BA (Hons) Sports Production

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	School of Art, Film & Media
Main campus	Newton Park
Other sites of delivery	Locksbrook Campus
Other Schools involved in delivery	N/A

Name of award(s)	Sports Production
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE
Routes available	Single
Professional Placement Year	Optional
Duration of award	3 years full-time, 4 years with Professional Placement Year
Modes of delivery offered	Campus-based
Regulatory Scheme[1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	Yes

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	B20, Course SP10 or SP11 (with professional placement year)
Route code (SITS)	SPRSIN (Single), SPRSIN-SW (with PPY)
Relevant QAA Subject Benchmark Statements (including date of publication)	Communication, Media, Film and Cultural Studies 2019
Date of most recent approval	July 2022
Date specification last updated	July 2022

[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

Exemptions: N/A

Programme Overview

Sports Production is one of three undergraduate degree programmes which together form the corpus of Film and Television based curricula at Bath Spa University. Based in the School of Art, Film and Media, the programme seeks to inculcate graduates with an industry-focused, skills-based and critically informed knowledge and understanding of Sports Production, and an appreciation of its role in contemporary society and culture.

The first year of study introduces students to the principles of storytelling in sports production across a wide range of platforms. There will be emphasis on understanding of key concepts including critical thinking and analysis, digital creativity and content development. Questions around commissioning, management, leadership and inclusivity, along with an understanding of communication platforms and methods, will also inform your learning.

In the second year, students will be taught a wider range of sport production practices including outside broadcasting, sports presentation, commentary and interviewing skills, key debates on ethical and legal aspects of sport production, and their relationship with broader cultural questions, such as gender, race and ideology. Optional modules give you the chance to develop one or more specialisms, such as e-sports, podcasting, sports documentaries, social media or digital marketing

In the final year, students will engage with specialised areas of study through a combination of taught and research-based modules culminating in a year-long specialist project, which forms their portfolio. Regular contact with sport and industry practitioners will form a key aspect of the learning experience. A range of optional modules will provide further opportunities to specialise, including areas such as outside broadcasting, studio broadcasting, radio sports, editing and graphics.

Programme Aims

1. To produce graduates equipped with a critical understanding of the theory, practice, workflow and application of a variety of crafts and technologies employed in the sports production sectors.
2. To produce graduates who have a sound knowledge of the ethos of the UK's sporting culture – one that is diverse, rich, and an integral part of the nation's social history, along with technical knowledge of relevant skills matching the needs of existing and future sports production professionals.
3. To produce graduates equipped with a developed understanding of the processes of designing and creating sports content using the changing tools and methodologies of the industry.
4. To inculcate sophisticated, inclusive and ethical approaches among graduates to enable them work effectively as creative practitioners both independently and as part of a team.
5. To produce graduates instilled with sound knowledge of applying sports production methods and techniques to their work, using practice based approaches.
6. To produce graduates who have a developed understanding of key longstanding sports broadcasting techniques as well as more contemporary immersive and interactive formats – such as e-sports, social media and podcasting – that use digital technology creatively.
7. To equip graduates with the ability to apply and exercise initiative, decision-making and develop a programme of personal development and training needs relevant to their sector.
8. To produce graduates who have a sound knowledge of the technical, social, ethical and legal issues in the sports production sector.

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Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs)		
	On Achieving Level 6	**On Achieving Level 5**	**On Achieving Level 4**
A1	A systematic understanding of a wide range of approaches to sports production and the process of combining them to produce a top quality and end-product.	Critical understanding of well-established principles of producing sports content across a wide range of media formats.	An understanding of the underlying concepts of sports production across various forms of media.
A2	An ability to rigorously deploy established techniques of research and analysis within the disciplines of sports production to identify the best forms of storytelling and event coverage.	An ability to use a range of well-established techniques of research and analysis in sports production with an advanced understanding of the process of creating content for transmission.	The ability to present, evaluate and interpret qualitative and quantitative data in accordance with underlying concepts in sports journalism and production.
A3	Systematic understanding of how to accurately deploy established industry techniques in sports production and to creatively experiment with form, convention, language, technique, and practice as appropriate.	Critical understanding of how to deploy established industry techniques in sports production and broadcasting to create accurate and engaging content for specialist and non-specialist audiences.	An understanding of established industry techniques in sports production and broadcasting, and of narrative structure and output in accordance with relevant theoretical and conceptual knowledge.
A4	A systematic understanding of and ability to accurately apply techniques of picture and audio editing across various forms of media.	Critical understanding of the ability to creatively edit pictures and audio into coherent, accessible and ethically informed output across various forms of media.	An understanding of the principles of editing pictures and audio into coherent packages and reports for a range of media.
A5	Critically advanced conceptual understanding of, and ability to communicate varied stories and content across a wide range of media formats, along with the	Critical understanding of the process of communicating varied stories and content in different forms of media, recognising sectoral challenges in order to	An understanding of, and the ability to accurately and reliably communicate, varied stories around sports content to an

