

KEY PROGRAMME INFORMATION

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| Originating institution(s) Bournemouth University | Faculty responsible for the programme Faculty of Business and Law | |
| Final award(s), title(s) and credit BSc (Hons) Sport Management | | |
| Intermediate award(s), title(s) and credits Diploma of Higher Education (DipHE) Sport Management (requires 240 credits; 120 ECTS credits) Certificate of Higher Education (CertHE) Sport Management (requires 120 credits; 60 ECTS credits) | | |
| UCAS Programme Code(s) (where applicable and if known) N290; N291 | HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load. 100097 major part / 100096, 100098 minor part | |
| External reference points QAA Chapter 1: The National Level (Framework for Higher Education Qualifications (FHEQ)); QAA Subject Benchmark Statements (HLST) Association to Advance Collegiate Schools of Business (AACSB) General Business and Management 2015 Events, Hospitality, Leisure, Sport and Tourism 2016 Club Managers Association of Europe Chartered Management Institute 21st Century Leaders Report February 2018 Chartered Management Institute Framing the Future, boosting employability and productivity April 2017 Chartered Association of Business Schools Rethinking Business education for the Future 2017 JISC What makes a successful learner July 2016 | | |
| Professional, Statutory and Regulatory Body (PSRB) links Not applicable | | |
| Places of delivery Bournemouth University (Talbot Campus). | | |
| Mode(s) of delivery Full-time in-person | Language of delivery English | |
| Typical duration 3 years full-time with 6-weeks placement or 4 years full-time with 30-week sandwich placement | | |
| Date of first intake September 2025 | Expected start dates September | |
| Maximum student numbers 150 | Placements Students must complete a compulsory placement of 6 weeks ('short') as part of a 3-year full-time degree or a minimum of 30 weeks ('long') as part of a 4-year Sandwich degree. Placements are normally required to be completed prior to progression to Level 6 Students must find their own placements but will be supported by the Programme Team and Placement coordinators. Placements must be approved for suitability prior to being undertaken. | |
| Partner(s) Not applicable | Partnership model Not applicable | |
| Date of this Programme Specification April 2026 | | |
| Version number 2.1-0926 | | |
| Approval, review or modification reference numbers E242505, approved 24/01/2025 BAL 2526 10, approved 02/04/2026, previous version 2.0 -0926 | | |

Programme Specification – Section 1

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Programme Specification – Section 1

PROGRAMME STRUCTURE

| Programme Award and Title: BSc (Hons) Sport Management | | | | | | | | |
|--|-----------------|-------------------|-------------------------------|----------|----------|--|------------------------|---|
| Year 1/Level 4 | | | | | | | | |
| Students are required to complete 6 core units. | | | | | | | | |
| Unit Name | Core/ Option | No. of Credits | Assessment Element Weightings | | | Expected Contact hours per unit | Unit Version No. | HECoS Code (plus balanced or major/ minor load) |
| | | | Exam 1 | Cwk 1 | Cwk 2 | | | |
| Studying Sport | Core | 20 | | 50 | 50 | 36 | 1.1 | 100098 |
| Understanding the Sport Industry | Core | 20 | | 100 | | 36 | 1.0 | 100096 |
| Fundamentals of Sport Marketing | Core | 20 | | 50 | 50 | 36 | 1.0 | 100097 |
| Principles of Sport Management | Core | 20 | | 50 | 50 | 36 | 2.0 | 100097 |
| Sport, Culture and Society | Core | 20 | | 50 | 50 | 36 | 2.0 | 100098 |
| Financial Management in Sport | Core | 20 | | 50 | 50 | 36 | 1.0 | 100097 |
| Progression requirements: Students require 120 credit points at Level 4 | | | | | | | | |
| Exit qualification: Certificate of Higher Education (CertHE) Sport Management (requires 120 credits at Level 4) | | | | | | | | |

Programme Specification – Section 1

Year 2/Level 5

Students complete 4 core units and 2 option units.

