

Title of Programme: BSc (Hons) Business and Sport Management (Online)

Programme Code: BSWBSM

# Programme Specification

This programme specification is relevant to students entering:  
01 September 2023

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

Signature



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

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).

### 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</b>	BSc Hons Business and Sport Management (Online)
<b>(Qualification and Subject)</b>	
<b>FHEQ level of award</b>	6

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#### A. Programme Rationale

The BSc (Hons) Business and Sport Management is a 100% online undergraduate programme exclusively for professionals who have experience of high-performance sport as either a 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.

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

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#### B. Educational Aims of the Programme

##### Diversity and Inclusion

Our programmes are purposefully designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. We will support students to shape their learning experience, removing barriers and enabling them to succeed. The curriculum explicitly includes multiple and representative perspectives, valuing collective identities and individual diversity. Learning, teaching and assessment activities help students to understand how they can enhance outcomes both for themselves and for others. All students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

**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 student's prospects of a second career following professional sport by promoting the development of a balanced portfolio of academic and vocational qualities

**Graduate Attributes**

Our graduates will be capable and professional, creative and enterprising, and will build their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven
- Digitally capable and confident
- Inclusive and collaborative
- Evidence based and ethical

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**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 and 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 (2021) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
A1- Recognise the basic principles and ethical considerations of business and the management of sport organisations	Acquisition of knowledge and understanding is through 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.	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.
A2- Use knowledge and critical understanding of the varied concepts, disciplines, processes, and practices in the study of business and sport management.	Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.	
A3- Examine the significance of contemporary issues that influence organisations in business and sport	For A1 the completion of module assessments, which include a combination of written reports (including the production of	
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

diagrammatic representations of conceptual understanding), online discussion, directed and self-directed reading among specialist textbooks and journals, formative assessment, and coursework.

For A2 and A3 students will develop and use knowledge on the core principles of business and sport management across modules. While understanding and examine the significance of contemporary issues that influence organisations will be a prominent feature throughout the broad experience of the 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 examination/presentation of detailed case studies; delivery emphasis upon 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.	
<b>Intellectual skills</b>	<b>Teaching and learning methods</b>	<b>Assessment strategy</b>
B1- Research and critically consider academic concepts, models, theories, principles, and information for decision making.	Intellectual skills specific to business and management are developed throughout the programme by the methods and strategies outlined in section A above.	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.
B2- Utilise critical thinking, analysis and synthesis when solving problems relevant to business and management of sport organisations.	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	
B3- Analyse and evaluate the impact of the wider economic, social, political, legal, and global perspectives on business and sport organisations.	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.	
B4- Adopt responsibility for learning and continuing professional development through autonomous action, and both academic and professional practice.	Throughout, the learner is encouraged to develop intellectual skills further by independent study	
<b>Practical skills</b>	<b>Teaching and learning methods</b>	<b>Assessment strategy</b>
C1- Conduct research into business and sport management issues through extracting and analysing data from a range of sources.	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.	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).
C2- Apply and utilise relevant IT tools in the analysis and communication of business and sport management information.	C2 is developed through module, coursework assignments and project assessment, with reliance upon the professional portfolio theme of study. With modules in Business Strategy, Leadership	
C3- Complete professional experiences with due consideration for		

appropriate organisational procedures, safety, and risk assessment.	and Organisations and Contemporary Issues in Business and Management modules.	
C4- Propose, design, implement and communicate a significant piece of independent academic work, using appropriate methods, problem-solving and research approaches	<p>C3 is developed throughout the programme in each module. Safety and risk assessment are 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>	
Transferable skills	Teaching and learning methods	Assessment strategy
D1- Communicate effectively and professionally using oral, written and visual formats.	Transferable skills are developed throughout the programme by the methods and strategies outlined in sections A, B and C above.	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.
D2- Manipulate, sort and present data appropriately and effectively.	Skill D1 is developed through a range of assessments such as assignments, written reports, video presentations and critical reflections.	<p>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 allowing personal review of performance.</p>
D3- Work effectively both independently and as part of a team	Skill D2 is introduced specifically through the level 4 Accounting for Managers module and in preparing assessments.	
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.	<p>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.</p> <p>Skill D4 is developed through assessment preparation and via the professional portfolio theme.</p> <p>Throughout the learner is expected to consolidate his/her development of practical information technology skills using information technology software, and associated training opportunities, available online through Studynet/CANVAS and Information Hertfordshire. In addition, the student is</p>	

encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan in professional portfolio theme.

