

Programme specification

BA (Hons) Sport Development and Business Management

<i>School:</i>	School of Sport
<i>Entry from:</i>	2017/8 <i>in:</i> September
<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 Sport Development and Business Management Diploma of Higher Education Sport Development and Business Management BA (Ord) Sport Development and Business Management
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	choose an item:
<i>QAA benchmark group(s):</i>	Events, Hospitality, Leisure, Sport and Tourism, 2016
<i>Mode/s of study:</i>	Full-time for 3 years Part-time for 6 years
<i>Language of study:</i>	English
<i>Study abroad opportunities:</i>	Yes

Introduction and special features

As a potential student in our School of Sport and York Business School thank you for reading this document which tells you about our degree in Sport Development and Business Management (SDBM). This is the first SDBM Degree in the world framed around social justice, the right to play, putting the performer before the performance, a focus on the healthy athlete, stressing participation over consumerism and holding to account those who seek elitism rather than sporting excellence. This approach puts values at the centre of how we teach, research and practice sport.

If you aspire to change your community and the world through sport, business and research then this is the degree for you.

As a result of our unique approach to sport we are creating a new type of partnership between our school and the community. The values of our school place positive social change at the heart of our teaching and research. The practical impact of this for you, the student, is that the School has a number of community and commercial sport partners with whom you will have contact. From a theoretical perspective, as a student with an enquiring mind, you will be interested to know that the academic basis for this approach is provided by, among others, Guinier (2016)^[1]. She lamented the lack of moral or political accountability of universities for using admissions and assessment processes to sift and sort students based on a narrow band of values, as opposed to seeking to nurture students' ability to collaborate and foster a commitment to a better society.

^[1] Guinier, L. (2016). *The tyranny of the meritocracy: Democratizing higher education in America*. Beacon Press.

The SDBM programme provides an interdisciplinary approach to how you will study sport development and business management. When you study on the degree you will experience a blend of practical and scholarly activities. During your degree you will study within both our School of Sport and the York Business School which has extensive business and community links.

The degree programme provides you with the opportunity to develop your academic skills, research literacy, subject knowledge, professional skills and evidence-based practical competencies. Opportunities for group work and understanding collective dynamics and responsibilities will contribute to the development of your interpersonal skills. In addition, students' awareness of ethical matters in research, practice and social justice issues in a broader societal context, for example, corporate responsibility in sport and business settings, will be enhanced. The primary focus of this degree is to equip you with the graduate skills necessary to enter and positively contribute to the fields of Sport Development and/or Business Management. Successful completion of the programme provides students with membership of the Chartered Institute of Management (CMI) through York Business School, an approved CMI centre. Upon entry to the programme you will gain membership of the Chartered Management Institute (CMI) and on successful completion you will be awarded the CMI Level 5 Certificate in Management and Leadership.

As a student you will study sport modules which have the following special features –

1. They begin with a keynote lecture given by a senior academic in the area, e.g. Professor, who explains why the content of the module is important and how the modules links together.
2. Every module has a guest lecture, case study or similar delivered by one the School's community partners.
3. Every module concludes with a plenary session led by a senior academic to bring together the semesters learning.
4. If during a module a major sport related news item becomes a contemporary issue the module will be paused for one session for a senior academic to give a keynote lecture on the topic.

As a student on this degree you will study in the multi-million pound sport facilities that the University opened in October 2016. These facilities include international standard grass and synthetic pitches and a £4m Sport Centre which has a world class strength and conditioning gym.

Students have the opportunity to apply for a transfer at the end of the first year to other programmes within the School of Sport.

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.yorksj.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 [Accredited Prior \(Experiential\) Learning \(APL/APEL\)](#). We also consider applications for entry with advanced standing.

- Applicants with professional sports experience and industry recognised qualifications may be considered in lieu of some of the academic (admissions criteria) requirements

Programme aims

Sports Development and Business Management and their core discipline areas will act as the vehicle through which to develop graduate skills and characteristics.

In line with the Benchmarking statements this suite of programmes aims to (i) prepare you to work, conduct research, or go on to further study in a range of science, exercise or sport related professions, (ii) adopt a value-led approach to the study of sport, and (iii) employ an evidence-based approach to the study of sport. The BA (Hons) Sports Development and Business Management has a particular focus on combining the study of sport and business to prepare students for a broad range of career paths within and without sport.

Programme learning outcomes

Students who are awarded the **Certificate of Higher Education (level 4)** will have demonstrated:

Level 4	
1.	Knowledge of the fundamental concepts, theories, and techniques that underpin the study of sport and exercise, and an ability to describe these within a given context.
2.	Knowledge of how to present, evaluate and interpret basic data gathered in accordance with accepted theories and concepts when studying sport and exercise.
3.	Knowledge of the features of different approaches to research and/or methodologies used when studying sport and exercise.
4.	Ability to communicate information accurately and reliably as part of structured and coherent arguments when studying sport and exercise.
5.	Ability to act with a degree of independence when completing academic and professional activities when studying sport and exercise.
6.	Ability to identify and undertake appropriate academic and professional development activities when studying sport and exercise in a supported manner.
7.	An understanding of a value-led approach to the study of sport and exercise.
8.	Identify and describe decisions in a variety of organisational contexts.
9.	Describe and explain a range of relevant business concepts, theories and models.

Students who are awarded the **Diploma of Higher Education (level 5)** will have demonstrated:

Level 5	
1.	Knowledge of the strengths and weaknesses of key concepts, theories, and techniques in Sport Development and Business Management.
2.	Knowledge of how key concepts, theories, and techniques in Sport Development and Business Management can be applied in varied contexts.
3.	Knowledge of the research method, its various methodologies, and their strengths and weaknesses in the generation and application of knowledge in Sport Development and Business Management.

