

Hertfordshire Business School

Title of Programme: Business and Sport Management (Online)

Programme Code: BSWBSM

## Programme Specification

This programme specification is relevant to students entering:  
01 September 2020

Associate Dean of School (Academic Quality Assurance):  
Veronica Earle



A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

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### Summary of amendments to the programme:

Section	Amendment

New Programme Specification for revised programme following Periodic Review

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

# Programme Specification

## BSc (Hons) Business and Sport Management (Online)

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

### Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	Online
<b>Programme accredited by</b>	Not applicable
<b>Final Qualification</b>	BSc (Hons)
<b>All Final Award titles (Qualification and Subject)</b>	Business and Sport Management
<b>FHEQ level of award</b>	6
<b>UCAS code(s)</b>	N/A
<b>Language of Delivery</b>	English

#### A. Programme Rationale

The BSc (Hons) Business and Sport Management is an 100% online undergraduate programme

The programme is designed exclusively for individuals who have experience of high performance sport as either a full time sports professional or as an athlete who wish to study a Business and Sport Management programme delivered solely online. Potential students will join the programme as part of their professional development, and/or as a foundation for a future career.

The structure of the programme is designed such that several distinct but interrelated themes will be studied within a sound academic framework. The main themes of the programme i.e. business and sport management are developed progressively in terms of depth and complexity as the level of study increases. Further, as students' progress in their studies, they have the opportunity to tailor their curriculum and focus in one of the aforementioned areas, if so desired.

Graduates of the programme will be equipped to begin, or further develop, their employment in the world of business, sport management and sport development (e.g. sport entrepreneurs, sports agents). In addition, the programme will provide a platform for a career in education (e.g. graduates could progress to physical education teaching via PGCE/GTP), or to progress to postgraduate study.

A strength of the programme is the extent to which practical and professional experience in business and sport management is valued, drawn upon, and rewarded within an academic context. That is, students are compelled to engage with the real world and to critically select and appraise experiences, which they reflect upon and link to theory in academic assessments. In support of this, the programme team has a wealth of vocational business and sport related experience which represents a rich resource for students.

In summary, the programme offers an attractive and well balanced curriculum of study, based upon bringing together the major themes of business with sport management and underpinned by the development of academic and research skills. The programme aims to encourage an ethos of lifelong learning and to enhance, substantially, the employability of its graduates.

## B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#). Further, the programme acknowledges the latest Quality Assurance Agency benchmark statements for Business and Management: February 2015 and Events, Hospitality, Leisure, Sport and Tourism: November 2016.

**Additionally this programme aims to:**

- Enable students to develop thorough knowledge and critical understanding of the themes and subject disciplines relevant to the study of business and sport
- Facilitate reflection on students own professional sport experiences with academic concepts to analyse synthesis to performance in business and sport organisations
- Enhance students prospects of a second career following professional sport by promoting the development of a balanced portfolio of academic and vocational qualities

## C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Business and Management: February 2015 and Events, Hospitality, Leisure, Sport and Tourism: November 2016. The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p>A1- Recognise the basic principles and ethical considerations of business and the management of sport organisations</p> <p>A2- Use knowledge and critical understanding of the varied concepts, disciplines, processes and practices in the study of business and sport management.</p> <p>A3- Examine the significance of contemporary issues that influence organisations in business and sport</p> <p>A4- Appraise the need for both a multi-disciplinary and inter-disciplinary holistic approach to the study of different functional areas of business and sport management, drawing from academic, vocational and professional contexts.</p>	<p>Acquisition of knowledge and understanding is through:-</p> <p>Online distance mode guidance will be by through initial Programme Induction, individual module inductions, online materials, online critical discussion groups, and may be augmented by individual student/tutor communication.</p> <p>For A1 the completion of module assessments, which include a combination of written reports, case studies, online discussion, directed and self-directed reading among books and journal articles.</p> <p>For A2 and A3 students will develop and use knowledge on the core principles of business and sport management across modules. While understanding and examining the significance of contemporary issues that influence organisations will be a prominent feature throughout the broad experience of the</p>	<p>Knowledge and understanding are assessed through coursework (100%). Assessment, which is both formative and summative, can take many forms, e.g. case studies, essay assignments, critical reflections, project reports, portfolios, presentations, Business-based activities and timed assessments using online software.</p>

