

Course Specification

| Course Summary Information | | | |
|----------------------------|--|-----------|-----------------------------|
| 1 | Course Title | | BA (Hons) Sports Journalism |
| 2 | BCU Course Code | UCAS Code | US0890 P501 |
| 3 | Awarding Institution | | Birmingham City University |
| 4 | Teaching Institution(s) (if different from point 3) | | |
| 5 | Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable) | | |

| 6 | Course Description |
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| | <p>Get practical preparation for a career in sports journalism with our BA (Hons) Sports Journalism degree course. You'll get the chance to develop the skills to cover a range of sports stories for print, digital, TV and radio, including covering live matches and competitions, interviewing key figures and running collaborative liveblogs. You'll also explore the global impact of sports journalism on audiences. Students will be armed with mobile reporting kits to work as real reporters from day one.</p> <p>We pride ourselves on teaching creative, contemporary journalism underpinned by traditional values and skills. That means learning the core media and communication skills that every working reporter needs before you specialise in an area that interests you.</p> <p>You'll be challenged academically – often by some of the industry's leading names – and you'll be expected to undertake meaningful work experience placements in media environments, and work on live stories, learning how to craft a story in a way that engages the audience.</p> <p>By the time you graduate, you'll be a thinking journalist with a specialism in sports. You'll also be adaptable to the changes that the industry faces. Birmingham City University's journalism graduates have gone on to work for Sky, BBC, Trinity Mirror and the Express & Star. Others have scooped prestigious awards at the Midlands Media Awards while still studying.</p> <p>What's covered in the course?</p> <p>BA (Hons) Sports Journalism is delivered by industry experts from broadcast, print and digital and provides a strong foundation for a future professional career with a range of sports outlets. You'll be able to use your own mobile reporting kit when you arrive, allowing you to work as a real reporter from day one.</p> <p>Our Live Newsroom modules will get you to the heart of the action, covering a range of stories, preparing coverage for our award-winning Birmingham Eastside website and other partner outlets. You'll get the chance to apply practical mobile reporting skills in a real-world</p> |

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| | <p>environment for platforms including TV, radio, print and digital. Our strong links with key journalism organisations means you'll also get the chance to work on live projects throughout the course.</p> <p>Teaching is delivered in industry-standard facilities, as well as on location at matches and events thanks to our focus on mobile reporting. Our newsroom media hub also allows for collaborative work as part of the wider University journalism community.</p> <p>By tackling real stories, you will quickly develop a sense of the impact they can have. There will be a chance to undertake placements as well as embed yourself within communities and sports organisations to tackle key issues in real depth.</p> <p>The focus on innovation and entrepreneurship will encourage you to think critically about the journalism landscape. This will allow you to be one step ahead of the game and spot the next big move in the world of sports journalism.</p> |
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| 7 | Course Awards | | |
| 7a | Name of Final Award | Level | Credits Awarded |
| | Bachelor of Arts with Honours Sports Journalism | 6 | 360 |
| 7b | Exit Awards and Credits Awarded | | |
| | Certificate of Higher Education Sports Journalism | 4 | 120 |
| | Diploma of Higher Education Sports Journalism | 5 | 240 |
| | Bachelor of Arts Sports Journalism | 6 | 300 |

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| 8 | Derogation from the University Regulations |
| | Not applicable |

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| 9 | Delivery Patterns | | | |
| | Mode(s) of Study | Location(s) of Study | Duration of Study | Code(s) |
| | Full Time | City Centre | 3 years | US0890 |
| | Professional Placement Year | City Centre | 4 years | US1332 |

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| 10 | Entry Requirements |
| | <p>The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/, or may be found by searching for the course entry profile located on the UCAS website.</p> |

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| 11 | Course Learning Outcomes |
| 1 | Knowledge and Understanding – graduates will develop: |
| 1.1 | Define journalism media forms and genres, and the way in which they organise understandings, meanings and affects |
| 1.2 | Apply a range of research approaches and methods. |
| 1.3 | Cite cultural, economic, political and regulatory contexts of the journalism industry |
| 1.4 | Analyse your own creative processes and practice through engagement in a variety of production practices |
| 2 | Cognitive and Intellectual Skills |
| 2.1 | Develop Independent Learning skills - become a self-motivated, and resourceful individual capable of developing a personal programme of study |
| 2.2 | Develop Analytical skills in order to draw sensible insights |
| 2.3 | Evaluate your own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions |
| 2.4 | Employ appropriate methods and resources to explore research, drawing on a range of sources, and frameworks |
| 3 | Practical and Professional Skills |
| 3.1 | Develop competency with appropriate equipment, software or other resources |
| 3.2 | Develop as a thinking creative journalist, aware of the structures and of how to operate within a journalism industries workplace |
| 3.3 | Develop as a creative thinker and practitioner, capable of experimenting and taking risks, and shaping concepts based on secure research strategies |
| 3.4 | Produce work which demonstrates an understanding of journalism forms, structures and audiences |
| 4 | Key Transferable Skills |
| 4.1 | Perform productively and creatively in a group or team, as well as individually, showing abilities at different times to listen, contribute and lead, as well as act effectively by oneself |
| 4.2 | Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate of a problem-solving, and entrepreneurial approach |
| 4.3 | Communicate effectively in interpersonal settings, in writing and in a variety of media |
| 4.4 | Specify ideas and information in order to formulate arguments cogently, and express them effectively |

