		X	X
4	SPD4005-20	Inclusivity in Sport	C	X	X	X	X	X	X	X	X	X	X	X	X	X
4	BMA4002-20	Economics and Globalisation	C	X	X			X	X	X	X	X	X	X	X	X
4	BMA4001-20	Organisational Behaviour and Management	C		X		X	X		X		X	X	X	X	X
4	SMG4000-20	Sports Management	C	X		X	X		X		X		X	X	X	X
5	SMG5002-20	Business of Sport	C	X	X	X			X	X	X		X	X	X	X
5	BMA5112-20	Festival and Events Management	O	X	X	X	X	X	X	X	X	X	X	X	X	X
5	BMA5110-20	Entrepreneurship	O	X	X		X		X		X	X	X	X	X	
5	LAW5104-20	Sports Law	O	X	X	X	X	X	X	X	X	X	X	X	X	
5	BMA5105-20	Operations and Project Management	O	X	X	X			X	X	X		X	X	X	X
5	SMG5003-20	Sport and Society	C	X	X	X	X	X	X	X	X	X	X	X	X	X
5	SMG5000-20	E-Sports	O	X	X	X	X	X	X	X	X	X	X	X	X	X
5	MKT5000-20	Digital Marketing Essentials	C	X	X	X	X	X	X	X	X		X		X	X

5	SMG5001-20	Food Product Development for Quality, Health and Exercise	O	X				X	X		X	X	X	X	X	X
5/6	PPY5100-120	Professional Placement Year	O		X	X			X			X	X	X	X	X
6	SMG6001-20	Contemporary Issues in Sport	C		X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6105-20	Managing Sustainability	C	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6110-20	Creating and Hosting Festivals and Events	O		X	X	X	X	X	X	X	X	X	X	X	X
6	SMG6000-40	Sports Management Project	C	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6115-20	Leadership and Management	O	X	X	X	X		X			X	X	X	X	
6	BMA6106-20	New Trends in Management	O	X	X		X		X	X	X	X	X	X	X	X
6	BMA6104-20	Organisational Strategy	O	X	X	X	X		X		X	X	X	X	X	
6	BMA6103-20	Enterprise - Creating Your Business	O	X		X	X	X	X	X	X	X	X	X	X	

[4] C = Core; R = Required; R\* = Required\*; O = Optional

## Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C,R,R*,O)[5]	Assessment method														
				Coursework							Practical					Written Examination		
				Reflection	Project Plan	Dissertation	Essay	Assessment	Portfolio	Report	Seminar Facilitation	Practical Project	Practical skills	Presentation	Set exercises	Written Examination	In-class test (seen)	In-class test (unseen)
4	BMA4000-20	The Business Environment	C							1x		1x						
4	BMA4005-20	Professional Practice	C				1x					1x						
4	SPD4005-20	Inclusivity in Sport	C				1x		1x									
4	BMA4002-20	Economics and Globalisation	C				1x									1x		
4	BMA4001-20	Organisational Behaviour and Management	C							1x						1x		
4	SMG4000-20	Sports Management	C							1x				1x				
5	SMG5002-20	Business of Sport	C							1x				1x				
5	BMA5112-20	Festival and Events Management	O							1x				1x				
5	BMA5110-20	Entrepreneurship	O	1x						1x								
5	LAW5104-20	Sports Law	O				1x							1x				
5	BMA5105-20	Operations and Project Management	O							1x						1x		

5	SMG50 03-20	Sport and Society	C				1x		1x								
5	SMG50 00-20	E-Sports	O		1x						1x						
5	MKT50 00-20	Digital Marketing Essentials	C						1x								
5	SMG50 01-20	Food Product Development for Quality, Health and Exercise	O						1x			1x					
5 /6	PPY510 0-120	Professional Placement Year	O		1x				1x								
6	SMG60 01-20	Contemporary Issues in Sport	C	1x					1x								
6	BMA61 05-20	Managing Sustainability	C	1x					1x								
6	BMA61 10-20	Creating and Hosting Festivals and Events	O		1x						1x						
6	SMG60 00-40	Sports Management Project	C			1x											
6	BMA61 15-20	Leadership and Management	O						1x			1x					
6	BMA61 06-20	New Trends in Management	O				1x			1x							
6	BMA61 04-20	Organisational Strategy	O					1x		1x							
6	BMA61 03-20	Enterprise - Creating Your Business	O		1x							1x					

[5] C = Core; R = Required; R\* = Required\*; O = Optional