programme curriculum. For example in Global Sports Business and Exploring Business Ethics global perspectives will be considered. While in Sport Management modules, principles will be a foundation at L4. Then this theme culminates in the leadership and management of high performance sport module – e.g. achieved through critical appraisal/analysis of detailed case studies; delivery emphasis will be of a balanced and multi-thematic and holistic perspective.

For A4 through a range of curricular experiences and module assessments, by the explicit linking of theory and practice in delivery, such as the frequent provision of practical examples, and reference to the theoretical underpinnings of management practice.

Also through the completion of the Advanced Professional Portfolio reviewing professional experience. Students will be encouraged to adopt responsibility and independence within a supportive and facilitative supervisory framework.

Students are encouraged to undertake independent study both to supplement and consolidate what is being delivered/learnt and to broaden their individual knowledge and understanding of the subject

Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1- Research and critically consider academic concepts, models, theories, principles and information for decision making.</p> <p>B2- Utilise critical thinking, analysis and synthesis when solving problems relevant to business and management of sport organisations.</p> <p>B3- Analyse and evaluate the impact of the wider economic, social, political,</p>	<p>Intellectual skills specific to business and sport management are developed throughout the programme by the methods and strategies outlined in section A above;</p> <p>For example, some written assessments are based upon problem solving scenarios; others are based upon critical reflection upon professional practice; some presentations are based upon summarisation and synthesis of academic research</p>	<p>Intellectual skills are assessed through coursework (100%). Assessment, which is both formative and summative, can take many forms, e.g. case studies, essay assignments, critical reflections, project reports, portfolios, presentations, business-based activities and timed assessments.</p>

<p>legal and global perspectives on business and sport organisations.</p> <p>B4- Adopt responsibility for learning and continuing professional development through autonomous action, and both academic and professional practice.</p>	<p>Cognitive skills are developed particularly at levels 5 and 6; Intellectual skills are developed throughout the programme by the methods and strategies outlined in section A, above. For example through critical thinking exercises within units/tutorials. Which is then furthered developed through independent study and dialogue.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study and reflection on professional experience</p>	
<p><b>Practical skills</b></p>	<p><b>Teaching and learning methods</b></p>	<p><b>Assessment strategy</b></p>
<p>C1- Conduct research into business and sport management issues through extracting and analysing data from a range of sources.</p> <p>C2- Apply and utilise relevant IT tools in the analysis and communication of business and sport management information.</p> <p>C3- Complete professional experiences with due consideration for appropriate organisational procedures, safety, and risk assessment.</p> <p>C4- Propose, design, implement and communicate a significant piece of independent academic work, using appropriate methods, problem-solving and research approaches</p>	<p>Practical skills are developed throughout the programme by the methods and strategies outlined in sections A and B above. Throughout there is an emphasis upon the balanced development of vocational and academic abilities. For example, in relation to leadership and management approaches, a critical examination of the why, as well as the what and how of varied approaches to leadership and management.</p> <p>C2 is developed through module, coursework assignments and project assessment, with particular reliance upon the professional portfolio theme of study. With modules in Business Strategy, Leadership and Organisations and Contemporary Issues in Business and Management modules.</p> <p>C3 is developed throughout the programme in each module. In particular safety and risk assessment is in L5 Enhancing Academic and Professional Portfolio and L6 Advanced Professional Experience Portfolio</p> <p>C4 is a feature of L5 and L6 of the programme and modules such as Advanced Professional Portfolio. Research Dissertation and Contemporary Issues in Business and Management.</p>	<p>Practical skills are assessed through coursework (100%). Assessment, which is both formative and summative, can take many forms, e.g. case studies, essay assignments, project reports, portfolios, presentations, business-based activities and timed assessments. In addition critical reflection upon professional experiences, feedback from significant others (peers, supervisors, mentors).</p>
<p><b>Transferable skills</b></p>	<p><b>Teaching and learning methods</b></p>	<p><b>Assessment strategy</b></p>

D1- Communicate effectively and professionally using oral, written and visual formats.

