

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Global Sport Management
2	BCU Course Code	US0909
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)	Chartered Management Institute (CMI)

6	Course Description
	<p>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.</p> <p>This undergraduate course will provide the academic expertise needed to help you 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, analytics, and crisis & risk management. Internships, placements, project fieldwork and workshops will enable you to start a career the second you begin your university degree.</p> <p>This innovative and on-trend course will give you the skills, experience and insights to develop a career in the growing area of sport management alongside a qualification from the CMI (Chartered Management Institute).</p> <p>The international focus of the course is derived through a variety of means including the student body, the teaching team and the use of international teaching materials. Moreover, you can choose to spend a year or a full semester studying their modules overseas at a partner institution.</p> <p>Underpinning the philosophy of the course are the following purpose and objectives:</p> <p>Purpose</p> <p>To inspire and equip you 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'</p> <p>Objectives</p> <ul style="list-style-type: none"> - Technical: to furnish you 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 you with high levels of critical reasoning and problem solving capabilities that will ensure you stand out among their competitive set

	<p>- Be truly global: to provide you with global experiences throughout all levels, making this course unique in the marketplace</p> <p>All modules balance a range of relevant theory and concepts with practical application and throughout the course you will reflect and apply this content into real life scenarios – enabling you to enhance and critique your learning. In short, this is a course designed to be the catalyst for you to forge a hugely successful career in the global sports industry.</p> <p>Where appropriate to the individual topics covered during the course, implications for sustainability will be identified that relate to the UN Sustainable Development Goals.</p>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Global Sport Management	6	360
	Bachelor of Arts with Honours Global Sport Management with Professional Placement Year	6	480
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
	Bachelor of Arts Global Sport Management with Professional Placement Year	6	420

8	Derogation from the University Regulations		
	None		

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	3 years
	Full Time with Professional Placement	City Centre (and placement provider)	4 years
	Part Time	City Centre	5 years
			Code(s)
			US0909
			US0909S
			US09016

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>		

11a	Course Level Outcomes
	This degree course will progress you through level learning outcomes detailed below to ensure that you meet the benchmarks set out in the latest Quality Assurance Agency for Higher Education (QAA) subject benchmarks as well as the overall course learning outcomes detailed.
	Level 4 - Theoretical Underpinning
1	Illustrate knowledge and understanding of the major theories, principles, concepts of business and management in the Global Sports Industry.
2	Acquire key transferable skills that are essential to a career in the global sports industry.
3	Articulate productive use of acquired knowledge and transferable skills within a defined global sport industry environment.
	Level 5 – Professional Practice emphasis
1	Differentiate a range of contemporary management strategies.
2	Utilise principles of management practice in an operational global sport context.
3	Execute a range of business management techniques to initiate and undertake critical analysis of scenarios, applying findings to solve problems.
4	Effectively formulate and present information, arguments and analysis in a variety of forms.
	Level 6 (final year) – Strategic Focus
1	Utilise business and management knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain sport industry problems within a global context.
2	Compose and construct effective methods of communicating business concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
3	Articulate professional skills in contexts where the scope of the task and the criteria for decisions are generally well defined, but where some personal responsibility and initiative is required.
4	Illustrate and apply professional and academic skills to create and justify compelling solutions within the global sports industry.

11b	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 you will:
K1	Critically 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
T1	Employ strategic planning and development planning skills in analysing, understanding and addressing the development needs and intentions of sport organisations and communities
T2	Articulate the social and cultural meanings attached to sport and their impact on participation and regulation
K2	Apply critical insight into the organisations and structures responsible for sport, and the political ramifications arising from these
T3	Gain transferable skills through voluntary and paid experience and, thereby, the potential for progressing in your chosen career.
T4	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.
K3	Exhibit strategic view of sport management emphasising the complexity and dynamics of the global/international contexts.

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12a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MAN4XXX</td> <td>Introduction to Global Sport Management</td> <td>20</td> </tr> <tr> <td>MAN4XXX</td> <td>Managing Teams in the Global Sports Industry</td> <td>20</td> </tr> <tr> <td>MKT4XXX</td> <td>Principles of Marketing</td> <td>20</td> </tr> <tr> <td>MAN4XXX</td> <td>Sports Events Management</td> <td>20</td> </tr> <tr> <td>MAN4XXX</td> <td>Building your Brand</td> <td>20</td> </tr> <tr> <td>FIN4XXX</td> <td>Finance for Managers</td> <td>20</td> </tr> </tbody> </table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MAN5XXX</td> <td>Sports Analytics and Digital Innovation</td> <td>20</td> </tr> <tr> <td>MAN5XXX</td> <td>Personal Development as a Global Sports Manager</td> <td>20</td> </tr> <tr> <td>MAN5XXX</td> <td>Managing Sports Venues</td> <td>20</td> </tr> <tr> <td>MAN5XXX</td> <td>Culture and Consumer Behaviour in Global Sports</td> <td>20</td> </tr> <tr> <td>MAN5XXX</td> <td>Methods in Research and Project</td> <td>20</td> </tr> <tr> <td>MKT5XXX</td> <td>Marketing Communications Planning</td> <td>20</td> </tr> <tr> <td colspan="3">Optional Module</td> </tr> <tr> <td>ACC5XXX</td> <td>ACC5XXX Study Abroad</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to qualify for the award of BA (Hons) Global Sport Management with Professional Placement Year a student must successfully complete the following module:</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA5XXX</td> <td>Professional Placement Year</td> <td>120</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	MAN4XXX	Introduction to Global Sport Management	20	MAN4XXX	Managing Teams in the Global Sports Industry	20	MKT4XXX	Principles of Marketing	20	MAN4XXX	Sports Events Management	20	MAN4XXX	Building your Brand	20	FIN4XXX	Finance for Managers	20	Module Code	Module Name	Credit Value	MAN5XXX	Sports Analytics and Digital Innovation	20	MAN5XXX	Personal Development as a Global Sports Manager	20	MAN5XXX	Managing Sports Venues	20	MAN5XXX	Culture and Consumer Behaviour in Global Sports	20	MAN5XXX	Methods in Research and Project	20	MKT5XXX	Marketing Communications Planning	20	Optional Module			ACC5XXX	ACC5XXX Study Abroad	20	Module Code	Module Name	Credit Value	PLA5XXX	Professional Placement Year	120
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Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 60 credits):