| 12 | Course Requirements | | | | | | | | | | | | | | | | | | | | |
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| 12a | Level 4: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i> | | | | | | | | | | | | | | | | | | | | |
| | <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MED4158</td><td>Live Newsroom 1</td><td>40</td></tr><tr><td>MED4163</td><td>Introduction to Journalism Landscapes</td><td>20</td></tr><tr><td>MED4162</td><td>Journalism Law and Ethics</td><td>20</td></tr><tr><td>MED4173</td><td>Sports Journalism Techniques</td><td>20</td></tr><tr><td>MED4165</td><td>Global and Community Impact 1</td><td>20</td></tr></table> | Module Code | Module Name | Credit Value | MED4158 | Live Newsroom 1 | 40 | MED4163 | Introduction to Journalism Landscapes | 20 | MED4162 | Journalism Law and Ethics | 20 | MED4173 | Sports Journalism Techniques | 20 | MED4165 | Global and Community Impact 1 | 20 | | |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | |
| MED4158 | Live Newsroom 1 | 40 | | | | | | | | | | | | | | | | | | | |
| MED4163 | Introduction to Journalism Landscapes | 20 | | | | | | | | | | | | | | | | | | | |
| MED4162 | Journalism Law and Ethics | 20 | | | | | | | | | | | | | | | | | | | |
| MED4173 | Sports Journalism Techniques | 20 | | | | | | | | | | | | | | | | | | | |
| MED4165 | Global and Community Impact 1 | 20 | | | | | | | | | | | | | | | | | | | |

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):

| Module Code | Module Name | Credit Value |
|-------------|-----------------------------|--------------|
| MED5211 | Live Newsroom 2 | 40 |
| MED5209 | Disruptive Publishing | 20 |
| MED5210 | Journalism Futures | 20 |
| MED5237 | Sports PR and Communication | 20 |

In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules.

| Module Code | Module Name | Credit Value |
|-------------|--|--------------|
| MED5169 | Fashion Photography | 20 |
| MED5181 | Photojournalism | 20 |
| MED5219 | Radio Documentary and Podcast Production | 20 |
| MED5202 | Creating Compelling Content | 20 |
| MED5178 | Music Industry Promotional Practices | 20 |
| MED5217 | Digital Storytelling | 20 |
| ADM5006 | Collaborative Practice | 20 |

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

| Module Code | Module Name | Credit Value |
|-------------|--|--------------|
| MED6218 | Major Project: Media | 60 |
| MED6206 | Live Newsroom 3 | 20 |
| MED6220 | The Sports Industry | 20 |
| MED6208 | Journalism Innovation and Entrepreneurship | 20 |

12b Structure Diagram

Please note list of optional modules is indicative only as modules will only run if selected by 15 or more students. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Level 4

| SEMESTER ONE | SEMESTER TWO |
|---|--|
| Core Journalism Law & Ethics (20 credits) Introduction to Journalism Landscapes (20 credits) | Core Sports Journalism Techniques (20 credits) Global and Community Impact 1 (20 credits) |
| Core Live Newsroom 1 (40 credits) | |

Level 5

| SEMESTER ONE | SEMESTER TWO |
|--|---|
| Core Journalism Futures (20 credits) Disruptive Publishing (20 credits) | Core Sports PR and Communication (20 credits) |
| | Optional Optional Module (20 credits) |
| Core Live Newsroom 1 (40 credits) | |

Level 6

| SEMESTER ONE | SEMESTER TWO |
|---|--|
| Core Live Newsroom 3 (20 credits) The Sports Industry (20 credits) | Core Journalism Innovation and Entrepreneurship (20 credits) |
| Core Major Project: Media (60 credits) | |

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

% time spent in timetabled teaching and learning activity

| Activity | Number of Hours |
|--------------------|-----------------|
| Scheduled Learning | 230 |
| Directed Learning | 730 |
| Private Study | 240 |
| Total Hours | 1200 |

Balance of Assessment

| Assessment Mode | Percentage |
|-----------------|------------|
| Coursework | 80% |
| Exam | |
| In-Person | 20% |

Level 5

Workload

% time spent in timetabled teaching and learning activity

| Activity | Number of Hours |
|--------------------|-----------------|
| Scheduled Learning | 220 |
| Directed Learning | 740 |
| Private Study | 240 |
| Total Hours | 1200 |

Balance of Assessment

| Assessment Mode | Percentage |
|-----------------|------------|
| Coursework | 82% |
| Exam | |
| In-Person | 18% |

Level 6

Workload

% time spent in timetabled teaching and learning activity

| Activity | Number of Hours |
|--------------------|------------------------|
| Scheduled Learning | 129 |
| Directed Learning | 831 |
| Private Study | 240 |
| Total Hours | 1200 |

Balance of Assessment

| Assessment Mode | Percentage |
|------------------------|-------------------|
| Coursework | 78% |
| Exam | |
| In-Person | 22% |