D2- Manipulate, sort and present data appropriately and effectively.

D3- Work effectively both independently and as part of a team

D4- Use academic skills that include critical reflection, enterprise skills that include negotiation and employability skills such as communication and prioritising tasks in both academic and professional environments.

Transferable skills are developed throughout the programme by the methods and strategies outlined in sections A, B and C above.

Skill D1 is developed through a range of assessments such as assignments, written reports, video presentations and critical reflections.

Skill D2 is introduced specifically through the level 4 Accounting for Managers module and in preparing assessments.

Skill D3 is developed throughout the programme and should be illustrated in successful progression/completion of BSM programme. Specifically within L5 Project Planning and Control module.

Skill D4 is developed through assessment preparation and via the professional portfolio theme.

Throughout the learner is expected to consolidate his/her development of practical information technology skills by the use of information technology software, and associated training opportunities, available online through Studynet/CANVAS and Information Hertfordshire. In addition the student is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan in professional portfolio theme.

Transferable skills are assessed through a range of assignments built into the programme, but are particularly developed and monitored through the Professional Portfolio theme of the degree.

Students will be encouraged to maintain a portfolio of evidence effectively mapping where curricular opportunities arise to show evidence of ability in relation to D1 to D4 (for example, where group submissions are produced as part of assessment), to enable self-assessment of performance and developmental needs, and also allowing personal review of performance.

## D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in part-time (typically 4 years) study mode. It leads to the award of a BSc (Hons) degree in Business and Sport Management.

Entry is normally at level 4 (with suitable A-level or equivalent qualifications), but is possible to enter at level 5 with suitable qualifications and agreed accreditation of prior learning and/or experience from study and work, mapped against our level 4 curriculum (evaluated on a case by case basis by the Admissions Tutor and Programme Leader). Entry is offered in Semester A (September) and Semester B (January).

The programme structure and progression information below is provided for the Honours award (Table 1). The programme features major themes and although these themes are distinct within the programme, they are also interrelated and provide a well-balanced, and broad but realistic curriculum. The programme aims to

enable graduates that have a balance of professional and academic qualities.

### Professional and Statutory Regulatory Bodies

At this stage there is no professional accreditation offered.

### Work-Based Learning, including Sandwich Programmes

There is no formal placement learning included in the programme. However, while the degree structure does not include formal work placement learning, there is considerable emphasis on reflective practice through contextualising learning from their professional sport experience. Further, students are encouraged to gain additional professional experiences during Professional Portfolio modules to enhance their prospects of desired second future career and to use/hone their professional networking qualities.

### Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

An intention for students is that they will develop knowledge and critical understanding of the themes and subject disciplines relevant to the study of business and sport management. The professional portfolio modules will promote the development of a balanced portfolio of academic and professional qualities. Throughout their studies, students are encouraged to reflect on their professional sport experience and apply this with academic concepts to business and sport organisations. As the programme progresses, further emphasis is placed on appraising the nature of leadership and management for different organisations in both business and sport settings. This will prepare students for future careers as leaders and managers. In addition, students will consider leadership and management approaches in high performance sport organisations.

