

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Bournemouth University Business School
Final award(s), title(s) and credits Master of Science (MSc) Sport Management (requires 180 credits; 90 ECTS credits)	
Intermediate award(s), title(s) and credits Postgraduate Certificate (PG Cert) Sport Management (60 credits) (30 ECTS) Postgraduate Diploma (PG Dip) Sport Management (120 credits) (60 ECTS)	
UCAS Programme Code(s) (where applicable and if known) MSc Sport Management	HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load. N880 Sport Management
External reference points The UK Quality Code for Higher Education; Part A: Setting and maintaining academic standards; Chapter A1: UK and European reference points for academic standards (October 2013) - incorporates the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (Qualification Frameworks) and Subject Benchmark Statements; QAA Masters Degree Characteristics Statement (September 2015)	
Professional, Statutory and Regulatory Body (PSRB) links Chartered Institute for the Management of Sport and Physical Activity (CIMPSA) Club Managers Association of Europe	
Places of delivery Bournemouth University, Talbot Campus	
Mode(s) of delivery Full-time Full-time Sandwich Part-time	Language of delivery English
Typical duration Full-time: 1 year (12 months) Full-time Sandwich: 2 years (24 months)	
Date of first intake September 2019	Expected start dates September and January
Maximum student numbers Not Applicable	Placements Optional and may take the form of overseas study at a partner institution
Partner(s) Not applicable	Partnership model Not applicable
Date of this Programme Specification March 2025	
Version number 1.2-0125	
Approval, review or modification reference numbers E20181924 EC2021 01, FM2021 04 approved 04/11/2020 and 10/03/2021, previously v1.0 BUBS2425 20, approved 20/03/2025, previously v1.1	
Author	

Programme Specification – Section 1

Dr Andrew Adams

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PROGRAMME STRUCTURE

Programme Award and Title:								
Stage 1/Level 7 *Students are required to take six core units and to then select either the Applied Sport Project or Dissertation								
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			
Real World Issues in Sport Management	Core	20		50	50	40	1.0	N880 50% C640 50%
Sport Business Analytics	Core	20		30	70	40	1.0	N880 100%
Sport, Business Leadership	Core	20		50	50	36	1.0	N880 100%
Strategic Sport Management	Core	20		30	70	40	1.0	N880 100%
International Sport Marketing	Core	20		100		40	1.0	N880 100%
International Sport Event Management	Core	20		100		40	1.0	N880 100%
Dissertation	Option*	60		20	80	20	1.0	
Applied Sport Project	Option*	60			100	20	1.0	10097
Placement	Option	None					3.0	
Progression requirements: None Exit qualification: PG Cert Sport Management (requires 60 credits at L7) PG Dip Sport Management (requires 120 credits at L7) MSc Sport Management (requires 180 credits at L7)								
Placement: <i>Optional and may take the form of overseas study at a partner institution</i>								

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

MSc Sport Management revalidation 2019

The aims of this Level 7 programme are to produce students that:

1. Demonstrate systematic management science knowledge and critical awareness of a broad spectrum of current issues and research as they relate to theories, concepts and principles underpinning sport management practice.
2. Critically evaluate and assess the effectiveness of a wide range of management concepts and tools, and their application in national and international sports markets and organisations
3. Demonstrate originality in the scientific application of knowledge to appraise current and future environments in which the key strategic drivers for sport are theoretically applied to make sense of practical and policy implications
4. Have practical understanding of how established techniques of research and scientific enquiry can be used to evaluate and respond to tactical and strategic issues of concern for the practice of sport and for sport organisations.
5. Have the conceptual understanding to critically analyse and apply appropriate scientifically derived management information in order to design and justify a significant span of innovative solutions to complex and unpredictable problems
6. Are able to evaluate and critique methodologies enabling the synthesis of a wide-range of complex information and data in order to formulate logical responses to changing global management contexts within which the sport industry operates
7. Systematically and creatively present wide-ranging persuasive and logical arguments that display independence of thought and action and challenge existing assumptions from a number of informed perspectives
8. Are self-directed and able to act autonomously in managing their professional development and skills.
9. Demonstrate an ability to communicate ideas, problems and solutions across different media to specialist and non-specialist audiences.

