

Course Specification

Course Summary Information			
1	Course Title		BA (Hons) Global Sport Management
2	BCU Course Code	UCAS Code	US0909 N880
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
	The global sports market is estimated to be worth between £400 billion and £500 billion and is growing at a significant rate year on year. Over the past decade there has been a huge increase of career opportunities in the global sport sector that require graduates with the skills, attributes and experience to thrive in such a dynamic industry. This undergraduate course will provide the academic expertise needed to help students develop an exciting professional future. Combining theory and practical application this course will draw heavily from practising sports leaders to cover multiple aspects such as technology and digital innovation, marketing, events, operations and analytics. Internships, placements, project fieldwork and workshops will enable students to start a career the second they walk through the door. Underpinning the philosophy of the course are the following purpose and objectives: <i>Purpose</i> To inspire and equip students with the expertise to develop a high level of academic skills leading to graduate employment and career development within the fast growing 'Global Sports industry domain' <i>Objectives</i> - Technical: to furnish students with the practical skills and expertise to add high value within the Sports industry - Behavioural: to nurture the appropriate levels of energy and internal/external 'customer-centric' behaviours to create innovative products and services - Cognitive: to provide students with high levels of critical reasoning and problem solving capabilities that will ensure they stand out among their competitive set - Be truly global: to provide students with global experiences throughout all levels, making this course unique in the marketplace All modules balance a range of relevant theory and concepts with practical application and throughout the course students reflect and apply this content into real life scenarios – enabling students to enhance and critique their learning. In short, this is a course designed to be the catalyst for students to forge a hugely successful career in the global sports industry.

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Global Sport Management	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Global Sport Management	4	120
	Diploma of Higher Education Global Sport Management	5	240
	Bachelor of Arts Global Sport Management	6	300

8	Derogation from the University Regulations		
	Not applicable		

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	3 years
	Sandwich	City Centre	4 years
	Part Time	City Centre	5 years

10	Entry Requirements		
	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.		

11	Course Learning Outcomes		
	The core learning outcomes are consistent with QAA Subject Benchmark Statement: Sport programmes, and the overall course aims. On successful completion of BA(Hons) Global Sport Management students will:		
1	Understand and apply the theories, concepts and principles of practice from the generic management areas of operations, finance, human resources, economics and marketing to sports facilities and events		
2	Employ strategic planning and development planning skills in analysing, understanding and addressing the development needs and intentions of sport organisations and communities		
3	Demonstrate the application of the social and cultural meanings attached to sport and their impact on participation and regulation		
4	Demonstrate a critical insight into the organisations and structures responsible for sport, and the political ramifications arising from these		
5	Gain transferable skills through voluntary and paid experience and, thereby, the potential for progressing in your chosen career.		

6	Exhibit the development and achievement of knowledge, skills, behaviours, attitudes and attributes for successful working in the industry and working with others in a professional manner.
7	Exhibit strategic view of sport management emphasising the complexity and dynamics of the global/international contexts.

12	Course Requirements																																																									
12a	Level 4: In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits): <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MAN4020</td><td>Introduction to Global Sport Management</td><td>20</td></tr><tr><td>MAN4021</td><td>Managing Teams in the Global Sports Industry</td><td>20</td></tr><tr><td>MKT4015</td><td>Marketing Foundations</td><td>20</td></tr><tr><td>MAN4022</td><td>Sports Events Management</td><td>20</td></tr><tr><td>MAN4019</td><td>Building your Brand</td><td>20</td></tr><tr><td>FIN4007</td><td>Finance for Managers</td><td>20</td></tr></table> Level 5: In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits): <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MAN5071</td><td>Sports Analytics and Digital Innovation</td><td>20</td></tr><tr><td>MAN5070</td><td>Personal Development as a Global Sports Manager</td><td>20</td></tr><tr><td>MAN5068</td><td>Managing Sports Venues</td><td>20</td></tr><tr><td>MAN5067</td><td>Culture and Consumer Behaviour in Global Sports</td><td>20</td></tr><tr><td>MAN5069</td><td>Methods in Global Sport Research & Project</td><td>20</td></tr><tr><td>MKT5022</td><td>Marketing Communications Planning</td><td>20</td></tr></table> Level 6: In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits): <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>BUS6059</td><td>Integrated Business Research Project</td><td>40</td></tr><tr><td>MKT6041</td><td>Strategic Marketing Management and Planning</td><td>20</td></tr><tr><td>MAN6038</td><td>The Global Manager</td><td>20</td></tr><tr><td>MAN6055</td><td>Global Sports Law, Policy and CSR</td><td>20</td></tr></table>	Module Code	Module Name	Credit Value	MAN4020	Introduction to Global Sport Management	20	MAN4021	Managing Teams in the Global Sports Industry	20	MKT4015	Marketing Foundations	20	MAN4022	Sports Events Management	20	MAN4019	Building your Brand	20	FIN4007	Finance for Managers	20	Module Code	Module Name	Credit Value	MAN5071	Sports Analytics and Digital Innovation	20	MAN5070	Personal Development as a Global Sports Manager	20	MAN5068	Managing Sports Venues	20	MAN5067	Culture and Consumer Behaviour in Global Sports	20	MAN5069	Methods in Global Sport Research & Project	20	MKT5022	Marketing Communications Planning	20	Module Code	Module Name	Credit Value	BUS6059	Integrated Business Research Project	40	MKT6041	Strategic Marketing Management and Planning	20	MAN6038	The Global Manager	20	MAN6055	Global Sports Law, Policy and CSR	20
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In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MAN6054	Contemporary Issues in Global Sport	20
MAN6057	Operational and Process Improvement in Sports Venues	20
MAN6056	Legal Contracts and Bidding in Sporting Events	20
MAN6058	Sports Entrepreneurship	20

