

Programme Specification

BA (Hons) Football Business Management

BA (Hons) Football Business Management (with placement)

<i>School:</i>	York St John Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2021-22
<i>in the month(s) of:</i>	September (2021) January (2023 – direct entry to level 6)
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University
<i>Programme/s accredited by:</i>	Chartered Management Institute
<i>Exit awards:</i>	Certificate of Higher Education Football Business Diploma of Higher Education Football Business Management Diploma of Higher Education Football Business Management (with placement) BA (Ord) Football Business Management BA (Ord) Football Business Management (with placement)
<i>UCAS code / GTTR / other:</i>	N891 3 year N892 4 year (with placement)
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Events, Hospitality, Leisure, Sport and Tourism (2016) Business and Management (2015)
<i>Mode/s of study:</i>	Undergraduate periods of study ¹ for full-time <ul style="list-style-type: none">• Full-time 3 years• Full-time 4 years with placement
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Opt-in YSJU Placement Year opportunity</i>	No

Introduction and special features

Sport has become an important economic sector in itself seeing increasing revenue and high growth, particularly in football. Football plays many roles in societies around the globe and at the most visible level and it is often referred to as the 'global game'- it is pervasive across all parts of the world. Progressing from ritual and celebration to amateur sport, to professional sport and increasingly a commercial sport with vast sums of money involved. The commercial expansion has been quick with the need to develop professionals with a knowledge of the peculiarities and complexities of this and associated industries. This programme will be unique in its composition with a balance between football management focussed modules and wider business and management modules providing the key skills required for a successful

¹ The standard period of study will apply unless otherwise stated

career. Football business is very interdisciplinary. We are able to make connections and relationships with clubs and organisations working in or with football business to inform our curriculum and assessment design, provide guest speaker opportunities and real case study examples to teaching materials. This broad and interdisciplinary focus not only gives you the skills knowledge and behaviours to be employable in 'the game' but also allows you to extrapolate opportunities you may see in the wider graduate jobs market.

Studying the BA (Hons) Football Business Management programme is a great opportunity to gain a degree that is clearly focused on your long-term career. Regardless of your focus, you will need to possess an understanding of how organisations operate and how skilled managers can contribute to their success

Football Business Management requires teamwork, and we will enable you to develop your own skills as a team player, a group member and ultimately as a manager of other people, and our Football Business Management programme allows you to specialise and develop the skills to be an effective manager across a range of roles within the industry.

As signatories to PRME (Principles for Responsible Management Education), York Business School are committed to integrating corporate responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership globally. Issues such corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

If you are studying on the BA (Hons) Football Business Management with placement variant you will undertake a Year in Industry (also known as a sandwich year or placement year), in between levels 5 and 6.

Special features

- A focus on the management of the Football Business Ecosystem which will provide the knowledge and skills you will need in a leadership and management role.
- Delivered from within a Business School environment.
- Accreditation by the Chartered Management Institute (CMI) giving you a professionally recognised qualification alongside your degree.
- Throughout the course there is regular opportunity to engage with a range of individuals from the football industry at both professional and grassroots level and take part in work related experiences, placements and internships.
- Programme of guest speakers which will enhance your learning and links with the football business community at professional and grassroots level.
- Visits to key football business locations such as the FA, UEFA and club venues
- A 'Year in Industry' (sandwich year) for those on the with placement variant.
- Use of 'real life' (live) projects in assessments giving you practical application of the theory into real football business scenarios.
- Opportunity to compete in business simulation competitions.
- Opportunity to qualify as a Microsoft Office Specialist.
- Systematic development of employability skills through a Continuing Professional Development framework (Success Lab).

Admissions criteria

You must meet the minimum entry requirements which are published on the programme specific webpage.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of Prior Learning](#) (RPL). We also consider applications for entry with advanced standing.

Programme aim(s)

The aims of the programmes are to:

1. Prepare you for a career in the football business environment with the skills needed to adapt and develop as this environment changes and develops.
2. Enable you to be a graduate with the skills to improve the quality of management decision-making, leadership and business practice within the football business industry.

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 4

Knowledge and Understanding

- 4.1 Describe and explain a range of relevant concepts, theories and models to the solution of business and management problems within the football industry.
- 4.2 Describe and identify decisions in a variety of football business contexts.

Cognitive and Thinking Skills

- 4.3 Demonstrate the ability to apply a range of academic and intellectual skills relevant to Level Four study including, information-gathering, analysis and problem identification.

Practical/Professional Skills

- 4.4 Demonstrate the use of communication and organisation skills and the ability to work with others.
- 4.5 Demonstrate the use of research skills to gather information.

Key Transferable Skills

- 4.6 Demonstrate own learning with guided support to explore a wide variety of learning sources and opportunities.

Level 5

Knowledge and Understanding

- 5.1 Compare and Contrast a range of relevant concepts, theories and models to the solution of problems within Football Business Management.
- 5.2 Analyse and discuss tactical decisions in a variety of Football business management contexts.

