

## COURSE SPECIFICATION

Course Aim and Title	<b>MSc Sports Management</b>
Intermediate Awards Available	Postgraduate Diploma in Sports Management Postgraduate Certificate in Sports Management
Teaching Institution(s)	University of East London
Alternative Teaching Institutions (for local arrangements see final section of this specification)	n/a
UEL Academic School	Institute of Hospitality and Tourism / School of Business and Law
UCAS Code	n/a
Professional Body Accreditation	This course does not have professional body accreditation although students are encouraged to make individual applications for accredited status.
Relevant QAA Benchmark Statements	QAA Subject Benchmarks for Masters Degrees in Business and Management (2015)
Additional Versions of this Course	n/a
Date Specification Last Updated	March 2019

### Course Aims and Learning Outcomes

This course is designed to give you the opportunity to progress intellectually by combining the interdisciplinarity of business management to the study of sport through research and scholarly activity.

The overall aims of the course are to:

1. Critically examine the interrelationships between sports management and sports-related organisations, so advancing your skills to perform effective management roles within the sports industry.
2. Bring you into advanced study of sport-related organisations, their management and the changing external context in which they operate.
3. Develop your ability to apply knowledge and understanding of sport business and management to complex issues, both systematically and creatively, to improve business and management practice.
4. Enhance lifelong learning skills and professional development so you are able to work with self-direction and originality and to contribute to sport business and more generally to the sports sector.

What you will learn:

The overall learning outcomes for the course are:

### Knowledge

1. Demonstrate a critical awareness of current issues in sports business and management which is informed by current research and practice in the field.

### Thinking Skills

2. Acquire and analyse data and information, including that from research sources, to evaluate their relevance and validity, and to synthesise a range of information in the context of new sports management situations.

### Subject-Based Practical Skills

3. Professionally investigate and participate in a sports business and management environment through practice-based research and working in the sports industry.

### Skills for Life and Work (general skills)

4. Operate effectively in a variety of self-managed, team and leadership roles, while showing sensitivity to diversity in people and appreciating cultural differences.

## Learning and Teaching

### Knowledge is developed through

- Scheduled teaching (e.g. Lectures, Seminars, Tutorials, Workshops)
- Guided reading
- Live applied projects
- Company/engagement visits
- Knowledge-based activities with feedback

### Thinking skills are developed through

- Interactive activities such as audio / video analysis
- Reflective activities with feedback
- Live applied projects
- Company/engagement visits
- Online discussions and activities

### Practical skills are developed through

- Scenario-based activities
- Research skills-based activities with feedback
- Learning tours
- Live applied projects
- Company/engagement visits

### Skills for life and work (general skills) are developed through

- Planning activities with feedback
- Project work
- Internship / Work-based develop
- Independent study

## Assessment

Knowledge is assessed by

- Written Assignment
- Reflective Journal
- Portfolio
- Consultancy Report
- Oral Presentation
- Poster
- Internship / Work-based Development
- Staging a Sport Event (Practical)

Thinking skills are assessed by

- Written Assignment
- Reflective Journal
- Portfolio
- Consultancy Report
- Oral Presentation
- Poster
- Internship / Work-based Development
- Staging a Sport Event (Practical)

Practical skills are assessed by

- Consultancy Report
- Oral Presentation
- Poster
- Internship / Work-based Development
- Staging a Sport Event (Practical)

Skills for life and work (general skills) are assessed by

- Reflective Journal
- Portfolio
- Consultancy Report
- Oral Presentation
- Poster
- Internship / Work-based Development
- Staging a Sport Event (Practical)

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

## Work or Study Placements

In Term 3 (Semester C) students will complete a Professional Practice Internship / Work-based Development module.

## Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
7	TM7000	Mental Wealth: The Sport Business Professional	30	Core	N
7	TM7004	Sport Markets, Finance and Analytics	30	Core	N
7	TM7005	Sport Venue and Event Management	30	Core	N
7	TM7003	Sport Marketing and Sponsorship	30	Core	N

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
7	TM7001	Professional Practice Internship / Work-based Development*	30	Core	N
7	TM7002	Sport Management Consultancy Project**	30	Core	N

*Please note:*

\* Students are required to attend the 'Preparation for Professional Practice Internship / Work-based Development Sessions timetabled in Term 2 (Semester B)

\*\* Students are required to attend the Consultancy Development Workshop timetabled slot in Term 2 (Semester B).

*Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.*

Additional detail about the course module structure:

Term 1 (Sem A) Modules:

TM7###: The Sport Business Professional

TM7###: Sport Markets, Finance and Analytics

Term 2 (Sem B) Modules:

TM7###: Sport Venue and Event Management

TM7###: Sport Marketing and Sponsorship

Term 3 (Sem C) Module:

TM7###: Professional Practice Internship / Work-based Development

TM7###: Sport Management Consultancy Project

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award.

The overall credit-rating of this course is 180 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will

depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

## Course Specific Regulations

None

## Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

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The duration of this course is one calendar year full-time if enrolment is in September, and two calendar years part-time.

The time limit for completion of a course is four years after first enrolment on the course.

## Further Information

More information about this course is available from:

- The UEL web site ([www.uel.ac.uk](http://www.uel.ac.uk))
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

There will be two optional field trips, which will cost students no more than £20 each (for travel expenses).

## Alternative Locations of Delivery

n/a