Table 1a Outline Programme Structure

**Mode of study** Part Time

**Entry point** Semester A

#### Level 4

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Initial Professional Portfolio	4WBS0042	30	English	0	100	0	A
Global Sports Business	4WBS0043	30	English	0	100	0	B
Principles of Sports Management	4WBS0044	30	English	0	100	0	C
Accounting for Managers	4WBS0040	15	English	0	100	0	A
Economics for Business	4WBS0003	15	English	0	100	0	A

#### Level 5

Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Project Planning and Control	5WBS0016	15	English	0	70	30	B
Exploring Business Ethics	5WBS0022	15	English	0	100	0	B
Sports Marketing and Sponsorship	5WBS0041	30	English	0	100	0	C
Media and Public Relations	5WBS0042	30	English	0	100	0	A

Enhancing Academic and Professional Portfolio	5WBS0043	30	English	0	100	0	B
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### Level 6

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Advanced Professional Experience Portfolio	6WBS0039	30	English	0	100	0	C
Leadership and Management in High Performance Sport	6WBS0040	30	English	0	100	0	A
Leadership and Organisations	6WBS0016	15	English	0	100	0	B
Business Strategy	6WBS0008	15	English	0	100	0	B
Research Dissertation	6WBS0041	30	English	0	100	0	C
<b>or</b>							
Contemporary Issues in Business and Management and Global Marketing, Ethics and Culture	6WBS0010	15	English	0	90	10	C
	6WBS0006	15	English	0	100	0	C

### SEMESTER B ENTRY:

### Level 4

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Initial Professional Portfolio	4WBS0042	30	English	0	100	0	B
Principles of Sport Management	4WBS0044	30	English	0	100	0	C
Accounting for Managers	4WBS0040	15	English	0	100	0	A
Economics for Business	4WBS0003	15	English	0	100	0	A
Global Sports Business	4WBS0043	30	English	0	100	0	B

### Level 5

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Sports Marketing and Sponsorship	5WBS0041	30	English	0	100	0	C
Media and Public Relations	5WBS0042	30	English	0	100	0	A
Exploring Business Ethics	5WBS0022	15	English	0	100	0	B
Project Planning and Control	5WBS0016	15	English	0	70	30	B
Enhancing Academic and Professional Portfolio	5WBS0043	30	English	0	100	0	C

### Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Leadership and Management in High Performance Sport	6WBS0040	30	English	0	100	0	A
Leadership and Organisations	6WBS0016	15	English	0	100	0	B
Business Strategy	6WBS0008	15	English	0	100	0	B
Research Dissertation	6WBS0041	30	English	0	100	0	C
<b>or</b>							
Contemporary Issues in Business and Management	6WBS0010	15	English	0	90	10	C
<i>and</i>	6WBS0006	15	English	0	100	0	C
Global Marketing, Ethics and Culture							
Advanced Professional Portfolio	6WBS0039	30	English	0	100	0	A

Progression to level 5 requires a minimum of 90 credits at Level 4.

Progression to level 6 requires a minimum of 210 credits with a minimum of 90 credits at level 5.

The award of an honours degree requires 360 credit points including 240 at Level 6/5, with a minimum of 120 credits at level 6.

No essential pre-requisites apply to modules.

### Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BSc (Hons)	Business and Sport Management	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Certificate in Higher Education		120 credit points at level 4	4, 5	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
BSc	Business and Sport Management	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2, A4, B1, B2, B4, C1, C2, C3, C4, D1, D2, D3, D4

### Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12](#) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

#### An exemption for D5.2.2 Referral in undergraduate programmes

As in Entry Requirements an individual who takes and passes 4WBS0042 the Initial Professional Portfolio module (**at first attempt at 40%**) may then apply to the programme and permitted entry to the programme (carrying the credit achieved), as long as they also have GCSE English Language and Mathematics at grade C (or equivalent).

Further programme-specific regulations (requiring School-level approval) are given below:

- None

### E. Management of Programme & Support for student learning.

#### Management

The programme is managed and administered through:

- Dean of School
- Associate Deans with delegated responsibility for Academic Quality, Learning and Teaching
- A Programme Leader who is responsible for the day to day management of the programme
- An Admissions Tutor, with specific responsibility for open days and recruitment/selection
- Module Leaders who are responsible for the delivery of individual modules and support
- A designated Programme Administrator in UHOnline to deal with day to day administration associated with the programme

- A Programme committee, to which students can contribute via the online programme forum.