	Programme Intended Learning Outcomes (ILOs)		
	On Achieving Level 6	**On Achieving Level 5**	**On Achieving Level 4**
	ability to devise creative solutions in order to create meaningful and engaging content for specialist and non-specialist audiences.	create meaningful and engaging content for specialist and non-specialist audiences.	audience.
A6	Systematic organisational knowledge of the complexity and management processes involved in the creation and transmission of quality content across sport media.	Knowledge and critical understanding of the organisational processes involved in the creation and transmission of quality content across sport media.	Knowledge of the underlying concepts, principles and processes involved in the creation and transmission of quality content across sport media,
A7	A conceptual understanding of, and the ability to accurately deploy, a complex set of methods and techniques related to presenting and leading discussions on sports content on media such as tv, radio, podcast and social media.	Critical understanding of methods and techniques related to presenting and leading discussions on sports content across a range of media formats.	An understanding of the methods and techniques related to presenting and leading discussions on sports content across a range of media outlets.
A8	The ability to critically evaluate sports production project planning and management in complex and unpredictable contexts, together with an understanding of location challenges and budgets, and to present findings to a high standard.	Critical understanding of, and the ability to apply underlying principles of sports production project planning and management in complex situations with appropriate approaches to solving problems on location.	Knowledge of the underlying concepts of sport production project management and the ability to evaluate the appropriateness of different approaches to project development.

B Cognitive and Intellectual Skills

	On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
B1	The ability to assimilate, critically evaluate and interpret information from a wide range of sources and to demonstrate skilful handling in analysing sports performance	The ability to critically analyse and interpret data and use examples to evaluate sports performance.	The ability to gather and organise data from various sources to identify and develop points for discussion in evaluating sports performance.
B2	The ability to critically evaluate information to develop argumentation in sports coverage and to frame appropriate questions in media broadcasts.	The ability to display an analytical and critical approach, finding and deploying evidence to assess media broadcasts of sporting events	Understanding of different techniques used to evaluate and assess media coverage of sporting performances and events.
B3	Critical and conceptual understanding that enables creative solutions to specialist challenges in sports production, combining methodical and imaginative approaches, and deploying team-based strategies.	The ability to use a range of established techniques to initiate and undertake creative problem solving and to propose imaginative solutions in sports production.	The ability to evaluate the appropriateness of different approaches to solving problems related to the production of sports media
B4	Critical evaluation and analysis of complex and fast-moving contexts within sports production environment, and the ability to deploy innovation and imaginative approaches to changing situations,	The ability to apply innovation and imaginative approaches to original content development within a structured sports production environment..	Understanding of the importance of innovation and imaginative thinking within a structured and managed sports production environment.

C Skills for Life and Work

Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4

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

| | **Sports Production** | | | | Status | | |
Level	Code	Title	Credits	Single	Major	Joint	Minor
4	SPD4001-20	Shooting and Editing Sport- 1	20	C			
4	SPD4002-20	Shooting and Editing Sport- 2	20	C			
4	FTV4006-20	Digital Creativity and Content Creation	20	C			
4	SPD4004-20	Studio based (Indoor) Sport Production	20	C			
4	BMA4300-20	Inclusivity in Sport	20	C			
4	SPD4003-20	Sports Storytelling	20	C			
5	SPD5001-20	Outside Broadcasting	20	C			
5	SPD5000-20	Media Law and Ethics	20	C			
5	SPD5002-20	Sport on Screen: Presenting, Commentary and Interviewing	20	C			
5	SPD5004-20	Sport and Society	20	C			
5	SPD5003-20	Sports Documentary	20	O			
5	SPD5005-20	E-Sports	20	O			
5	PSY5200-20	Sport Psychology	20	O			
5	BMA5200-20	Business of Sport	20	O			
5	PPY5100-120	Professional Placement Year	120	O	O	O	O
6	SPD6003-40	Industry Project	40	C			
6	SPD6000-20	Advanced Outside Broadcasting	20	O			
6	SPD6004-20	Radio Sport: Journalism and Presenting	20	O			
6	SPD6001-20	Advanced Studio Broadcasting	20	O			

6	SPD6005-20	Sports Editing	20	O			
6	BMA6301-20	Contemporary Issues in Sport	20	O			

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. 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

You can pursue work placement at Levels 5 and 6 through the Open Modules on Work Placement and Freelancing respectively. Work experience is available through specialised modules e.g. the Industry Final Project. Individual Level 5 and 6 modules are developed around industry interface and students are required to work to sector specialisms. Some modules are designed to equip students with industry-standard skillsets in the use of specialist software which allows students to pursue external certification additionally.