4. Ability to use common methods of data collection, analyse and interpret data, and propose conclusions/solutions based on this analysis in Sport Development and Business Management.
5. Ability to communicate information, ideas, and arguments from Sport Development and Business Management to different audiences and in different formats.
6. Ability to act independently and interdependently when completing academic and professional activities in Sports Development and Business Management.
7. Ability to identify, undertake, and reflect upon appropriate academic and professional development activities in Sport Development and Business Management in a largely independent manner.
8. An understanding of how different values are implicit in study of Sport Development and Business Management and how these values influence the study of sport and delegitimise, exclude, and privilege different topics, individuals and groups in society.
9. Compare and Contrast a range of relevant concepts, theories and models in the management of people.
10. Analyse and discuss tactical decisions in a variety of organisational contexts.

Students who are awarded the **Bachelor's degree with honours (level 6)** will have demonstrated:

Level 6
1. Systematic and detailed knowledge of key issues in the study of Sport Development and Business Management and the research that informs these issues.
2. Proficient use of established techniques and methods in Sport Development and Business Management.
3. Knowledge and use of theories, techniques and research methodologies to address complex and/or novel problems in Sport Development and Business Management, including a critical understanding of the boundaries/limitations of the approaches adopted.
4. A critical understanding of current debates and controversies in Sport Development and Business Management.
5. Ability to use research to inform professional practice in the area of Sport Development and Business Management.
6. Ability to plan, execute, and evaluate projects that entail complex techniques and data collection to address complex and/or novel problems in Sport Development and Business Management.
7. Ability to communicate complex problems and solutions in Sport Development and Business Management to different audiences and in different formats.
8. Ability to plan and initiate appropriate future academic and professional development activities in the context of Sport Development and Business Management with view to employment or future study in an independent manner.
9. A critical understanding of a value-led approach to the study of Sport Development and Business Management and how these values influence the study of sport and delegitimise, exclude, and privilege different topics, individuals and groups in society.
10. Apply a range of relevant concepts, theories and models to the management of organisations.
11. Synthesise and evaluate strategic and tactical decisions in a variety of organisational contexts.

Programme Structure

Sport Development and Business Management (BA)

Year 1 Modules (20 credit modules)	Semester	
Research, Practice, and Citizenship 1SR200	1	C
Fundamentals of Sport and Exercise Psychology 1SR202	1 or 2	C
Preparing for Business 1BMB01	1	C
Introduction to Research Methods in Sport 1SR203	2	C
Fundamental Sociological Issues in Sport, Culture and Society 1SR205	1 or 2	C
Ventures in Entrepreneurship 1BMB04	2	C

Year 2 Modules (20 credit modules)	Semester	
Research Design and Analysis 2SR200	1	C
Sport Development and Society 2SR210	1	C
Management and Leadership 2BMB01	1	C
Applied Research Methods and Design 2SR203	2	C
Social Justice in Sport: Ethical Perspectives 2SR204	1 or 2	C
People Management 2BMB04	2	C

Year 3 Modules (20 credit modules)	Semester	
Research Paper † 3SR200	1 & 2	C
Sport, Globalization and Development 3SR209	1	C
Organisational Strategy & Decision Making 3BMB02	1	C
Social Justice in Sport: Sociological Perspectives 3SR204	2	C
Leadership, Innovation and Change 3BMB04	2	C

Notes: C = compulsory, CA = compulsory for named specialist award, and † = 40 credit module.

How will you learn, be taught and be assessed?

In designing this degree, we were aware from the outset that how you will learn and be assessed is very important to you.

Historically the Sports and Business areas has been University leading in numerous teaching, learning and assessment initiatives with insightful employment of authentic practical experiences alongside digitally enhanced teaching and learning giving you the opportunity to develop meaningful practical and professional competencies within the discipline area.

The curriculum design is focussed upon developing the type of sport practitioners and business managers capable of future employment within multi-disciplinary sport environments.

On the SDBM degree you will encounter a range of learning and teaching experiences including lectures, practical work, seminars and digitally enabled learning activities. As you progress you will be increasingly expected to make significant contributions to your own learning. This includes completing self-directed study which often involves independent laboratory or field based practical work, data collection and presentation.

The learning and assessment strategies employed across sport are engaging, student-centred and learning orientated. They include applied practical work within modules and assessments which develop career orientated skills and competencies. The School uses video feedback,

flipped classrooms, blended delivery approaches and audio feedback on written work and examinations.

To improve the quality of your learning experiences the programme will use formative assessment, i.e. 'mocks' that do not count toward degree classification, to provide feedback. We know that some students do not always have the skills they need to show what they have learned in a formal assessment and that many students get anxious about exams and hand in dates. Therefore, we have taken care to streamline both the number of assessments and the criteria used to mark them. In addition we will provide you with the opportunity to benefit from self-evaluation and peer assessment.

As you develop and learn more, the assessments we use change in nature becoming more diverse and challenging over the course of the programme. Level 4 for example, utilises continuous assessment allowing in-semester review and evaluation of performance as well as presenting the opportunity to employ interventions aimed at improving success within the semester. Levels 5 and 6 present additional opportunities to demonstrate skills of analysis, synthesis and critical review through a variety of assessment approaches that seek to embed research design, engagement and interpretation into the curriculum.

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.

Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission Statement](#) [see page two]
- [Strategic Plan 2015-20](#) [see page four]
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

Date written / revised: