



## COURSE SPECIFICATION

Course Aim and Title	MSc International Sport Management  Postgraduate Diploma (PGDip)
Teaching Institution(s)	<ul style="list-style-type: none"> <li>• UCFB GIS Manchester (Face to Face)</li> <li>• UCFB GIS Wembley (Face to Face)</li> <li>• Distance</li> <li>• Distance (with attendance)</li> </ul>
Alternative Teaching Institutions (for local arrangements see final section of this specification)	n/a
UEL Academic School	School of Health, Sport and Bioscience
UCAS Code	n/a
Professional Body Accreditation	n/a
Relevant QAA Benchmark Statements	QAA Master's Degree Characteristics Statement (2015)
Additional Versions of this Course	Distance (with attendance) Distance Part-time
Date Specification Last Updated	November 2023



## Course Aims and Learning Outcomes



- Draw on key research theories and principles appropriate to marketing in traditional and digital sports marketing environments.
- Explore and critically review components underpinning sound reflective processes in leadership.
- Demonstrate a critical understanding of the connection between commercialisation of sport and its juridification.



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

- Critically appraise and apply the role of reflection in own leadership practice.
- Effectively develop the skills necessary to produce informative and business standard documents using a full range of digital application.
- Identify and apply project management skills for change and implementation.
- Provide analysis and critical application of management practices in the sports and event industries.
- Conceptualise and think critically, including the analysis, evaluation and presentation of marketing information.
- Construct simple digital communication and social media channels.
- Demonstrate an ability to effectively plan, design, monitor and present an applied investigation.
- Demonstrate an effective use of computer-aided research skills.
- Effectively develop the skills necessary to produce a legal contract.



## Learning and Teaching

Being taught in a working international sports environment presents several opportunities for students to reflect on the material covered in lectures, seminars and webinars. A diverse-



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 30 and 45 credit module, students will receive a minimum of 10 hours (for 15 credit modules a minimum of 5 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 (with attendance) 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 students' assessed 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, assessed seminar discussions. Applied assessment tasks are used as far as possible to enable students to link theory with practice, thereby assessing knowledge and understanding alongside subject-specific skills and key skills.

#### Work or Study Placements

n/a

#### Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.



Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Master's degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

<b>Level</b>	<b>UEL Module Code</b>	<b>Module Title</b>	<b>Credit Weighting</b>	<b>Core/Option</b>	<b>Available by Distance Learning? Y/N</b>
7	UD7012	Global Sustainable Sports Operations	30	Core	Y
7	UD7013	Managing Global Strategy	30	Core	Y
7	UD7011	Global Sports Marketing and Digital Communications	30	Core	Y
7	UD7010	Global Sports Leadership	15	Core	Y
7	UD7000	Applied Professional Project	45	Core	Y



Additional detail about the course module structure:

n/a

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 180 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course





connection in order to view the content as part of your course. UCFB|GIS also has an app which you can download from the app store on iOS and Android so that you can access content on the go. Simply search for 'UCFB|GIS Online Hub'.

- Kit (coaching courses) – GIS coaching kits (optional) - £100
- Stationery equipment – paper and pens are required. Costs will vary dependent on your choice.
- Books, journals and periodicals – books will be available to access in the UCFB|GIS and UEL library. If you wish to purchase books they can do so, however this is not a requirement. 480.42 617.34 asi2 617.34 (ouq£100mu2240 (de).3 (i)-1 (n the )5.4 (U)1.7 (C)1.7 (F0y Tf01 T