Some modules include workshops in which you work on projects under the supervision of industry professionals e.g. Studio Broadcasting and Outside Broadcasting modules. Direct industry interface is embedded into the programme. Guest sessions by industry professionals are held along with inputs from BSU's careers service to increase student employability in industry. The course will seek to grow and develop partnerships with local, regional and national sporting organisations in order to provide students with opportunities to work in 'real-life' sporting events.

This programme can also be taken with a Professional Placement Year, which includes a work placement in a sector of your choice. The placement year is completed between years 2 and 3 of your degree and counts for 120 Level 5 credits. During this time you will be able to utilise knowledge gained as part of your studies in a real work environment to gain 'hands on' experience. The University has a dedicated Careers & Employability team to help you find and prepare for a placement. Following your placement year, you will return to University to complete your final year of study.

Graduate Attributes

	Bath Spa Graduates…	In Sports Production 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	Employability is embedded in the delivery and assessment of the course. The involvement of industry professionals as guest speakers and/or as leaders of projects is an integral part of course delivery. There is significant emphasis on industry interface, especially in Level 5 and 6 modules. In addition, students are also directed to appropriate employability related open modules.
2	Will be able to understand and manage complexity, diversity and change	Each level is characterised by a set of learning outcomes, which ensure progression in students' ability to manage issues of complexity, diversity and change. An awareness of these issues is embedded in course delivery. Assignments are designed at each level to assess students' ability to respond to increasingly advanced and complex learning experiences.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	Specialist modules encourage students to develop original ideas into structured collaborative projects and problem-solving skills are an important part of these exercises. Interdisciplinarity is further facilitated by open modules.
4	Will be digitally literate: able to work at the interface of creativity and technology	Digital literacy is central to both theory and practice based modules. Core and optional modules require students to engage with digital skills of a high order as part of their learning experience, and to display high degrees of digital proficiency in their assignment submissions.
5	Will be internationally networked: either by studying abroad for part of their programme, or studying alongside students from overseas	Study abroad arrangements are in place and increasing numbers of students apply to study abroad every year. In recent years, students across the Film and Television Subject area have been accessing study abroad opportunities in greater numbers, most often from USA, EU and Australia, and this significantly enriches the quality of peer learning in the classroom. These practices will be applied fully across Sports Production and further developed in future.
6	Will be creative thinkers, doers and makers	Creative thinking is encouraged as part of module delivery, both in theory and practice based modules. Seminars, workshops, activities and assessments are designed to facilitate learning by making, which involves participative and activity-based learning, both individually and in groups.

7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	The learning outcomes at every level emphasise the importance of critical and conceptual understanding of subject matter. The ability to communicate these ideas by using tools of critical analysis is an important part of the assessment in both core and optional modules.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	Research ethics, as well as the ethics of sport, media and digital platforms are an essential part of the delivery of core modules. The global nature of sports production across media platforms and digital spaces is an integral part of course content across all three levels. This awareness is supplemented by open modules.

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

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 Production (single honours)

Level	Semester One	Semester Two
4	**Core:** ● SPD4001-20 Shooting and Editing Sport- 1-20 ● SPD4003-20 Sports Storytelling - 20 ● FTV4006-20 Digital Creativity and Content Creation - 20	**Core:** ● SPD4002-20 Shooting and Editing Sport 2– 20 ● SPD4004-20 Studio based (Indoor) Sport Production – 20 ● BMA4300-20 Inclusivity in Sport - 20
5	**Core:** ● SPD5001-20 Outside Broadcasting – 20 credits ● SPD5000-20 Media Law and Ethics – 20 credits **Options** ● BMA5300-20 Professional Sports Business – 20 credits	**Core:** ● SPD5002-20 Sport on Screen: Presenting, Commentary and Interviewing –20 credits ● SPD5004-20 Sport and Society – 20 credits **Options:** ● SPD5003-20 Sports Documentary- 20 credits ● SPD5005-20 E-Sports – 20 credits ● SPD5200-20 Sport Psychology
5/6	PPY5100-120 Professional Placement Year (Optional) - 120 credits	
6	**Core:** SPD6003-40 Industry Project – 40 credits (YEAR LONG) **Options:** ● SPD6000-20 Advanced Outside Broadcasting – 20 credits SA ● SPD6004-20 Radio Sport: Journalism and Presenting– 20 credits SA ● BMA6301-20 Contemporary Issues in Sport	**Core:** SPD6003-40 Industry Project – 40 credits (YEAR LONG) **Options:** ● SPD6001-20 Advanced Studio Broadcasting – 20 credits ● SPD6005-20 Sports Editing - 20 credits

Modules in blue are from the BA (Hons) Sports Management course offered by Bath Business School. Descriptors to be added when available.