## Support

Students are supported by:

- A dedicated Programme Leader who acts a Personal Tutor
- Academic module support and an identified programme management team
- Student programme handbook to explain the programme and a calendar of events for the Academic year
- Student representation in the procedures for management and delivery of the programme, through the online programme forum, the University's managed learning environment and the student feedback mechanism.

### **UHOnline providing:**

- Online Induction material to assist in starting the programme and the transition to online study
- Technical support

### **UH providing:**

- StudyNet, a versatile online interactive learning environment, with many built in features to support accessibility for both able and disabled students.
- Access to extensive digital collections of information resources
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, international student support available on-line etc.
- Office of the Dean of Students, incorporating Chaplaincy, Counselling etc.
- A University-based Disabled Student Co-ordinator
- An Equal Opportunities Officer
- The Students' Union
- Guided student-centred learning through the use of StudyNet
- An on-line Careers Service for all current students and graduates
- Extensive guidance for overseas students about studying in the English language, provided online at <http://www.uefap.co.uk>

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## **F. Other sources of information**

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF

panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

## Other information relevant to the programme

Students are responsible for their own computing facility and internet provision. Students will need to have access to a suitable personal computer and a good, reliable Internet connection. Most modern PCs or Macs (less than 5 years old) should operate satisfactorily. As a guide, minimum computer equipment required for each student is:

Minimum System Requirements	
<b>Computer</b>	PC or Mac <i>Note: a PC may be required for some modules.</i>
<b>Internet Access</b>	Required
<b>E-mail Account</b>	Required
<b>Internet Connection</b>	56Kb modem (Broadband or ISDN is <u>strongly</u> recommended). You are responsible for any communications costs.
<b>Hard disc capacity</b>	10 GB of free disc space
<b>Installed RAM</b>	1 GB
<b>CD / DVD drive</b>	8x
<b>Operating System</b>	One of the following: <ul style="list-style-type: none"> <li>• Microsoft Windows™ XP, Vista, Windows 7</li> <li>• Mac OS X v10.1.5 or later</li> </ul> <i>Note: Some of our courses require the use of Microsoft Software (free for students). Mac users will need to use BootCamp with Windows 7 in order to use these. Therefore, students must ensure their Mac has an intel processor and that it can run BootCamp. For more information please see <a href="#">'Windows on a Mac'</a>.</i>
<b>Display</b>	1024x768 recommended, 16-bit colour
<b>Audio/Video</b>	Sound card, speakers or headphones, microphone and webcam
<b>Printer</b>	Monochrome or colour

<b>Web Browser</b>	One of the following: <a href="#">FireFox™ 9.0 +</a> , <a href="#">Microsoft Internet Explorer™ 8 +</a>
<b>Plug-ins</b>	<a href="#">AdobeFlashPlayer™9.0+</a> <a href="#">Adobe Reader™ 10 +</a>
<b>Applications Software</b>	For Windows: Microsoft Office™ XP/2003/2007/2010 or an office suite compatible with Microsoft Word, Microsoft Excel, and Microsoft PowerPoint file formats; WinZip™ 6.0  For Mac OS: Microsoft Office™ 2008 or an office suite compatible with Microsoft Word, Microsoft Excel, and Microsoft PowerPoint file formats; StuffIt Expander™ 7.0
<b>Teaching and Learning Software</b>	All teaching and learning software is provided excluding Microsoft products.  <i>Note: Some Microsoft software is available at no extra charge in partnership with the MSDN Academic Alliance.</i>

The University reserves the right not to run a cohort if numbers are insufficient to guarantee a good student experience

## G. Entry requirements

The normal entry requirements for the programme are:

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact:  
[askuonline@herts.ac.uk](mailto:askuonline@herts.ac.uk)

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to [aqo@herts.ac.uk](mailto:aqo@herts.ac.uk)

## BSc (Hons) Business and Sport Management

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																	
		Knowledge & Understanding				Intellectual Skills				Practical Skills				Transferable Skills					
		Module Title	Module Code	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4
Level 4	Accounting for Managers	4WBS0040	x		x		x					x	x			x	x		
	Economics for Business	4WBS0003		x	x		x		x			x	x			x	x		
	Initial Professional Portfolio	4WBS0042	x		x	x	x	x		x			x			x			x
	Principles of Sports Management	4WBS0044	x	x	x		x		x			x	x			x		x	x
	Global Sports Business	4WBS0043	x		x	x	x		x				x			x		x	
Level 5	Project Planning and Control	5WBS0016		x	x		x	x	x			x	x			x	x	x	x
	Exploring Business Ethics	5WBS0022	x	x	x	x	x	x	x			x				x		x	
	Sports Marketing and Sponsorship	5WBS0041	x	x	x	x	x	x	x			x	x			x	x		
	Enhancing your Academic and Professional Portfolio	5WBS0043		x		x	x	x		x		x		x	x	x		x	x
	Media and Public Relations	5WBS0042	x		x	x	x		x	x			x	x	x	x		x	x
Level 6	Advanced Professional Experience Portfolio	6WBS0039	x	x	x	x	x		x	x		x	x	x	x	x	x	x	x
	Business Strategy	6WBS0008	x	x	x		x	x	x			x	x			x	x	x	
	Contemporary Issues in Business and Management	6WBS0010		x	x	x	x	x	x			x	x		x	x	x	x	
	Leadership and Organisations	6WBS0016	x	x	x	x	x	x	x				x			x		x	
	Global Marketing and Ethics	6WBS0006	x	x	x	x	x	x	x			x	x			x	x		
	Leadership and Management in High Performance Sport	6WBS0040	x	x	x	x	x	x	x	x		x	x			x		x	x
	Research Dissertation	6WBS0041	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding

- A1. Recognise the basic principles and ethical considerations of business and the management of sport organisations
- A2. Use knowledge and critical understanding of the varied concepts, disciplines, processes and practices in the study of business and sport management.
- A3. Examine the significance of contemporary issues that influence organisations in business and sport
- A4. Appraise the need for both a multi-disciplinary and inter-disciplinary holistic approach to the study of different functional areas of business and sport management, drawing from academic, vocational and professional contexts

### Intellectual Skills

- B1. Research and critically consider academic concepts, models, theories, principles and information
- B2. Utilise critical thinking, analysis and synthesis when solving problems relevant to business and management of sport organisations
- B3. Analyse and evaluate the impact of the wider economic, social, political, legal and global perspectives on business and sport organisations
- B4. Adopt responsibility for learning and continuing professional development through autonomous action, and both academic and professional practice

### Practical Skills

- C1. Conduct research into business and sport management issues through extracting and analysing data from a range of sources
- C2. Apply and utilise relevant IT tools in the analysis and communication of business and sport management information
- C3. Complete professional experiences with due consideration for appropriate organisational procedures, safety, and risk assessment
- C4. Propose, design, implement and communicate a significant piece of independent academic work, using appropriate methods, problem-solving and research approaches

### Transferable Skills

- D1. Communicate effectively and professionally using oral, written and visual formats
- D2. Manipulate, sort and present data appropriately and professionally
- D3. Reflect on working both independently and as being part of a team
- D4. Use academic skills that include critical reflection, enterprise skills that include negotiation and employability skills such as communication and prioritising tasks in both academic and professional environments.

## Appendix A: Module Delivery Structure

### Semester A start Part-Time:

AYR	Sessions	Semesters	Modules
2020-2021	2020 Part 1	30-Sep-20 Semester A (30 credits)	4WBS0042 - 0901 Initial Professional Portfolio
		19-Jan-21 Semester B (30 credits)	4WBS0043 - 0206 Global Sports Business
		26-May-21 Semester C (30 credits)	4WBS0044-0609 Principles of Sports Management
2021-2022	2021 Part 2	28-Sep-21 Semester A (30 credits)	4WBS0004-0901 Economics for Business 4WBS0040-0901 Accounting for Managers
	2021 Part 1	18-Jan-22 Semester B (30 credits)	5WBS0022-0206 Exploring Business Ethics 5WBS0016-0206 Project Planning and Control
		23-May-22 Semester C (30 credits)	5WBS0041 - 0609 Sports Marketing and Sponsorship
2022-2023	2022 Part 2	26-Sep-22 Semester A (30 credits)	5WBS0042-0901 Media and Public Relations
		16-Jan-23 Semester B (30 credits)	5WBS0043 - 0206 Enhancing your Professional Portfolio
	2023 Part 1	29-May-23 Semester C (30 credits)	6WBS0039 Advanced Professional Experience Portfolio
2023-24	2023 Part 1	25-Sep-23 Semester A (30 credits)	6WBS0040 - Leadership and Management in High Performance Sport
		15-Jan-24 Semester B (30 credits)	6WBS0008 Business Strategy 6WBS0016 Leadership and Organisations
		28-May-24	6WBS0041 - Research Dissertation - OPTIONAL

	<b>Semester C</b> (30 credits)	<b>or</b> 6WBS0010 Contemporary Issues in Business and Management - OPTIONAL 6WBS0031-Global, Marketing, Ethics and Culture - OPTIONAL
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### Semester B start: Part Time

A Yr	Sessions	Semesters	Modules
2020-2021	2020 Part 1	01-Jan-21 Semester B (30 credits)	4WBS0042 - 0901 Initial Professional Portfolio
		01-May-21 Semester C (30 credits)	4WBS0044-0609 Principles of Sports Management
		01-Sep-21 Semester A (30 credits)	4WBS0004-0901 Economics for Business 4WBS0040-0901 Accounting for Managers
2021-2022	2021 Part 2	01-Jan-22 Semester B (30 credits)	4WBS0043 - 0206 Global Sports Business
	2021 Part 1	01-May-22 Semester C (30 credits)	5WBS0041 - 0609 Sports Marketing and Sponsorship
		01-Sep-22 Semester A (30 credits)	5WBS0042-0901 Media and Public Relations
2022-2023	2022 Part 2	01-Jan-23 Semester B (30 credits)	5WBS0022-0206 Exploring Business Ethics 5WBS0016-0206 Project Planning and Control
		01-May-23 Semester C (30 credits)	5WBS0043-0206 Enhancing Professional Portfolio
	2023 Part 1	01-Sep-23 Semester A	6WBS0040 - Leadership and Management in High Performance Sport

		(30 credits)	
2023-24	2023 Part 1	<b>01-Jan-24 Semester B</b> (30 credits)	6WBS0008 Business Strategy 6WBS0016 Leadership and Organisations
		<b>01-May-24 Semester C</b> (30 credits)	6WBS0041 - Research Dissertation - OPTIONAL <u>or</u> 6WBS0010 Contemporary Issues in Business and Management - OPTIONAL 6WBS0031 Global, Marketing, Ethics and Culture - OPTIONAL
		<b>01-Sep-24 Semester A</b> (30 credits)	6WBS0039 Advanced Professional Experience Portfolio

## Section 2

### Programme management

**Relevant QAA subject benchmarking statements**

**Type of programme**

**Date of validation/last periodic review**

**Date of production/ last revision of PS**

**Relevant to level/cohort**

**Administrative School**

Business and Management Feb 2015

Events, Hospitality, Leisure, Sport and Tourism Sept 2016

Online

September 19

September 19

Level 4 entering September 2020 and January 2021

Hertfordshire Business School

Course details		
Course code	Course description	HECOS
BSWBSM	BSc (Hons) Business and Sport Management	HECOS: 100079 (50%) 100097 (50%)