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

This programme sits within the confines of the Bournemouth University Business School, which is, as accredited by the AACSB, focussed on providing technical and strategic courses that promote pragmatic understanding and implementation for individual and social benefit. All 'Sport Management' courses offered in the UK at postgraduate level are offered as MScs. The course is science based in the sense that it comprises a systematic body of knowledge pertaining to a specific field of study that contains general facts which explains a phenomenon; sport management the course . The MSc programme enables students to transfer a scientific approach to a particular body of knowledge to the workplace where a manager can apply particular skills and aptitudes to establish causal relationships. Moreover the (social and management) scientific underpinning of the MSc programme is the first step towards a PhD and a potential career in academia. Importantly each unit that comprises the MSc

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requires research and analysis to enable the technical aspects of knowledge to be applied by the individual within their own circle of understanding. Certainly the MSc dissertation is an exercise in scientific methodology and writing to enable the student to examine an aspect of interest from a logical and critical perspective.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

MSc 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 the fusion of education, research and practice. Whilst all BU2025 themes are reflected in aspects of this MSc Sport Management degree programme, most reflected is the theme of *Business and Economic Sustainability*. The BU2025 core values of inclusivity and responsibility and of impacting society are explicitly reflected in the aims and outcomes of the Sport Management degree which seeks to ensure that graduating students can not only function in a sport management environment, but understand potential consequences of decisions and actions they may take.

This MSc Sport Management programme embeds a distinctive *Fusion learning approach* into content delivery and assessment. The curriculum is both research-led and strongly industry based. It contains opportunities for students to co-create academically and to engage with industry including local and regional community groups, local and regional businesses and regionally based elite sport clubs through learning and assessment strategies. There is a comprehensive range of co-curricular learning opportunities for students to enhance their experience and develop transferable skills for employment or further study, and all students have the opportunity to engage in a placement (minimum 6 weeks) and international study. The Sport Management curriculum supports students to develop Masters level attributes including leadership, collaboration and teamwork, citizenship and societal contribution, global outlook and innovation and entrepreneurship.

More details of Bournemouth University's Strategic plan can be found here:

<https://www.bournemouth.ac.uk/about/bu2025-our-vision-values-strategic-plan>

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, 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. 20 credits is the equivalent of 200 study 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 are distinct from other assessment types. The word count for a Masters level dissertation is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

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 7 INTENDED PROGRAMME OUTCOMES

<p>A: Subject knowledge and understanding</p> <p>This programme and 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 programme learning outcomes:</p>
<p>A1 the theoretical issues pertinent to sport management and how they relate to broader practical and policy implications for sport and demonstrating a knowledge and understanding of how the global sport industry operates;</p> <p>A2 the systematic application of cutting-edge, research-informed practice, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice;</p> <p>A3 pervasive, contemporary and emerging issues, including a critical and systematic understanding of the diverse needs of all stakeholders involved in the sport management process;</p> <p>A4 originality in the application of established methodologies to lead, coordinate, execute and communicate an independent research project within the students chosen area of specialism in sport management.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> lectures (A1 – A4); seminars and workshops (A1 – A4); directed reading (A1 – A4); use of the VLE (A1 – A4); independent study (A1 – A4); group work (A1 – A3); independent research (for dissertation) (A1 – A4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> examinations (A1 – A3); coursework essays (A1 – A3); presentations (A1 – A3); reflective reports (A1 – A3); dissertation (A1 – A4).
<p>B: Intellectual skills</p> <p>This programme and 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 programme outcomes:</p>
<p>B1 systematically and critically evaluate theory, research and practice from a variety of disciplines related to sport and management;</p> <p>B2 Extract, interpret and synthesise rigorous relevant sport management data from a variety of high-quality sources to support coherent and logical findings, reasoned conclusions, and a range of rational solutions;</p> <p>B3 analyse and solve complex problems relating to sports management using applied logic, initiative and personal responsibility. Apply theoretical and research knowledge relating to sports management to manage complexity, uncertainty and ambiguity in fluid and unpredictable sport management contexts;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> lectures (B1) seminars and workshops (B1 – B4); directed reading (B1 – B3); use of the VLE (B1 – B3); independent study (B1 – B3); group work (B1 – B4); independent research (for dissertation) (B1 – B4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>