Module Code	Module Name	Credit Value
MKT6XXX	Marketing Strategy and Leadership	20
MAN6XXX	Strategic Management	20
MAN6XXX	Global Sports Law, Policy and CSR	20

In order to complete this course a student must choose ONE of the following optional project routes (totalling 40 credits):

Module Code	Project Routes	Credit Value
BUS6XXX	Business Advice Project (Major)	40
BUS6XXX	Business Research Project (Major)	40
BUS6XXX	Business Start-Up Project (Major)	40
BUS6XXX	Community Advice Project (Major)	40
BUS6XXX	Employability Project (Major)	40
QME6XXX	Economics Research Project (Major)	40
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Business Research Project	20 20
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Business Start-Up Project	20 20
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Community Advice Project	20 20

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
MAN6XXX	Contemporary Issues in Global Sport	20
MAN6XXX	Operational and Process Improvement in Sports Venues	20
MAN6XXX	Legal Contracts and Bidding in Events	20

12b Structure Diagram

Full Time Course Structure

Level 4	S1	Introduction to Global Sport Management (20 credits)	Managing Teams in the Global Sports Industry (20 credits)	Principles of Marketing (20 credits)
	S2	Sports Events Management (20 credits)	Building your Brand (20 credits)	Finance for Managers (20 credits)
Level 5	S1	Sports Analytics and Digital Innovation (20 credits)	Personal Development as a Global Sports Manager (20 credits)	Managing Sports Venues (20 credits)
		Optional International Exchange		
	S2	Culture and Consumer Behaviour in Global Sports (20 credits)	Methods in Research and Project (20 credits)	Marketing Communications Planning (20 credits)
Optional International Exchange				
Level 6	S1	Business Project Route (40 credits / 20/20 credits) <i>(choose one of the routes below)</i>	Marketing Strategy and Leadership (20 credits)	OPTION
	S2		Strategic Management (20 credits)	Global Sports Policy, CSR & Safety (20 credits)

Level 5

- Study Abroad

Level 6 Options

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

Full Time with Professional Placement Course Structure

Level 4	S1	Introduction to Global Sport Management (20 credits)	Managing Teams in the Global Sports Industry (20 credits)	Principles of Marketing (20 credits)
	S2	Sports Events Management (20 credits)	Building your Brand (20 credits)	Finance for Managers (20 credits)
Level 5	S1	Sports Analytics and Digital Innovation (20 credits)	Personal Development as a Global Sports Manager (20 credits)	Managing Sports Venues (20 credits)
		Optional International Exchange		
	S2	Culture and Consumer Behaviour in Global Sports (20 credits)	Methods in Research and Project (20 credits)	Marketing Communications Planning (20 credits)
		Optional International Exchange		
Professional Placement Year (120 credits)				
Level 6	S1	Business Project Route (40 credits / 20/20 credits) <i>(choose one of the routes below)</i>	Marketing Strategy and Leadership (20 credits)	OPTION
	S2		Strategic Management (20 credits)	Global Sports Policy, CSR & Safety (20 credits)

Level 5

- Study Abroad

Level 6 Options

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

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 Principles of Marketing (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 Research and Project (20 credits)
Year 4	Semester 1	L5 Managing Sports Venues (20 credits)	L6 Marketing Strategy and Leadership Management and Planning (20 credits)
	Semester 2	L6 Global Sports Policy, CSR & Safety (20 credits)	L6 Strategic Management (20 credits)
Year 5	Semester 1	Business Project Route (40 credits / 20/20 credits) <i>(choose one of the routes below)</i>	L6 Option (20 credits)
	Semester 2		

Project Routes

	Route 1	Route 2	Route 3	Route 4	Route 5	Route 6	Route 7
S1	Business Advice Project (Major) (40 credits)	Business Research Project (Major) (40 credits)	Business Start-Up Project (Major) (40 credits)	Community Advice Project (Major) (40 credits)	Employability Project (Major) (40 credits)	Economics Research Project (Major) (40 credits)	Business Research Methodology and Practice (20 credits)
S2							Business Research Project (20 credits) or Business Start-up Project (20 credits) or Community Advice Project (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	216 hours (24 week x 9 hours per week)
Directed Learning	216 hours
Private Study	768 hours
Total Hours	1,200 hours

Balance of Assessment

Assessment Mode	Percentage
Coursework	43%
Exam	28.5%
In-Person	28.5%

Level 5

Workload

26% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216 hours (24 week x 9 hours per week)
Directed Learning	216 hours
Private Study	768 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	216 hours (24 week x 9 hours per week)
Directed Learning	264 hours
Private Study	720 hours
Total Hours	1,200 hours

Balance of Assessment

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