

Programme Specification

Part 1: Basic Data			
Primary Programme Title	BSc (Hons) Sports Business Management		
Target Award Titles	Mode and Typical Duration of Study	Professional Accrediting Body Links	Study Abroad / Exchange / Credit Recognition
BSc (Hons) Sports Business Management	Stage 0 Entry: Full time, 4 years, Part time, 8 years Stage 1 Entry: Full time, 3 years Part time, 6 years Stage 3 Entry: Full time, 1 year, Part time 2 years	Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)	Credit Recognition / Exchange
BSc (Hons) Sports Business Management with integrated placement year	Stage 0 Entry: Full time, 5 years, Part time 9 years Stage 1 Entry: Full time, 4 years Part time, 7 years	Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)	Credit Recognition / Exchange
Interim Award Titles	BSc Sports Business Management BSc Sports Business Management with integrated placement year BSc Sport Studies BSc Sport Studies with integrated placement year Diploma of Higher Education in Sports Business Management Certificate of Higher Education in Sports Business Management Undergraduate Certificate in Sport Studies Undergraduate Award in Sport Studies Higher Education Foundation Certificate in Academic Skills Higher Education Foundation Award in Academic Skills		
Teaching Delivery Method	On-site		
Awarding Institution	Hartpury University		
Teaching Institution	Hartpury University		
Delivery Location	Hartpury		
Department Responsible for Programme	Sport		
Unit-E Code	BSHSSBMX		
Entry Criteria Information	Applicants will have achieved entry criteria appropriate for the stage of entry, which can be found through the Hartpury website (www.hartpury.ac.uk)		
Most Recent Validation Date	16 July 2024	Due for Re-validation By	01 September 2030

Part 1: Basic Data

Amendment Approval Date	V1.1 – 13 February 2025	Approved With Effect From	V1.1 – 01 September 2025
Professional Accrediting Body Approval Date	07/11/2022	Date for Re-accreditation	None
Version	1.1		

Part 2: Programme Overview

BSc (Hons) Sports Business Management graduates demonstrate significant knowledge of business and management principles, underpinned by the General Manager standards provided by the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA). They think creatively, challenge assumptions, and can embrace the concepts of risk and innovation. The range of key transferable and intellectual skills gained will also prepare and encourage progression to higher levels of study.

Graduates display critical insight into the organisations responsible for sport and the context in which they operate. By assessing a range of options for solving problems, graduates will consider commercial opportunities, propose changes designed to elicit sustainable efficiencies, and employ theory to promote the development of sport throughout society. Understanding diversity in terms of people and cultures enables graduates to communicate effectively using a range of media and adopt an evaluative approach to sources of information.

Graduates develop confidence and resilience by taking responsibility for their own learning and undertaking relevant work-based projects (linked to topics covered within the programme) to enhance interpersonal skills and effective self-management.

BSc (Hons) Sports Business Management with integrated placement year graduates demonstrate knowledge of specific business and management principles, underpinned by the General Manager standards provided by the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA). They think creatively, challenge assumptions, and can embrace the concepts of risk and innovation. The range of transferable and intellectual skills gained will also prepare and encourage progression to higher levels of study.

Graduates display critical insight into the organisations responsible for sport and the political context in which they operate. By assessing a range of options for solving problems, graduates will consider commercial opportunities, propose changes designed to elicit sustainable efficiencies, and employ theory to promote the development of sport throughout society. Understanding diversity in terms of people and cultures enables graduates to communicate effectively using a range of media and adopt an evaluative approach to sources of information.

Graduates develop confidence and resilience by taking responsibility for their own learning and undertaking relevant work-based projects (linked to topics covered within the programme) to enhance interpersonal skills and effective self-management.

Graduates have undertaken an integrated placement year and have developed 'real world' experience and enhanced practical application whilst being exposed to the day-to-day running and management of an organisation.

Part 3: Programme Structure

This structure diagram demonstrates the student journey from enrolment through to graduation for a typical **full-time student on the primary programme**, including:

- level and credit requirements
- award requirements that are in addition to those described in the Hartpury University Academic Regulations
- module diet, including core and optional modules.

Please note:

*PAB - these modules are subject to additional and variant regulations as part of an accreditation by a professional accrediting body

+ core modules marked + are not eligible for compensation

¹ these modules are accredited by a professional awarding body, but are not subject to variant regulations

^{AV} these modules are subject to additional and variant regulations but are not accredited by a professional awarding body

For CIMSPA accreditation students must complete the modules indicated with a ¹ in the programme structure below.

	Core Modules	Optional Modules	Target and Interim Awards
Stage 0	HANVRD-30-3 Professional Development in Practice HANVQX-15-3 Academic Literacy for University Studies HSPVRY-30-3 Principles of Sports Science HSPVSG-30-3 Business Enterprise and Management HANVRR-15-3 Exploring Current Concepts	None	<u>Higher Education Foundation Award in Academic Skills</u> <u>Higher Education Foundation Certificate in Academic Skills</u>
	To progress to stage 1, you must achieve at least 90 credits.		
Stage 1	HSPVV4-30-4 Contemporary Issues in Sport Management HSPV5S-15-4 Introduction to the Principles of Marketing ¹ HSPXM9-15-4 Introduction to the Sports Industry ¹	None	<u>Undergraduate Award in Sport Studies</u> <u>Undergraduate Certificate in Sport Studies</u> <u>Certificate of Higher Education in Sports Business Management</u>

	<p>HSPVDS-30-4 Personal and Management Development ¹</p> <p>HSPVSX-30-4 Understanding Business Economics and Financial Information</p>		
	To progress to stage 2, if you entered at Stage 1 you must have achieved at least 90 credits from Stage 1 and if you entered at Stage 0 you must have achieved at least 210 credits.		
Stage 2	<p>HSPVTD-30-5 Professional Project Experience</p> <p>HSPV9Y-30-5 Research in Professional Practice</p>	<p>HSPV5W-15-5 Accounting Information for Business ¹</p> <p>HSPV5T-15-5 Human Resource Management ¹</p> <p>HSPXU3-15-5 International Sports Development</p> <p>HSPXTX-15-5 New Venture Creation</p> <p>HSPVTR-30-5 The Sports Facility Experience ¹</p>	<u>Diploma of Higher Education in Sports Business Management</u>
	To progress to the integrated placement year or to stage 3, if you entered at Stage 1 you must have achieved at least 210 credits and if you entered at Stage 0 you must have achieved at least 330 credits.		
Optional Year	HANVK6-15-5 Integrated Placement Year		
Stage 3	HSPVQA-45-6 + Sport Research Project	<p>HSPV44-15-6 People, Leadership and Change ¹</p> <p>HSPV48-15-6 Project Management in Action ¹</p> <p>HSPV43-15-6 Sport and Social Media</p> <p>HSPV53-15-6 Sports Sponsorship and Brand Development</p>	<p><u>BSc Sport Studies</u></p> <p><u>BSc Sport Studies with integrated placement year</u> This must include the Integrated Placement Year module.</p> <p><u>BSc Sports Business Management</u> This must include all core modules except Sport Research Exchange Project.</p>

		<p>HSPV54-15-6 Strategic Management ¹</p> <p>HSPV4E-15-6 The Impact of Sports Events</p>	<p><u>BSc Sports Business Management with integrated placement year</u> This must include all core modules except Sport Research Project and must include the Integrated Placement Year module.</p> <p><u>BSc (Hons) Sports Business Management</u> This must include all core modules.</p> <p><u>BSc (Hons) Sports Business Management with integrated placement year</u> This must include all core modules and the Integrated Placement Year module.</p>
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Part time:

The part time student journey from entry through to graduation is individually negotiated with the student.

Part 4: Programme Learning Outcomes

Modules in bold are core modules and modules not emboldened are optional modules.
A denotes a module that assesses a learning outcome, and B denotes a module aligned with a learning outcome.

Learning Outcomes:	Personal and Management Development	Introduction to the Sports Industry	Understanding Business Finance and Economics	Contemporary Issues in Sport Management	Introduction to the Principles of Marketing	Professional Project Experience	Research in Professional Practice	The Sports Facility Experience	New Venture Creation	Human Resource Management	International Sports Development	Accounting Information for Business	Integrated Placement Year	Sport Research Project	Strategic Management	Sports Sponsorship and Brand Development	People, Leadership and Change	Project Management in Action	The Impact of Sports Events	Sport and Social Media
	A) Knowledge and understanding of:																			
1. The key principles of business management.	A		A		A		A		A	A		A			A		A	A		
2. Business-specific research methods and data analysis techniques.							A							A	B			B		A
3. The roles, scope and range of skills utilised by managers in business and sport organisations.	A									B	B				A		B	B	B	
4. The goals and operations of national and international sport organisations.		A									A								A	
5. The legal, ethical and-sustainability principles impacting sports management practice.		B		A				B			A				B	B			B	B
6. The strategic implementation and evaluation of resources to meet organisational or community needs.	B	A	B					B	B	B	B	B			A		B	B		

7. The formulation of objectives or projects identified for-organisational change and development.		A						B	B		B				B	B	A		B	
8. The management of human, financial and physical resources involved in sport organisations, initiatives and experiences.		A	B					A			B								B	
9. The socioeconomic, political, inclusivity and wellbeing determinants of sport participation and promoting sport development in accordance with the national sport delivery system.		A		B							A								B	
10. The processes of marketing and branding to develop individuals, organisations or events.					A			B								A				B
B) Intellectual Skills:																				
1. Demonstrate the ability to synthesise theory into practice.	A	B	B	B	B	A	B	B	A	A	B			A	B	B	B	B	B	B
2. Comprehend, critically appraise and undertake research into sports management practice.							A							A						
3. Apply problem solving and decision-making skills to complex situations in sports management.		B		B				A			B			A	B	B			B	
4. Use reflection, evaluation and critical thinking to support an effective understanding of strategic developments within the sports industry.	B		B				B		B	B					B			B	A	
5. Demonstrate a commitment to continuing professional development and lifelong learning through the development of skills in relation to self-directed and independent study.						B								A						
C) Performance and Practice																				
1. Demonstrate team working skills through group activities and assessment strategies.	A		A	B	B					B	B					A			B	
2. Plan, and engage in a work-based project opportunity.	A					A												A		
3. Communicate how sports organisations deliver efficient and effective operations, programmes, products and services.		A						B			A								A	
4. Use a range of data to strategically direct decisions in finance, operations and marketing.			B		A	B		B			B	A			B	B				
5. Design and conduct an independent, sport business focussed research project.							A							A						
D) Setting, Personal and Enabling Skills																				
1. Teamwork and time management.	A		B	B	B					B	B					A			A	
2. Data collection; analysis; and problem solving.						B	A							A				B		
3. Present material to people from diverse backgrounds in academic and business contexts.					B			A	B					A	B			B		
4. Demonstrate effective personal management skills, including time management and reflective practice to enhance personal wellbeing.	B					A								A						
5. Recognise the needs, priorities and goals of peers or organisations.	A			B				B							A	A	A		A	A

Part 5: Learning, Teaching and Assessment

Learning, Teaching and Assessment Journey:

Contact time encompasses a range of scheduled learning activities as described below. In addition, a range of other learning activities will be embedded within the programme which, together with the scheduled learning, will enable learning outcomes to be achieved and demonstrated. During each stage of their programme a student will be allocated an academic personal tutor.

On the BSc (Hons) Sports Business Management programme, teaching is a mix of scheduled, independent and placement learning.

Scheduled Learning

May include lectures, seminars, tutorials, project supervision, workshops, guests and external visits. Scheduled sessions may vary slightly depending on the module choices made. Within the Foundation Year, a feature will be the facilitated workshops enabling students to benefit from small-group study.

Within the Foundation stage students are supported to adjust to studying at University through spiral induction and embedded academic personal tutoring activities that facilitate the development of skills essential to academic study and professional success.

Independent Learning

May include hours engaged with essential reading, case study preparation, assignment preparation and completion.

Placement Learning

All students are expected to complete an industry-based project during Stage 2, and many find this applied experience invaluable when applying for jobs and making career decisions later in the programme.

An optional integrated placement year is included as part of this programme. By the end of the course these students will have benefitted from completing work experience with opportunities to reflect upon their personal development and improving levels of skills relevant to their programme. This experience will give each student a valuable insight into different aspects of industry (national or international) and may have helped formulate ideas of possible careers available following graduation.

International Academic Study

Within this programme there is an opportunity to gain academic credit for a period of studying abroad. The student would be supported through existing partnerships with established institutions. All periods of study abroad would have to meet the institutions requirements before enrolment on the International Academic Study opportunity modules.

Virtual Learning Environment (VLE), or equivalent

This specification is supported by a VLE where students will be able to find module information. Direct links to information sources will also be provided from within the VLE.

Careers

To support career preparations, personnel are available on-site for group and one to one advice and the students can utilise online resources. Tutors will offer subject specific careers advice through module sessions or individual tutorials. Careers Fairs are arranged periodically to allow students to engage directly with employers from the industry sector.

This programme will be assessed according to the approved Academic Regulations.

Students registered on this programme will have access to the Hartpury University support services.

The distinctive module used by the Programme Examination Board to inform recommending differential awards for students when considering borderline performance profiles will be

Sport Research Project

Professional Accrediting Body documents to which this programme is mapped and or aligned: CIMSPA Professional Standards: General Manager

To gain CIMSPA recognition, students must select the appropriate optional modules, as detailed in the Programme Structure above.

Assessment Map

		Type of Assessment*							Oral Assessment
		Coursework	Report	Portfolio	Written Examination	Written Test	Practical Skills Examination	Practical Skills Assessment	
Core Modules Stage 0	Academic Literacy for University Studies							A (100) Graduate Skills Logbook	
	Professional Development in Practice			A (100) Industry Experience Portfolio					
	Exploring Current Concepts	A1 (20) Coursework A2 (80) Essay Based on a Case Study							
	Business Enterprise and Management	B (50) Essay							A (50) Group Oral Presentation with Questions individually marked
	Principles of Sports Science				A (60) Written Examination				B (40) Group Oral Presentation with Questions individually marked

Core Modules Stage 1	Personal and Management Development			B (60) Coursework					A (40) Group Oral Presentation with Questions. with a group mark
	Introduction to the Sports Industry		B (50) Project Report						A (50) Group Oral Presentation with Questions. individually marked
	Understanding Business Economics and Financial Information				B (50) Open-Material Written Examination				A (50) Group Oral Presentation with Questions, individually marked
	Contemporary Issues in Sport Management	B (50) Essay							A (50) Debate, individually marked
	Introduction to the Principles of Marketing								A (100) Group Poster Defence, individually marked
Core Modules Stage 2	Professional Project Experience			A (100) Industry Experience Portfolio					
	Research in Professional Practice		A (50) Project Report B (50) Project Report						

Optional Modules Stage 2	New Venture Creation								A (100) Group Oral Presentation with Questions, individually marked
	The Sports Facility Experience		B (50) Project Report						A (50) Oral Presentation with Questions
	Human Resource Management	B (50) Coursework						A (50) Group Practical Skills Assessment, individually marked	
	International Sports Development		A (100) Project Report						
	Accounting Information for Business		A (100) Case Study Report						
Optional year	Integrated Placement Year			A (100) Industry Experience Portfolio					
Core Modules Stage 3	Sport Research Project		A (75) Project Report						B (25) Oral Assessment
Optional Modules Stage 3	Strategic Management		A (100) Case Study Report						
	Sports Sponsorship and Brand Development								A (100) Group Oral Presentation with Questions, individually marked
	People, Leadership and Change	B (75) Coursework							A (25) Poster Defence

	Project Management in Action								A (100) Oral Presentation with Questions
	The Impact of Sports Events		A (100) Case Study Report						
	Sport and Social Media		A (100) Project Report						

*Indicative assessment types for new students enrolling on this programme after the date this specification takes effect (Part 1) are shown in terms of either **Coursework**, **Written Examination**, or **Practical Examination** as indicated by the colour coding above.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found through Hartpury's website (www.hartpury.ac.uk).