To ensure a high-quality student experience, option units require minimum numbers to run and so they may only be available on a semester-by-semester basis. We will continually review options units to ensure that they remain current and relevant and so the options units may change from year to year. In instances of changes, students will be notified in advance of a semester starting.

| Unit Name | Core/ Option | No. of Credits | Assessment Element Weightings | | | Expected Contact hours per unit | Unit Version No. | HECoS Code (plus balanced or major/ minor load) |
|---|-----------------|-------------------|----------------------------------|----------|----------|--|------------------------|---|
| | | | Exam 1 | Cwk 1 | Cwk 2 | | | |
| Issues in Sport Management and Leadership | Core | 20 | | 50 | 50 | 36 | 1.0 | 100097 major |
| Professional Development for the Sport and Event industries | Core | 20 | | 100 | | 36 | 1.0 | 100097 / 100083 balanced |
| Consuming Sport | Core | 20 | | 60 | 40 | 36 | 2.0 | 100097 major |
| Research Methods for Sport | Core | 20 | | 100 | | 36 | 1.0 | 100098 major / 100097 minor / 100095 minor |
| Developing Sport in Practice | Option | 20 | | 50 | 50 | 36 | 1.0 | 100096 major |
| Safe Sport | Option | 20 | | 50 | 50 | 36 | 2.0 | 10095 / 100096 / 100097 balanced |
| Sport Economics | Option | 20 | | 50 | 50 | 36 | 1.0 | 100096 major 100449 minor |
| The Live Event | Option | 20 | | 50 | 50 | 36 | 1.0 | 100083 major / 100097 minor |
| Managing Esports | Option | 20 | | 50 | 50 | 36 | 1.0 | 100097 |
| Issues and Controversies in Sport, Culture and Society | Option | 20 | | 50 | 50 | 36 | 2.0 | 100098 major / 100095 minor / 100097 minor |
| Digital Marketing Communications | Option | 20 | | 50 | 50 | 36 | 1.1 | 100083 major |

Progression requirements: Requires 120 credits at Level 5.

Exit qualification: Diploma of Higher Education (DipHE) Sport Management (requires 120 credits at Level 4 and 120 credits at Level 5).

Compulsory placement in industry/business:

Students must complete a compulsory placement of 6 weeks ('short') as part of a 3-year full-time degree or a minimum of 30 weeks ('long') as part of a 4-year Sandwich degree. Placements are normally required to be completed prior to progression to Level 6.

A short placement is usually completed between Level 4 and Level 5 or between Level 5 and Level 6.

A long placement should be completed between Level 5 and Level 6. Exemption for the long placement is possible where a student has worked in industry/business at a relevant level. Exemptions are subject to approval by the Accreditation of Prior Learning (APL) Board.

Detailed guidance on Placements is given within the BUBS Placement Handbook.

Progression requirements: A minimum of 120 credits at Level 5, and satisfactory completion of either a short placement (6-week) as part of a 3-year degree award, or a long placement (30-week) as part of a 4-year sandwich degree.

Programme Specification – Section 1

Year 3/Level 6

Students on BSc (Hons) Sport Management are required to complete 120 credits at Level 6. This includes the completion of either a final year dissertation (40 credits) or Applied Sport Project* (40 credits). The remaining 80 credits will derive from students selecting 4 option units).

To ensure a high-quality student experience, option units require minimum numbers to run and so they may only be available on a semester-by-semester basis. We will continually review option units to ensure that they remain current and relevant and so the option units may change from year to year. In instances of changes, students will be notified in advance of a semester starting.