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B4 effectively and confidently communicate complex theory, research, information, ideas, problems and research-informed solutions to a variety of specialist and non-specialist audiences.	<ul style="list-style-type: none"> • examinations (B1, B2, B4); • coursework essays (B1 – B4); • presentations (B1 – B4); • reflective reports (B1 – B4); • dissertation (B1 – B4).
C: Practical skills This programme and level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
C1 undertake practical tasks and rigorous research into sport management related issues independently and as part of a team, demonstrating sound, ethical and socially-responsible leadership and judgement; C2 accurately and systematically synthesise critical understanding enabling sound evaluation and communication of the impact of complex management decisions in sport; C3 apply systematically and creatively complex, meaningful, creative, and sustainable problem-solving and practical innovations in global sport management contexts; C4 apply appropriate sports management research protocols methodologies and skills to industry-related problems and develop empirical research, and communicate effectively and confidently, using a range of media in the sport management environment	<div> Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> • seminars and workshops (C1 – C4); • coursework (C1 – C4); • group work (C1 – C4); • use of the VLE (C4); • independent research (for dissertation) (C1 – C4). </div> <div> Assessment strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> • examinations (C2); • coursework essays (C1 – C4); • presentations (C1 – C4); • reflective reports (C1 – C4); • dissertation (C1, C2, C4). </div>
D: Transferable skills This programme and level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
D1 Illustrate competence in the use of IT and specialist software to be utilised in the field of sport management and solve problems, making complex and critical decisions enabling confident and sound judgement in decision making; D2 deploy a range of highly-developed interpersonal and leadership skills to communicate information, ideas, problems and solutions to a variety of specialist and non-specialist audiences; D3 demonstrate openness and sensitivity to diversity in terms of other people, cultures and contemporary sport management issues and demonstrate collaborative skills; D4 manage their own continued development and lifelong learning in enterprising, innovative and professionally appropriate ways.	<div> Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> • lectures (D2, D3); • seminars and workshops (D1 – D4); • group work (D1 – D4); • use of the VLE (D1 – D4); • directed reading (D1 – D4); • independent research (for dissertation) (D1 – D4). </div> <div> Assessment strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> • coursework essays (D2 – D4); • examinations (D2); </div>

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	<ul style="list-style-type: none">• group work (D1 – D4);• presentations (D1 – D4);• reflective reports (D1 – D4);• dissertation (D1 – D4).
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ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Admission Regulations

<https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-admissions-regulations.pdf>

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

https://intranetsp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx for a full list of approved Recognition arrangements and agreed entry criteria.

In order 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 Faculty as early as possible.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Assessment Regulations.

<https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate.pdf>

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

As part of our Level 7 programmes, students can opt to do a placement. The option of undertaking a placement provides a clear competitive advantage to the programme, as students can: a) gain real life work experience in an area of business suited to particular individual skill sets, and b) (for non-native English speakers) use the placement as an opportunity to improve their transactional and business English. Both of these aspects of the placement are likely to enhance their future employability. Undertaking a placement allows non-EU students the opportunity to stay in the UK for two years. It is for these reasons that the placement often pursued by students.

The placement involves working in a sport management related company or using business skills on a more applied basis in an allied company for a minimum of 30 weeks full-time. If students do not choose to do a placement, the programme lasts 12/15 months; if they elect to do a placement, the programme lasts for 24 months. Non-EU students are covered for a 2-year programme as far as visa regulations are concerned.

Students start their placement when the dissertation part of the programme finishes, usually in September (for September entrance students) and in June (for January entrance students). Once students have completed their placement, they will produce a reflective overview of their placement experience and provide evidence from the 'employer' of their period of employment.