Approved Programme Amendment Log

Primary Programme Title:	BSc (Hons) Sports Business Management
Programme Code:	BSHSSBMX
Initial Approval Date:	16 July 2024

Changes: *Most recent at the top of the page*

11/06/2025: correction to document

Part 3: Programme Structure - 'by exception' note removed. Following a review of the approach, it has been decided that this category of module will not be used.

Approved by CVC Chair's action 2025 06 11

Current version number: 1.0	
Outline Change Details:	
<p>Part 1: interim awards - Undergraduate Level 4 Certificate in Sport Studies and Undergraduate Level 4 Award in Sport Studies corrected ('Level 4' removed, as previously included in error).</p> <p>Parts 3, 4 and 5 – new module HSPVV4-30-4 Contemporary Issues in Sport Management replaces HSPV5U-15-4 Contemporary Issues in Sport Management and HSPV9L-15-4 Introduction to Technology in Sport as core Level 4 / Stage 1 modules. New module HSPVSX-30-4 Understanding Business Economics and Financial Information replaces HSPV5V-15-4 Understanding Business and Financial Information and HSPV5Q-15-4 Understanding the Business and Economic Environment as core Level 4 / Stage 1 modules. New module HSPVTD-30-5 Professional Project Experience replaces HSPVK5-15-5 Professional Placement Experience as core Level 5 / Stage 2 module. HSPVTR-30-5 The Sports Facility Experience added as Level 5 / Stage 2 optional module; HSPV98-30-5 Sports Facilities and Hospitality Management HSPV5R-15-5 The Sport Service Environment removed as optional modules.</p> <p>Stage 3: core module HSPVQA-45-6 Sport Research and Knowledge Exchange Project name changed to Sport Research Project.</p> <p>Part 5: Assessment Map – updated to reflect module amendments. Stage 1 Introduction to the Sports Industry weighting changed from 75:25 to 50:50. Stage 2 optional module Accounting Information for Business Component B (Coursework) removed, and Component A changed to 100%. Stage 3 optional module The Impact of Sports Events changed from Group Oral Presentation and Poster Report to Case Study Report.</p> <p>Part 4: Programme Learning Outcomes mapping and outcomes wording updated. Stage 3 / Level 6 modules Investigative Skills for the Successful Undergraduate and Applied Research Project removed as not included in the programme structure. Stage 0 / Level 3 modules removed as not required in this section.</p>	
Do the changes presented alter the mapping against the Hartpury University Curriculum Framework (delete as appropriate)? No	
If yes, please provide the details of the changes:	
Mapping updated to reflect module changes.	
Material Alteration: No	
Rationale:	
Following the Sport PSR, all curriculum has been reviewed and updated. This programme has been amended to reflect amendments made within modules.	
Change requested by: Mike Green	
<p>I can confirm that student representatives have been consulted about this change</p> <p>I can confirm that colleagues impacted by this change have been consulted</p> <p>I have retained evidence of these consultations, which will be summarized within the Programme Enhancement Report</p>	
Signature: 	Date: 21/10/2024
Name of Head of Department: Sarah Lee	
I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department	
Signature: Sarah Lee	Date: 01.11.24
Approval Committee and Date:	CVC Chair's action (SD) 2025 02 13 (from CVC 2025 01 22)
Change approved with effect from:	01 September 2025
Resulting new version number:	1.1

Outline Change Details: New programme.	
Approval Committee and Date:	CVC 2024 07 16
Change approved with effect from:	01 September 2025
Resulting new version number:	1.0