| Unit Name | Core/ Option | No. of Credits | Assessment Element Weightings | | | Expected Contact hours per unit | Unit Version No. | HECoS Code (plus balanced or major/ minor load) |
|--|-----------------|-------------------|----------------------------------|----------|----------|--|------------------------|---|
| | | | Exam 1 | Cwk 1 | Cwk 2 | | | |
| Dissertation (Sport) | Option* | 40 | | 100 | | 20 | 1.0 | 100098 |
| Applied Sport Project | Option* | 40 | | 50 | 50 | 20 | 1.1 | 100097 / 100095 balanced |
| Strategy and Leadership | Option | 20 | | 50 | 50 | 36 | 2.0 | 100083 / 100097 / 100100 balanced |
| Using Data in Sport Business | Option | 20 | | 30 | 70 | 36 | 1.0 | 100097 major / 101221 major |
| Developing People in Sport | Option | 20 | | 100 | | 36 | 1.0 | 100096 major / 100095 minor / 100097 minor |
| Entrepreneurship and Innovation in Sport | Option | 20 | | 100 | | 36 | 1.0 | 100097 |
| Sport Tourism | Option | 20 | | 100 | | 36 | 2.0 | 100098 major / 100100 major / 100097 minor |
| Applied Sales and Marketing in Sport | Option | 20 | | 100 | | 36 | 1.0 | 100097 major / 100075 minor |
| Sport Spaces and Physical Cultures | Option | 20 | | 50 | 50 | 36 | 1.0 | 100098 major / 100505 minor |
| Managing Crises and Disasters | Option | 20 | | 100 | | 36 | 2.0 | 100823 major |

Exit qualification: BSc (Hons) Sport Management.

Full-time UG award: Requires 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6 and successful completion of 6-week placement.

Sandwich UG award: Requires 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6 and successful completion of a 30-week placement.

AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

The aims of this programme are to develop critically informed, innovative, ethical, and socially responsible graduates that demonstrate:

1. a systematic subject knowledge and understanding of core sport management concepts, theories, and principles in their global contexts;
2. critical thinking and analysis skills that enable students to evaluate different types of evidence in order to identify weaknesses in existing practice and limitations in research to create innovative, ethical, and socially responsible solutions to issues in sport management;
3. a high degree of practical and applied understanding of how relevant concepts, theories and principles apply to sport management along with an ability to analyse and communicate complex information to specialist and non-specialist audiences;
4. highly developed interpersonal and leadership skills that enable students to become inclusive, innovative, responsible, and impactful leaders;
5. critical, independent thinking and an ability to show sensitivity to diversity, apply initiative, exercise personal and social responsibility, and self-manage their own continued development and lifelong learning.

This programme has been aligned to the Quality Assurance Agency for Higher Education Subject Benchmark Statements for Events, Hospitality, Leisure, Sport and Tourism (2016).

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

BSc (Hons) Sport Management is aligned with Bournemouth University's 2025 (BU2025) strategic vision to be recognised world-wide as a leading university for inspiring learning, advancing knowledge, and enriching society through education, research, and practice. Whilst all BU2025 themes are reflected in aspects of this Sport Management degree programme, most reflected is the theme of Business and Economic Sustainability. The BU2025 core values of inclusivity, responsibility, and impacting society are explicitly reflected in the aims and outcomes of the Sport Management degree which seeks to enhance sport and society through innovative, ethical, and socially responsible sport management practice in a range of global contexts. The curriculum is research-led and industry informed through our relationships with practitioners, graduates, and partners (e.g., AFC Bournemouth). It contains opportunities for students to co-create and engage with industry bodies, such as, local community groups, businesses, and elite sport clubs using a range of learning and assessment strategies.

There is a comprehensive suite of co-curricular learning opportunities for students to enhance their experience and develop transferable skills for employment or further study. To develop these skills all students will engage in a placement (minimum 6 weeks) and/or study abroad (1 semester). The Sport Management degree provides clear opportunities for interdisciplinary learning within and across units of study offered in BSc (Hons) Sport Coaching, whilst maintaining a distinctive sport management focus that is underpinned by BU's 2025 values. The Sport Management curriculum supports students to develop graduate attributes including subject knowledge and understanding, critical analysis, and applied problem-solving as well as collaboration and teamwork, citizenship and societal contribution, global outlook and innovation and entrepreneurship.

More detail about Bournemouth University's Strategic plan can be found [here](#).

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The programme is also strongly aligned with the Association to Advance Collegiate Schools of Business (AACSB). Bournemouth University Business School is accredited by the AACSB, as such their principles concerning the progression of learning from Level 4 thru 6 is integral to the programme design. As such, we demonstrate commitment to maintaining a high-quality programme that meets the needs of our past, current, and future students. Through consistent engagement with industry partners, we relate to a range of organisations and people in industry, which enables us to develop curriculum that is relevant, and graduates that are ready to meet the demands of the sport management industry. This approach is central to our focus on developing societal impact through our departmental research and graduate body. To ensure that we achieve these AACSB priorities, the programme will be monitored on an ongoing basis to ensure its success and future development to meet industry needs.

More details about the AACSB can be found [here](#).

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes consist of units, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. A 20-credit unit equates to 200 hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment), and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits. The elevation in the words required for the final year projects reflects the importance of undertaking an in-depth piece of original research as the capstone to a degree in order to properly assess the degree to which our programme has created independent researchers.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

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| A: Subject knowledge and understanding This programme provides opportunities for students to develop and demonstrate knowledge and understanding of: | The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes: |
| A1 core concepts, theories, and principles of relevance to the global practice of sport management alongside advanced understanding of how limitations and issues may be remedied in practice; | Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none">• lectures (A1 – A4);• seminars (A1 – A4); |

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| <p>A2 cutting-edge research as it applies to sport management broadly, and students chosen specialisms, specifically;</p> <p>A3 pervasive contemporary and emerging issues that are critical to developing theoretically informed practice in the global sport industry;</p> <p>A4 appropriate methodologies and skills that demonstrate competency and independence in practices to identify high-quality evidence, generate data, and communicate results to specialist and non-specialist audiences.</p> | <ul style="list-style-type: none"> • workshops (A1 – A4); • directed reading (A1, A3); • peer-learning (A2 – A3); • use of the VLE (A1 – A4); • independent research (A4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • essays (A2 – A4); • reports (A1 – A4); • presentations (A1 – A4) • dissertation or applied sport project (A4). |
| <p>B: Intellectual skills</p> <p>This programme provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p> |
| <p>B1 critically evaluate relevant concepts, theories and principles of relevance to sport management and related disciplines to create informed positions on the limitations and issues with existing practice;</p> <p>B2 critically analyse a range of sources to develop theoretically informed solutions to challenges and problems faced in sport management and related disciplines;</p> <p>B3 critically engage with existing cases, policies and programmes to develop applied solutions to manage complexity, uncertainty, and ambiguity in sport management and related disciplines;</p> <p>B4 communicate critical applications of knowledge to a range of issues and problems that affect sport managers and leaders;</p> <p>B5 Conduct independent research that demonstrates a capacity to identify issues and apply appropriate research methods and analytical approaches to advance knowledge of sport management and related disciplines.</p> | <p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (B1 – B5); • seminars (B1 – B5); • workshops (B1 – B5); • directed reading (B1 – B5); • use of the VLE (B2 – B5); • independent research (for dissertation) (B1 – B5). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays (B1 – B5); • reports (B1 – B5); • presentations (B1 – B5); • dissertation (B5). |
| <p>C: Practical skills</p> <p>This level provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p> |
| <p>C1 develop evidence-based solutions to problems and issues in sport management, which demonstrate ethically and socially responsible management;</p> <p>C2 demonstrate systematic understanding of relevant concepts, theories, and principles to evaluate and communicate the impact of management decisions in sport;</p> | <p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (C1 – C3); • seminars (C1 – C4); • workshops (C1 – C4); • independent research for empirical dissertation (C1 – C2); • group exercises (C3 – C4). |