Cognitive and Thinking Skills

- 5.3 Demonstrate the application of a range of academic and intellectual skills relevant to Level Five study including, information-gathering, problem-solving, analysis, and evaluation

Practical/Professional Skills

- 5.4 Demonstrate the effective use of communication and organisation skills and the ability to work with others
- 5.5 Demonstrate the use of research and enquiry to further their understanding.

Key Transferable Skills

- 5.6 Show independence in analysis, evaluation and learning to explore a wide variety of learning sources and opportunities.

Level 6

Knowledge and Understanding

- 6.1 Apply a range of relevant concepts, theories and models to the solution of management problems.
- 6.2 Synthesise and evaluate strategic and tactical decisions in a variety of organisational contexts within Football Business.
- 6.3 Critically evaluate Football Business management thinking through an extended piece of research.

Cognitive and Thinking Skills

- 6.4 Demonstrate the ability to apply a range of academic and intellectual skills relevant to undergraduate level study including, information-gathering, problem-solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid management decision-making.

Practical/Professional Skills

- 6.5 Demonstrate the achievement of graduate skills in relation to communication, organisation and working with others in a professional manner.
- 6.6 Conduct research and enquiry to further your understanding and to inform business management decision-making in a football context.

Key Transferable Skills

- 6.7 Manage your own learning to explore a wide variety of learning sources and opportunities.

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory or optional to take C or O	non-compensatable or compensatable NC or X
BMB4001M	4	1	Practising Responsible Business Behaviours	20	C	X
BMS4003M	4	1	The Global Football Industry	20	C	X
BMS4002M	4	1	The Dynamics of Sports Marketing	20	C	X
BMD4002M	4	2	Business Analytics and the Block Chain	20	C	X
BME4002M	4	2	Event Planning and Development	20	C	X
BMB4006M	4	2	Financial Concepts and Planning	20	C	X
BMB5002M	5	1	Managing People in Service Industries	20	C	X
BMM5008M	5	1	Football Marketing Strategy	20	C	X
BMS5003M	5	1	Managing Football Facilities and Venues	20	C	X
BMR5002M	5	2	Research Methods for Service Industries	20	C	X
BMW5001M	5	2	Professional Placement	20	O	X
BMW5002M	5	2	Business, Creativity and Opportunism Skills for the Workplace of Today	20	O	X
BMS5005M	5	2	Contemporary Issues in the Football Industry	20	C	X
For students taking the 'with placement' programme						
BMB5009P	5P	Y	Placement Year	0	C	NC
BMR6001M	6	1&2	Research Investigation	40	C	NC
BMB6010M	6	1	Strategic Leadership and Management in Football Business	20	C	X
BMS6003M	6	1	Regulation and Governance in Football Business	20	C	X
BMS6004M	6	2	Media, Communications and Football Business	20	C	X
BMS6005M	6	2	Commercial Development and Football Business	20	C	X

Learning, teaching and assessment

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

You are supported initially in the use of guided learning strategies in Level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in Levels 5 and 6.

Throughout the programme you will be introduced to a range of different teaching and learning strategies. For example, in Level 4 you will undertake case-based learning (*Practising Responsible Business Behaviours*) in which we use case studies to develop your business knowledge and the decision-making process you may require as a manager. At Level 5 (for example) there will be evidence of practice based learning (*Managing People in Service Industries*) in which you will be expected to engage in practical based activities as you develop your skills in managing people, while also developing skills in managing projects (*Research Methods for Service Industries*). Finally, at Level 6 you will demonstrate your skills through practice and enquiry-based learning giving you the opportunity to develop creative and innovative solutions to problems through *Strategic Leadership and Management in Football Business*..

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of Football Business Management.

As a graduate searching for employment, you will likely come across the term **transferable skills**. Employers value these skills because they can be used in so many ways in the workplace. If you want to secure a graduate opportunity, you are going to have to demonstrate a specific set of skills needed for the role. Some of these skills will be specific to the industry while others (transferable skills) are those that you can build on and develop throughout your career. York Business School, seeks to develop and enhance your skills in communication, problem solving and team working through teaching, learning and assessment activities and the opportunities to engage in a range of activities which will not only support this but which will provide clear evidence of your achievement of them.

Continuing Professional Development

You are strongly encouraged to undertake Continuing Professional Development throughout your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events under the guise of 'Success Lab' which will help you to progress through the course and into the job market and provide the work-based skills employers require.

Success Lab runs alongside your degree, has been developed in partnership with leading graduate recruiters and industry leaders. You will have the opportunity to attend events and short courses that are offered in addition to your degree. We will offer you additional qualifications and experience in areas that are important for employers such as public speaking, Sage accounting and copywriting.

Study abroad

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester or full year abroad² as part of your studies during your second year.²

Progression and graduation requirements

The University's general [regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

² If you are taking the placement award you are only eligible for one semester abroad.

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
 - [University 2026 Strategy](#)
 - [QAA subject benchmark statements](#)
 - [Frameworks for Higher Education Qualifications](#)
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Date written / revised: June 2019

Programme originally approved: July 2019