Whilst on placement, students are supported by the placement office and the placement coordinator and by their Placement Development Adviser who monitors the quality of their placement experience.

Students who opt to do a placement are supported prior to placement through a programme of seminars and workshops designed to improve their potential engagement with placement providers (employers). Topics include: searching for a placement, writing a CV and covering letter, completing an application form, being interviewed (by phone and face-to-face), and networking. Students also receive language support to help facilitate performance in interviews and written applications.

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Students also have the option of incorporating a period of Study Abroad within their 30 week placement, with the option to study in a variety of destinations world-wide.

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Programme Skills Matrix

Units		Programme Intended Learning Outcomes															
		A 1	A 2	A 3	A 4	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3	D 4
LEVEL 7	Dissertation or Applied Sport Project	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓		✓	✓	✓
	Real World Issues in Sport Management		✓	✓		✓		✓	✓	✓	✓	✓				✓	✓
	Sport Business Analytics	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Sport Business Leadership	✓	✓	✓		✓		✓	✓	✓	✓	✓			✓	✓	✓
	Strategic Sport Management	✓		✓			✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
	International sport marketing	✓	✓	✓			✓	✓	✓	✓	✓	✓			✓	✓	✓
	International Sport Event Management	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓			✓	✓	✓

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<p>A – Subject Knowledge and Understanding This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> <p>A1 the theoretical issues pertinent to sport management and how they relate to broader practical and policy implications for sport and demonstrating a knowledge and understanding of how the global sport industry operates;</p> <p>A2 the systematic application of cutting-edge, research-informed practice, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice;</p> <p>A3 pervasive, contemporary and emerging issues, including a critical and systematic understanding of the diverse needs of all stakeholders involved in the sport management process;</p> <p>A4 originality in the application of established methodologies to lead, coordinate, execute and communicate an independent research project within the students chosen area of specialism in sport management.</p>	<p>C – Subject-specific/Practical Skills This programme provides opportunities for students to:</p> <p>C1 undertake practical tasks and rigorous research into sport management related issues independently and as part of a team, demonstrating sound, ethical and socially-responsible leadership and judgement;</p> <p>C2 accurately and systematically synthesise critical understanding enabling sound evaluation and communication of the impact of complex management decisions in sport;</p> <p>C3 apply systematically and creatively complex, meaningful, creative, and sustainable problem-solving and practical innovations in global sport management contexts;</p> <p>C4 apply appropriate sports management research protocols methodologies and skills to industry-related problems and develop empirical research, and communicate effectively and confidently, using a range of media in the sport management environment</p>
<p>B – Intellectual Skills This programme provides opportunities for students to:</p> <p>B1 systematically and critically evaluate theory, research and practice from a variety of disciplines related to sport and management;</p> <p>B2 Extract, interpret and synthesise rigorous relevant sport management data from a variety of high-quality sources to support coherent and logical findings, reasoned conclusions, and a range of rational solutions;</p> <p>B3 analyse and solve complex problems relating to sports management using applied logic, initiative and personal responsibility. Apply theoretical and research knowledge relating to sports management to manage complexity, uncertainty and ambiguity in fluid and unpredictable sport management contexts;</p> <p>B4 effectively and confidently communicate complex theory, research, information, ideas, problems and research-informed solutions to a variety of specialist and non-specialist audiences</p>	<p>D – Transferable Skills This programme provides opportunities for students to:</p> <p>D1 Illustrate competence in the use of IT and specialist software to be utilised in the field of sport management and solve problems, making complex and critical decisions enabling confident and sound judgement in decision making;</p> <p>D2 deploy a range of highly-developed interpersonal and leadership skills to communicate information, ideas, problems and solutions to a variety of specialist and non-specialist audiences;</p> <p>D3 demonstrate openness and sensitivity to diversity in terms of other people, cultures and contemporary sport management issues and demonstrate collaborative skills;</p> <p>D4 manage their own continued development and lifelong learning in enterprising, innovative and professionally appropriate ways.</p>