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| <p>C3 apply impactful, ethical, and socially responsible problem-solving and practical innovations to issues and problems in the sport industry;</p> <p>C4 use appropriate methodologies, analytical techniques and skills (including competent and independent use of information technologies and online environments) to source evidence, generate data, and communicate results to appropriate academic standards.</p> | <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays (C2 – C4); • reports (C1 – C4); • presentations (C1 – C4) • dissertation (C4). |
| <p>D: Transferable skills</p> <p>This level provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p> |
| <p>D1 demonstrate initiative, and exercise personal responsibility in the successful management and leadership of independent and collaborative projects;</p> <p>D2 deploy advanced interpersonal skills including listening, negotiating, persuasion and presentation in relation to specialist and non-specialist audiences;</p> <p>D3 demonstrate openness and sensitivity to diversity in relation to people involved in a range of contemporary sport management and related disciplinary contexts;</p> <p>D4 manage a process of continued development and lifelong learning in enterprising, innovative, ethical, socially responsible, and professionally appropriate ways.</p> | <p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (D1 – D4); • seminars (D1 – D4); • workshops (D1 – D4); • use of the VLE (D1 – D4); • directed reading (D1 – D4). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays (D1 – D4); • reports (D1 – D4); • presentations (D1 – D4); • dissertation (D1 – D4). |

LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

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| <p>A: Knowledge and understanding</p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p> |
| <p>A1 issues and limitations associated with theories, paradigms, and concepts of relevance to sport management and related disciplines;</p> <p>A2 issues and limitations with different forms of evidence used to develop knowledge of sport management and related disciplines;</p> <p>A3 issues and needs of different participants, and groups, within the area of sport management;</p> <p>A4 methods of enquiry in sport management, and the ability to critically evaluate the appropriateness of different approaches to solving problems.</p> | <p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (A1 – A4); • seminars (A1 – A4); • workshops (A1 – A4); • directed reading (A1 – A4); • peer-learning (A2 – A3); • use of the VLE (A1 – A4); • independent learning (A4). |
| | <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays (A2 – A4); • reports (A1 – A4); • presentations (A1 – A4); • mini-dissertation (A1 – A4). |

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| <p>B: Intellectual skills</p> <p>This level provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p> |
| <p>B1 critically evaluate concepts, theory, and principles of relevance to sport management and related disciplines;</p> <p>B2 critically analyse and interpret different sources of information to develop coherent and logical arguments about specific issues and controversies in accordance with sport management theories, concepts, and principles;</p> <p>B3 critically engage with existing cases, policies, programmes, and organisational activities to identify weaknesses or limitations in approaches to managing sport;</p> <p>B4 effectively communicate critical arguments about evidence, research, and practice in the context of sport management;</p> <p>B5 develop a critically informed and viable plan for an independent research project.</p> | <p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (B1 – B5); • seminars (B1 – B5); • workshops (B1 – B5); • directed reading (B1 – B5); • use of the VLE (B2 – B5); • independent research (B1 – B5). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays (B2 – B5); • reports (B1 – B5); • presentations (B1 – B5); • mini-dissertation (B1 – B5); |
| <p>C: Practical skills</p> <p>This level provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p> |
| <p>C1 undertake applied tasks (such as designing and coordinating an event) to demonstrate ability to manage and lead sport independently or as part of a team;</p> <p>C2 critically assess, interpret and communicate the impact of management decisions on sport organisations and their users in different sectors of the sport industry;</p> <p>C3 apply principles of sport management to demonstrate understanding of issues and limitations in a range of historical and current sport-based scenarios;</p> <p>C4 use advanced skills to locate, analyse and communicate appropriate knowledge about the sport management industry to specialist and non-specialist audiences.</p> | <p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (C1 – C3); • seminars (C1 – C4); • workshops (C1 – C4); • independent research (C1 – C4); • group exercises (C3 – C4). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays (C2 – C4); • reports (C1 – C4); • presentations (C1 – C4); • mini-dissertation (C1 – C4). |
| <p>D: Transferable skills</p> <p>This level provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p> |
| | <p>Learning and teaching strategies and methods:</p> |

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| <p>D1 advance initiative, and exercise personal responsibility in independent and collaborative projects;</p> <p>D2 use interpersonal skills to communicate information, ideas, problems, and solutions to specialist and non-specialist audiences;</p> <p>D3 demonstrate openness and sensitivity to diversity in the management of sport across a range of issues and contexts;</p> <p>D4 engage in a personal and interpersonal process of continuous professional development in preparation for placement.</p> | <ul style="list-style-type: none"> • lectures (D1 – D4); • seminars (D1 – D4); • workshops (D1 – D4); • use of the VLE (D1 – D4); • directed reading (D1 – D4). |
| | <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • examinations (D1 – D4); • essays (D1 – D4); • reports (D1 – D4); • presentations (D1 – D4); • mini-dissertation (D1 – D4). |

LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES

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| <p>A: Knowledge and understanding</p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p> |
| <p>A1 underlying concepts, theories and principles that are relevant to sport management and related disciplines;</p> <p>A2 the importance of different types of evidence through which knowledge and understanding about sport management and related disciplines may be obtained;</p> <p>A3 the needs of different organisational types and participants in the sport industry;</p> <p>A4 the appropriateness of different techniques and approaches to developing understanding of sport management and related disciplines.</p> | <p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (A1 – A4); • seminars (A1 – A4); • workshops (A1 – A4); • directed reading (A1, A3); • peer-learning (A2 – A3); • use of the VLE (A4); • independent research (A5). |
| | <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays (A2 – A4); • reports (A1 – A4); • presentations (A1 – A4). |
| <p>B: Intellectual skills</p> <p>This level provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p> |
| <p>B1 interpret theories, concepts and principles that are germane to the multi-disciplinary management of sport;</p> <p>B2 present, evaluate and interpret different sources of academic and non-academic evidence to make sound judgements in accordance with basic theories and concepts;</p> | <p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (B1 – B4); • seminars (B1 – B4); • workshops (B1 – B4); • directed reading (B1 – B4); • use of the VLE (B2 – B4); • independent learning (B1 – B4). |

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| <p>B3 evaluate the appropriateness of different approaches to managing sport;</p> <p>B4 accurately communicate about theories, concepts and principles of sport management;</p> <p>B5 develop introductory skills that will enable the reading and interpretation of academic sources as a basis for independent research.</p> | <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • examinations (B3, B2); • essays (B2 – B4); • reports (B1 – B4); • presentations (B1 – B4). |
| <p>C: Practical skills</p> <p>This level provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p> |
| <p>C1 undertake practical tasks related to the management of sport, either independently or as part of a team;</p> <p>C2 evaluate and communicate the potential impact of management decisions in sport;</p> <p>C3 apply basic principles of sport management to a variety of situations and contexts in the industry;</p> <p>C4 use appropriate skills, including information technologies and online environments, to locate appropriate sources of evidence.</p> | <p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (C1 – C3); • seminars (C1 – C4); • workshops (C1 – C4); • independent research (C1 – C2); • group exercises (C3 – C4). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • examinations (C3, C2); • essays (C2 – C4); • reports (C1 – C4); • presentations (C1 – C4). |
| <p>D: Transferable skills</p> <p>This level provides opportunities for students to:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p> |
| <p>D1 make decisions and take personal responsibility, in the completion of independent and collaborative projects;</p> <p>D2 use interpersonal skills to accurately communicate information, ideas, and problems through structured and coherent arguments;</p> <p>D3 demonstrate openness and sensitivity to diversity in the management of sport;</p> <p>D4 manage their own learning and development in a proactive manner.</p> | <p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (D1 – D4); • seminars (D1 – D4); • workshops (D1 – D4); • use of the VLE (D1 – D4); • directed reading (D1 – D4). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • examinations (D1 – D4); • essays (D1 – D4); • reports (D1 – D4); • presentations (D1 – D4). |

