



Course Aims and Learning Outcomes

The main educational aims of the course are to:

- Prepare students for management careers in the sports industry.
- Provide students with a detailed knowledge of the external context in which sports management takes place.
- Enable students to develop the communication, analytical and problem-solving skills demanded for career advancement in sports management.
- based practice in sports management.
- sports management skills and techniques.
- Provide students with opportunities to engage with the sports industry throughout the course, utilising distinctive delivery locations and professional relationships.

What students will learn:

Knowledge

- Analyse the external environment in which sports management takes place.
- Evaluate core sports business concepts and their application in the sports industry.
- Evaluate business techniques for management and leadership in a sports context.
- Evaluate traditional and emerging business management principles in an increasingly global, digital sports business marketplace.
- Analyse sports management contexts using a range of tools and techniques.

Thinking skills

- Engage in critical thinking, analysis, synthesis and decision making to solve real world sports management problems.
- Solve problems concerning sports business contexts.
- Apply existing sports management frameworks to new business contexts and situations.
- Explore professional knowledge in new challenging environments.
- Analyse, evaluate and apply theories and frameworks related to sports management and operations.

Subject-Based Practical skills

- Apply relevant legislation and ethical frameworks to sports management and leadership.
- Critically analyse the role and responsibilities in sports management practice.
- Demonstrate awareness of psycho-social aspects of sports management practice.

**Skills for life and work (general skills)**

Demonstrate effective leadership skills in a sports management context.

Communicate information clearly and coherently in a range of forms relevant to intended audiences.

Work harmoniously and productively with others to achieve shared outcomes.

Manage time effectively for the purpose of meeting deadlines and achieving performance targets.

Identify gaps in own knowledge and proactively take steps to fill these.



Learning and Teaching

On Campus

This course will engage learners in two ways.

Firstly, students will be engaged through the medium of taught face to face lectures, seminars, workshops and practical sessions during the academic year. During these sessions students will have the opportunity to have contact with academics and practitioners immersed in the football industry. Clear links will be made between

detailed feedback on work that has been completed will be provided. Further formative assessment opportunities will be provided during face to face sessions and via online discussion activities in which students will be encouraged to share thoughts with each other and with the tutor.

Secondly, students will receive materials via the online UCFB learning platform, where students work through information provided in each session based on the core module content, to introduce key information and concepts. Concepts and ideas are then tested via case studies, reflective practice and online forums.

For Distance with Attendance Students:

This course will be delivered via the online UCFB learning platform, where students work through structured lessons with information provided in each session based on the core module content, to introduce key information and concepts. In some cases, this replaces the traditional format of a lecture and seminar. Concepts and ideas are then tested via case studies, reflective practice and online forums.

Learning will predominantly occur through online content, allowing students to work through materials independently. Online content for each module will be supplemented with several live sessions that will be focused on the clarification and expansion of key concepts. These live online sessions are playing a key role in providing a platform fostering a community of learning between tutor and students. For each online 20 credit module, students will receive a minimum of 8 hours live contact time through a mix of lectures, drop ins, tutorials etc. throughout the module. Sessions will be timetabled in advance to align to key parts of the learning journey.

Distance students receive an additional on-campus delivery of approximately 60+ hours per course. Students will attend short, intense blocks of taught face-to-face lectures, seminars, and workshops at two points during the academic year. During these periods, students will have the opportunity to have contact with academics and practitioners immersed in the football industry. Clear links will be made between online learning activities and discussion activities and formative support of the work (feed forward) and detailed feedback on work that has been completed will be provided via virtual meetings between the student and tutor.



Students are expected to undertake independent study to enable them to achieve the learning outcomes by completing core and recommended readings, weekly tasks, and relevant research and scholarly activities.



Assessment

A range of assessment types are used across the course, as appropriate to each module. Assessment is predominantly continuous, employing items that will include academic essays, reports, presentations, portfolios, reflective writing as well as practical sessions.

4	UD4XX X	Understanding Sports Fan Behaviour (Distance with Attendance)	20	Core	N
4	UD4XX X	Financial Management Information Systems and Internal Controls (Distance with Attendance)	20	Core	N
4	UN4XX X	Sport, Media and Society (Distance with Attendance)	20	Core	N



		(Distance with Attendance)			
6	UD6XX X	Strategic Event			



Module Leader

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:

- Stationery equipment
- Books, journals and periodicals
- Printing
- Placement activity costs
- DBS and/or other security checks.

Please note costs will vary depending on individual needs.

Alternative Locations of Delivery

This course is taught by UCFB in Manchester Campus (on campus and distance with attendance and Wembley (on campus and distance with attendance). This course is awarded by the University of East London.