

Programme Specification

BA (Hons) Sports Business Management

BA (Hons) Sports Business Management (with placement)

<i>School:</i>	York St John Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2024-25
<i>in the month(s) of:</i>	September and January (Level 6) ¹
<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>	
<i>Exit awards:</i>	Certificate of Higher Education Sports Business Diploma of Higher Education Sports Business Management Diploma of Higher Education Sports Business Management (with placement) BA (Ord) Sports Business Management BA (Ord) Sports Business Management (with placement)
<i>UCAS code / GTTR / other:</i>	Not applicable
<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 for full-time Non-standard period of study as follows: <ul style="list-style-type: none">• Full-time 4 years with placement
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	Yes (last year of FY year of entry 23-24)
<i>Study abroad opportunities:</i>	Yes
<i>Placement year opportunity:</i>	Yes

Introduction and special features

As the business environment continues to become increasingly competitive and challenging, businesses need to be more innovative, particularly in the sports business industry. The BA (Hons) Sports Business Management award aims to provide you with a critical understanding of the management within the Sports Industry. Alongside understanding the sports industry and having the skills to manage effectively you will also develop an understanding of the social importance of sport to individuals and society as a whole.

Studying the BA (Hons) Sports Business Management programme is a great opportunity to gain a degree that is clearly focused on your long-term career prospects, whether you are thinking of setting up your own business, working in a large corporation, the public sector or not-for-profit sector you will need to possess an understanding of how organisations operate and how skilled managers can contribute to their success

¹ Direct entry to Level 6 is available in September and January, but entry to other Levels is restricted to September

Sports 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. Our Sports Business Management programme allows you to specialise and develop the skills to be an effective manager across a range of fields, sports and industries.

Accredited by the Chartered Management Institute (CMI) and aligned with our Work-Related Experiential Learning framework (WREL), BA (Hons) Sports Business Management represents the opportunity to earn a degree that integrates a critical understanding of Sports Industry and the role you can play when joining the workforce.

The WREL (Work-Related Experience and Learning) activities are designed to provide Sports Business Management students with a practical and authentic learning experience. The program is structured to define activities that are relevant to the industry, ensuring that the course is delivering authentic content. This approach prepares students for the challenges they will face in their future careers.

Finally, the WREL activities also provide students with the unique opportunity to network with local stakeholders, build valuable connections and gain insights into the latest trends and developments in the industry. This approach not only enhances their learning experience, but also prepares them for a successful career in 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 as 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) Sports 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 Sports Organisations which will provide the knowledge and skills you will need as a manager.
- Delivered from within a Business School environment.
- Throughout the course there is regular opportunity to engage with a range of practising managers, organisations, employers and entrepreneurs and take part in work related experiences and internships.
- Programme of guest speakers which will enhance your learning and links with the business community.
- Opportunity to study abroad without extending the length of your degree.
- 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 sports 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 University's general entry criteria for [undergraduate](#) study.

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 a rapidly changing sports business environment with the skills needed to adapt and develop as this environment changes and develops.
2. Enable you to be a graduate who is able to improve the quality of management decision-making, leadership and business practice across within the sports 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 sports business and management problems.
- 4.2 Describe and identify decisions in a variety of sports 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 Exhibit skills in relation to communication, organisation and working 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 Sports Business Management.
- 5.2 Analyse and discuss tactical decisions in a variety of sports 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 Exhibit skills in relation to communication, organisation and working 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 sports business management problems.
- 6.2 Synthesise and evaluate strategic and tactical decisions in a variety of organisational contexts.
- 6.3 Critically evaluate sports 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 Exhibit the achievement of 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 sports business management decision-making.

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
BMS4001M	4	1	The Global Sports Business	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
BMM5002M	5	1	Marketing through Digital Activity	20	O	X
BMS5001M	5	1	Managing Sports Facilities	20	O	X
BMN5014M	5	1	Consumer Behaviour	20	C	X
BMR5002M	5	2	Research Methods for Service Industries	20	C	X
BMW5003M	5	2	Career Development and Employability	20	O	X
BMW5004M	5	2	Entrepreneurship and Business Development	20	O	X
BMS5002M	5	2	Global Issues in Sports Management	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
BMB6003M	6	1	Strategic Decisions for Sports and Events Business	20	C	X
BMB6004M	6	1	Leadership in Context	20	C	X
BMS6001M	6	2	Public Relations Strategy in Sports Business	20	C	X
BMS6002M	6	2	Strategic Events Sponsorship	20	C	X

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, a three-year programme that runs alongside your degree, has been developed in partnership with leading graduate recruiters and industry leaders. You will 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.

You will be offered the chance to attend exhibitions and make visits, to take part in our leadership and management programme and to attend a series of inspiring lectures with executive speakers. In the past we have hosted CEOs and Chief Executives from Pandora, Royal Mail, ASDA and Welcome to Yorkshire among others.

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

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 *Leadership in Context*.

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 Sports 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

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

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.

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.

The exit award of BA Ordinary is not available to students entering at Level 6.

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](#)

Date written / revised: June 2019

Programme originally approved: July 2019