Programme Specification - Section 2

Programme Skills Matrix

| Programme Intended Learning Outcomes Units | | A 1 | A 2 | A 3 | A 4 | B 1 | B 2 | B 3 | B 4 | B 5 | C 1 | C 2 | C 3 | C 4 | D 1 | D 2 | D 3 | D 4 |
|--|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| L6 | Dissertation (Sport) | X | X | X | X | X | | | X | X | | X | | X | X | X | X | X |
| L6 | Applied Sport Project | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| L6 | Strategy and Leadership | X | X | X | | X | X | X | X | | X | X | X | | X | X | X | X |
| L6 | Using Data in Sport Business | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| L6 | Developing People in Sport | X | X | X | | X | X | X | X | | X | X | | | X | X | X | X |
| L6 | Entrepreneurship and Innovation in Sport | X | X | X | | X | X | X | X | | X | X | X | | X | X | X | X |
| L6 | Sport Tourism | X | X | X | | X | X | X | X | | X | X | | | X | X | X | X |
| L6 | Applied Sales and Marketing in Sport | X | X | X | | X | X | X | X | | X | X | X | | X | X | X | X |
| L6 | Sport Spaces and Physical Cultures | X | X | X | | X | X | X | X | | X | X | | | X | X | X | X |
| L6 | Managing Crises and Disasters | X | X | X | | X | X | X | X | | X | X | X | | X | X | X | X |
| L5 | Issues in Sport Management and Leadership | X | X | X | X | X | X | X | X | | X | X | X | X | X | X | X | |
| L5 | Professional Development for the Sport and Event Industries | X | | | | X | | | X | | X | X | | X | X | | X | X |
| L5 | Consuming Sport | X | X | X | X | X | X | X | X | | X | X | X | X | X | X | X | |
| L5 | Research Methods for Sport | X | X | | X | X | X | X | X | X | | X | X | X | X | | X | |
| L5 | Developing Sport in Practice | X | X | X | X | X | X | X | X | | X | X | X | X | X | | X | |
| L5 | Safe Sport | X | X | X | X | X | X | X | X | | X | X | X | X | X | X | X | |
| L5 | Sport Economics | X | X | | X | X | X | X | X | | X | X | X | X | X | | X | |
| L5 | The Live Event | X | | X | | X | X | | X | | X | X | X | X | X | X | X | |
| L5 | Managing Esports | X | X | X | X | X | X | X | X | | X | X | X | X | X | | X | |

Programme Specification - Section 2

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|-----------|--|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| L5 | Issues and Controversies in Sport, Culture and Society | X | X | X | X | X | X | X | X | | X | X | X | X | X | X | X | |
| L5 | Digital Marketing Communications | X | X | X | | X | X | X | X | | X | X | X | X | X | | X | |
| L4 | Studying Sport | X | X | | X | X | X | | X | X | X | | X | X | X | X | | X |
| L4 | Understanding the Sport Industry | X | X | X | | X | X | | | X | X | | X | X | X | X | X | X |
| L4 | Fundamentals of Sport Marketing | X | X | X | | X | X | X | | X | X | X | X | X | X | X | | X |
| L4 | Principles of Sport Management | X | X | X | | X | X | X | X | X | X | X | X | X | X | X | X | X |
| L4 | Sport, Culture and Society | X | X | X | | X | X | | X | X | | X | X | X | X | X | X | X |
| L4 | Financial Management in Sport | X | X | X | | X | X | X | | X | X | X | X | X | X | X | | X |

ADMISSION REGULATIONS

General entry requirements can be viewed on the university website: [Courses | Bournemouth University](#)

Specific entry requirements for BSc (Hons) Sport Management can be viewed at the following link: [Sport Management | Bournemouth University](#)

PROGRESSION ROUTES

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the [recognition register](#) for a full list of approved Recognition arrangements and agreed entry criteria.

To take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation/Recognition/Progression route(s) for this programme may be subject to change. Where this happens students will be informed and supported by the Bournemouth University Business School as early as possible.

ASSESSMENT REGULATIONS

This programme operates within Bournemouth University's standard assessment regulations (Policy 6A – Standard Assessment Regulations: Undergraduate Programmes)

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

All undergraduate students will undertake a form of placement as it is a key driver of employability. The length of placement is optional. Students can complete a 1-year (minimum 30 week) placement as part of a 4-year degree programme or a summer (minimum 6-week) placement as part of a 3-year degree. Placements are not defined as a unit. Placements are normally required to be completed prior to progression to level 6