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

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

### Professional and Statutory Regulatory Bodies

No accreditation

### 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

### Student Exchange programme

#### Incoming Exchange

N/A

### Study Abroad

N/A

### 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.

**Table 1a Outline Programme Structure**

**Mode of study** Part Time

**Entry point** Semester A

**Level** 4

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Initial Professional Portfolio	4WBS0042	30	0	0	100	0	A
Global Sports Business	4WBS0043	30	0	0	100	0	B

Principles of Sports Management	4WBS0019	30	0	0	100	0	C
Accounting for Managers	4WBS0040	15	0	0	100	0	A
Economics for Business	4WBS0003	15	0	0	100	0	A

Progression to level 5 requires a minimum of 90 credits.

#### Level 5

	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Titles							
Project Planning and Control	5WBS0016	15	0	0	100	0	B
Exploring Business Ethics	5WBS0022	15	0	0	100	0	B
Sports Marketing and Sponsorship	5WBS0041	30	0	0	100	0	C
Media and Public Relations	5WBS0042	30	0	0	100	0	A
Enhancing Academic and Professional Portfolio	5WBS0043	30	0	0	100	0	B

Progression to level 6 requires a minimum of 210 credits.

#### Level 6

	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Titles							
Advanced Professional Experience Portfolio	6WBS0039	30	0	0	100	0	C
Leadership and Management in High Performance Sport	6WBS0040	30	0	0	100	0	A
Leadership and Organisations	6WBS0016	15	0	0	100	0	B
Business Strategy	6WBS0008	15	0	0	100	0	B
Research Dissertation	6WBS0023	30	0	0	100	0	C
<b>Or</b>							
Contemporary Issues in Business and Management and	6WBS0010	15	0	0	100	0	C
Global Marketing, Ethics and Culture	6WBS0006	15	0	0	100	0	C

**Mode of study** Part Time

**Entry point** Semester B

#### Level 4



<b>Compulsory Modules</b> Module Titles	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Initial Professional Portfolio	4WBS0042	30	0	0	100	0	B
Principles of Sports Management	4WBS0019	30	0	0	100	0	C
Accounting for Managers	4WBS0040	15	0	0	100	0	A
Economics for Business	4WBS0003	15	0	0	100	0	A
Global Sports Business	4WBS0043	30	0	0	100	0	A

Progression to level 5 requires a minimum of 90 credits.

#### Level 5

<b>Compulsory Modules</b> Module Titles	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Sports Marketing and Sponsorship	5WBS0041	30	0	0	100	0	C
Media and Public Relations	5WBS0018	30	0	0	100	0	A
Exploring Business Ethics	5WBS0022	15	0	0	100	0	B
Project Planning and Control	5WBS0016	15	0	0	100	0	B
Enhancing Academic and Professional Portfolio	5WBS0043	30	0	0	100	0	C

Progression to level 6 requires a minimum of 210 credits.

#### Level 6

<b>Compulsory Modules</b> Module Titles	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Leadership and Management in High Performance Sport	6WBS0040	30	0	0	100	0	A
Leadership and Organisations	6WBS0016	15	0	0	100	0	B
Business Strategy	6WBS0008	15	0	0	100	0	B
Research Dissertation	6WBS0023	30	0	0	100	0	C
<b>or</b>							

Contemporary Issues in Business and Management <i>and</i>	6WBS0010	15	0	0	100	0	C
Global Marketing, Ethics and Culture	6WBS0031	15	0	0	100	0	C
Advanced Professional Portfolio	6WBS0039	30	0	0	100	0	A

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.