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O)[4]	Subject-specific Skills and Knowledge								Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	C1	C2	C3	C4
4	SPD4001-20	Shooting and Editing Sport- 1	C	X		X	X	X	X	X	X	X	X	X		X		X	X
4	SPD4002-20	Shooting and Editing Sport 2	C	X	X		X	X	X	X	X	X	X	X		X	X	X	X
4	FTV4006-20	Digital Creativity and Content Creation	C	X	X	X	X		X	X	X	X	X	X	X	X		X	X
4	SPD4004-20	Studio based (Indoor) Sport Production	C	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
4	BMA4300-20	Inclusivity in Sport	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4	SPD4003-20	Sports Storytelling	C	X	X	X	X	X		X	X		X	X	X	X	X	X	X
5	SPD5001-20	Outside Broadcasting	C	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X
5	SPD5000-20	Media Law and Ethics	C	X	X	X	X		X	X	X	X	X	X		X	X		X	X
5	SPD5002-20	Sport on Screen: Presenting, Commentary and Interviewing	C	X		X		X	X	X	X	X	X	X		X	X		X
5	SPD5004-20	Sport and Society	C	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
5	SPD5003-20	Sports Documentary	O	X	X	X	X		X	X	X	X		X		X	X		X	X
5	SPD5005-20	E-Sports	O	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	PSY5200-20	Sport Psychology	O		X	X		X	X		X	X		X		X	X	X	X
5	BMA5300-20	Professional Sports Business	O	X		X	X		X	X		X	X		X	X	X	X	
6	SPD6003-40	Industry Project	C	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X

6	SPD6000-20	Advanced Outside Broadcasting	O	X	X	X		X	X		X	X		X	X		X	X	X	X
6	SPD6004-20	Radio Sport: Journalism and Presenting	O	X		X	X	X		X	X	X		X		X	X	X	X	X
6	SPD6001-20	Advanced Studio Broadcasting	O		X	X		X	X	X	X			X	X	X		X		X
6	SPD6005-20	Sports Editing	O	X		X	X	X	X	X		X		X			X	X	X	
6	BMA6301-20	Contemporary Issues in Sport	O	X		X	X	X		X	X	X		X			X		X	X	X

[4] C = Core; R = Required (ie required for this route); R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C, R,R*,O)[5]	Coursework							Practical						Written Examination	
				Composition	Dissertation	Essay	Journal / log	Project Plan	Portfolio	Report	Portfolio (Practice)	Practical Project	Practical skills	Presentation	Set exercises	Production Folder	In-class test (seen)	In-class test (unseen)
4	SPD 4001-20	Shooting and Editing Sport- 1	C			1x					1x							
4	SPD 4002-20	Shooting and Editing Sport 2	C				1x				1x							
4	FTV4 006-20	Digital Creativity and Content Creation	C															
4	SP D40 04-20	Studio based (Indoor) Sport Production	C					1x								1x		
4	BM A43 00-20	Inclusivity in Sport	C			1x			1x									
4	SP D40	Sports Storytelling	C			1x			1x									

Cr	Code	Title	Type												
	03-20														
5	SPD 5001-20	Outside Broadcasting	C		1x						1 x				
5	SPD 5000-20	Media Law and Ethics	C		1x						1x			1x	
5	SPD 5002-20	Sport on Screen: Presenting, Commentary and Interviewing	C				1x		1x						
5	SPD 5004-20	Sport and Society	C		1x				1x	1x					
5	SPD5003-20	Sports Documentary	O				1x				1x				
5	SPD5005-20	E-Sports	O								1x			1x	
5	PSY 5200-20	Sport Psychology	O				1x						1x		
5	BMA5300-20	Professional Sports Business	O					1 x					1x		

Level	Code	Title	Type																	
6	SPD 6003-40	Industry Project	C							1x										
6	SPD 6000-20	Advanced Outside Broadcasting	O		1x												1x			
6	SPD 6004-20	Radio Sport: Journalism and Presenting	O		1x						1x									
6	SPD 6001-20	Advanced Studio Broadcasting	O			1x											1x			
6	SPD 6005-20	Sports Editing	O							1x							1x			
6	BMA 6301-20	Contemporary Issues in Sport	O		1x			1x												

[5] C = Core; R = Required (ie required for this route); R* = Required; O = Optional