12b Structure Diagram

Full Time Course Structure

Level 4	Level 4 Induction – 2 weeks			
	S1	Introduction to Global Sport Management	Managing Teams in the Global Sports Industry	Marketing Foundations
	S2	Sports Events Management	Building your Brand	Finance for Managers
Level 5	Level 5 Transition Programme – 2 weeks			
	S1	Sports Analytics and Digital Innovation	Personal Development as a Global Sports Manager	Managing Sports Venues
		Optional International Exchange		
	S2	Culture and Consumer Behaviour in Global Sports	Methods in Global Sport Research & Project	Marketing Communications Planning
		Optional International Exchange		
Optional Work Placement				
Level 6	Level 6 Transition Programme - 2 weeks			
	S1	Integrated Business Research Project	Strategic Marketing Management and Planning	OPTION
	S2		The Global Manager	Global Sports Policy, CSR & Safety

Level 6 Options

- Contemporary Issues in Global Sport
- Operational and Process Improvement in Sports Venues
- Legal Contracts and Bidding in Sporting Events
- Sports Entrepreneurship

Part Time Course Structure

Year 1	Semester 1	L4 Introduction to Global Sport Management (20 credits)	
	Semester 2	L4 Sports Events Management (20 credits)	L4 Finance for Managers (20 credits)
Year 2	Semester 1	L4 Managing Teams in the Global Sports Industry (20 credits)	L4 Marketing Foundations (20 credits)
	Semester 2	L4 Building your Brand (20 Credits)	L5 Culture and Consumer Behaviour in Global Sports (20 credits)
Year 3	Semester 1	L5 Personal Development as a Global Sports Manager (20 credits)	L5 Sports Analytics and Digital Innovation (20 credits)
	Semester 2	L5 Marketing Communications Planning (20 credits)	L5 Methods in Global Sport Research & Project (20 credits)
Year 4	Semester 1	L5 Managing Sports Venues (20 credits)	L6 Strategic Marketing Management and Planning (20 credits)
	Semester 2	L6 Global Sports Policy, CSR & Safety (20 credits)	L6 The Global Manager (20 credits)
Year 5	Semester 1	L6 Integrative Business Research Project (40 credits)	L6 Option (20 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

26% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	312 hours (26 week x 12 hours per week)
Directed Learning	468 hours
Private Study	420 hours
Total Hours	1,200 hours

Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	17%
In-Person	33%

Level 5

Workload

26% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	312 hours (26 week x 12 hours per week)
Directed Learning	468 hours
Private Study	420 hours
Total Hours	1,200 hours

Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	17%
In-Person	33%

Level 6**Workload****26% time spent in timetabled teaching and learning activity**

Activity	Number of Hours
Scheduled Learning	312 hours (26 week x12 hours per week)
Directed Learning	468 hours
Private Study	420 hours
Total Hours	1,200 hours

Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	33%
In-Person	17%

Appendix

Mapping of course learning outcomes

Learning outcomes 1 – 4 are directly mapped to the QAA Subject Benchmark Statement: Sport programmes, and 5 – 7 mapped against the course aims.

Module breakdown

Module	Course learning outcome covered
Introduction to Global Sport Management	1 and 7
Managing Teams in the Global Sports Industry	1 and 6
Marketing Foundations	1
Sports Events Management	1
Building your Brand	5 and 6
Finance for Managers	1
Sports Analytics and Digital Innovation	2
Personal Development as a Global Sports Manager	5 and 6
Managing Sports Venues	2 and 4
Culture and Consumer Behaviour in Global Sports	2 and 3
Methods in Global Sport Research & Project	2, 3 and 4
Marketing Communications Planning	1
Integrated Business Research Project	2, 3 and 4
Strategic Marketing Management and Planning	1 and 4
The Global Manager	3, 4 and 7
Global Sports Policy, CSR & Safety	2, 3 and 4
Contemporary Issues in Global Sport	2, 3, 4 and 7
Operational and Process Improvement in Sports Venues	2 and 4
Legal Contracts and Bidding in Sporting Events	3, 4 and 7
Sports Entrepreneurship	2 and 3