Essential pre-requisites apply in regard to achieving a PASS in a module: Enhancing your Academic and Professional Portfolio before undertaking L6 modules: Advanced Professional Portfolio and Research Project in Sport Management

#### 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)
University Certificate		45 credit points at level 4	4	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>
Certificate of Higher Education		120 credit points at level 4	4, 5	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, C1, C5, D1, D2, D3</i> <b>OR</b> <i>For untitled awards: See UPR AS11, section 13:</i> <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	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, B6, C1, C5, D1, D2, D3, D6</i> <b>OR</b> <i>For untitled awards: See UPR AS11, section 13:</i> <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

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## Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

- None

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

### Management

The programme is managed and administered through:

- The Programme Leader, who is responsible for the advising students on the programme as a whole and chairing the programme committee
- Student representatives on programme committees
- 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 administrative team to deal with day-to-day administration associated with the modules within the programme.

### Support

Students are supported by:

- An induction week at the beginning of each new academic session
- Overseas Orientation
- You will have a Personal Tutor who will be an important point of contact, able to help you gain a good understanding of the School and programme you are studying
- Academic module support and an identified programme management team
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, international student support etc.
- Office of the Dean of Students, Student Wellbeing (incorporating Counselling, Mental Health and Disability Support), Chaplaincy, and Day Nursery
- A versatile online interactive intranet and learning environment
- Access to extensive digital and print collections of information resources
- University Disability Advisors
- An Equality Office
- Careers and Employment
- Hertfordshire Student's Union
- Dedicated programme site

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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 dedicated programme site
- A Definitive Module Document (DMD) 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/>.

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## **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).

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

If you wish to receive a copy of the latest 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 delivered and 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	4WBS0019	x	x	x		x		x		x	x			x		x	x
	Global Sports Business	4WBS0043	x	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
	Media and Public Relations	5WBS0042	x		x	x	x		x	x		x	x	x	x		x	x
Level 6	Advanced Professional Experience Portfolio	6WBS0003	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	
	Leadership and Organisations	6WBS0016	x	x	x	x	x	x	x			x			x		x	
	Global Marketing and Ethics	6WBS0031	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	6WBS0023	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.

**Table 3: Development of Graduate Attributes in the Constituent Modules**

This map identifies where the Graduate Attributes are delivered in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the development of the Graduate Attributes (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own personal and professional development as the programme progresses. [Note that there is no requirement for the Graduate Attributes to be assessed through these modules]

D = Delivered

	Module Title	Module Code	Professionally Focused	Globally Minded	Sustainability Driven	Digitally capable & confident	Inclusive and collaborative	Evidenced based and Ethical
Level 4	Accounting for Managers	4WBS0040		D		D		
	Economics for Business	4WBS0003		D		D		
	Initial Professional Portfolio	4WBS0042	D	D		D		
	Principles of Sports Management	4WBS0019	D	D	D			
	Global Sports Business	4WBS0043		D	D		D	
Level 5	Project Planning and Control	5WBS0016	D		D	D	D	D
	Exploring Business Ethics	5WBS0022	D	D				D
	Sports Marketing and Sponsorship	5WBS0041	D	D	D			
	Enhancing your Academic and Professional Portfolio	5WBS0043	D	D		D	D	D
	Media and Public Relations	5WBS0042	D	D	D	D	D	D
Level 6	Advanced Professional Experience Portfolio	6WBS0003	D			D	D	D
	Business Strategy	6WBS0008	D	D	D		D	D
	Contemporary Issues in Business and Management	6WBS0010	D	D		D		D
	Leadership and Organisations	6WBS0016	D	D	D	D		D
	Global Marketing and Ethics	6WBS0031	D	D	D	D	D	D
	Leadership and Management in High Performance Sport	6WBS0040	D	D	D		D	D
	Research Dissertation	6WBS0023	D	D	D	D	D	D

## 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**

**Language of Delivery**

Business and Management Feb 2015

Events, Hospitality, Leisure, Sport and Tourism Sept 2016

Online

September 22

April 2022

Level 4 entering September 2023

Hertfordshire Business School

English

**Table 4 Course structure**

Course details			
Course Code	Course Description	HECOS	UCAS
BSWBSM	BSc (Hons) Business and Sport Management	100097, 50% 100079, 50%	N/A