

# Programme Specification: Post Graduate Taught

## For students starting in Academic Year 2024/25

### 1. Course Summary

<b>Names of programme and award title(s)</b>	MSc Sports Business Management
<b>Award type</b>	Taught Masters
<b>Mode of study</b>	Full-time Part-time
<b>Framework of Higher Education Qualification (FHEQ) level of final award</b>	Level 7
<b>Normal length of the programme</b>	1 year full-time or 2 years part-time
<b>Maximum period of registration</b>	The normal length as specified above plus 3 years
<b>Location of study</b>	Keele Campus
<b>Accreditation (if applicable)</b>	n/a
<b>Regulator</b>	Office for Students (OfS)
<b>Tuition Fees</b>	<p><b>UK students:</b></p> <p>Full-time fee for 2024/25 is £12,700</p> <p>Part-time fee for 2024/25 is £7,000 per year*</p> <p><b>International students:</b></p> <p>Full-time fee for 2024/25 is £21,900</p>

**How this information might change:** Please read the important information at <http://www.keele.ac.uk/student-agreement/>. This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.

\* We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

### 2. Overview of the Programme

The Sports Business Management postgraduate degree enables you to specialise in business with applied sport management and marketing skills. The degree will provide you with the knowledge and expertise of the industry, through research-led teaching and guest lectures related to sport. This programme will also allow you to gain a specific business understanding, through optional and core modules. The programme has considered and embedded, where suitable, UN Sustainable Development Goals throughout to educate and enhance your knowledge of the impact sport has in this field.

The sports industry is one that is in constant change. This programme creates opportunities to study many of the ongoing and exciting changes within the industry. This includes new and expanding areas of sport such as events, esports and sports role in environmental sustainability. Additionally, this programme studies sport concepts that have been established for a long period of time, but experience rapid and continual changes, this includes sponsorship, events and media. The core aim of this programme is to provide you with a forward-facing

view of the sports industry, with regular connection between the real sport business world.

A wide range of transferable skills supports specific subject knowledge within this programme, enabling you to undertake research, work independently or in a group, manage the time efficiently, interpret and evaluate information and develop communication (presentation) and writing skills. All these skills are highly valued by prospective employers. Additionally, you will critically analyse sports organisations and events and consider the practical and real-life implications for sports business managers.

In your third semester, you will have the opportunity to choose from either a dissertation, consultancy, placement or entrepreneurship project. These projects are unique to Keele Business School and will allow you to apply, where possible, your sports management skills and knowledge to these areas. This will allow you to potentially engage with businesses or academic research and leave your programme with potentially a tangible project to show employers or with an enhanced CV, depending on the route you take.

This programme will be suitable for you if you have an interest in working within the industry and want to expand and develop the key business management skills that will underpin this knowledge. The programme will prepare you for a range of careers or for progression to further study in related disciplines. This includes, but is not limited to, Partnership Managers, Sales Executives, Events Manager or Operations Officer. The programme is academically rigorous, and delivered in a supportive but challenging learning environment that provides sound foundations that enable you to acquire a range of skills that are highly relevant for either subsequent careers or further study.

### **3. Aims of the programme**

The broad aims of the programme are to enable you to:

- Apply and appraise critical and key theories in the areas of sports management. This includes, but is not limited to, areas of consumer behaviour, sport sponsorship, media and events.
- Develop knowledge and understanding about sports events, from bidding to evaluation.
- Appraise and research several key decisions undertaken by decision makers within the sports industry. This includes decisions on sustainability, sponsorship and marketing.
- Appraise and research several key decisions undertaken by decision makers within the sports industry. This includes decisions on sustainability, sponsorship and marketing.
- Effectively and productively use the range of insights available to you, to critically analyse the sports industry, whether that be academic, governmental or marketing insights.
- Develop a critical understanding of the impact sport has in the wider global context, whether that be through the events delivered, the stadia and venues they have, the connection sport has with non-sporting brands, the correlation between sport and governments and the relationships with their fans and communities.
- Have an ingrained and critical insight of the future direction of the sports industry, whether that be through sustainability, esports, women's sports or sponsorship, through engaging with up to date academic and empirical research or by engaging in your own research.
- Demonstrate knowledge and skills that enable you to develop independence and self-confidence in your work and the ability to cooperate with others.
- Acquire a range of relevant key skills including, but not limited to, communication, leadership, working with others, personal development, problem solving and professional software skills (for example word processing, presentation and spreadsheet software) in preparation for employment or further study.

### **4. What you will learn**

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

#### **Subject knowledge and understanding**

Successful students will be able to:

- Demonstrate knowledge of key management and marketing principles in the applied sport context, to support decision making for a wide range of stakeholders.
- Appreciate the implications of the cultural and social environment of the responsible sport practitioner.
- Demonstrate knowledge and understanding of the role and impacts of managers, their operations, marketing practices, ethics and strategies.

## Subject specific skills

Successful students will be able to:

- Solve current real-world problems in a sport management context by applying a range of different theories, creative and innovative approaches, technologies and techniques: developing the judgement skills to choose between them and applying them.
- Develop and refine their functional skills (for example English, Maths and Digital skills), which will be assessed and advanced through formative and summative assessments.

## Key or transferable skills (including employability skills)

Successful students will be able to:

- Communicate using a variety of mediums to a range of audiences (for example written, verbal and visual forms).
- Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects.
- Work effectively with information technology, literature searches and library resources, including academic and non-academic resources.
- Demonstrate effective skills in problem-solving, analysis and independent research skills.
- Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.

## The Keele Graduate Attributes

The Keele Graduate Attributes are the qualities (skills, values and mindsets) which you will have the opportunity to develop during your time at Keele through both the formal curriculum and also through co- and extra-curricular activities (e.g., work experience, and engagement with the wider University community such as acting as ambassadors, volunteering, peer mentoring, student representation, membership and leadership of clubs and societies). Our Graduate Attributes consist of four themes: **academic expertise, professional skills, personal effectiveness, and social and ethical awareness**. You will have opportunities to engage actively with the range of attributes throughout your time at Keele: through your academic studies, through self-assessing your own strengths, weaknesses, and development needs, and by setting personal development goals. You will have opportunities to discuss your progress in developing graduate attributes with, for example, Academic Mentors, to prepare for your future career and lives beyond Keele.

## 5. How is the programme taught?

Learning and teaching methods used on the programme vary according to the subject matter and level of the module. They include the following:

- Experiential learning which allows students to apply the knowledge gained.
- Guest lectures where students will receive lived experiences and exposure of what the sports industry entails.
- Lectures. Lectures will expand and synthesise industry insights from a range of sources. There will be opportunities for students to interact with lecturers and professionals to deepen their understanding.
- Tutorials focus on a range of formative activities, including class discussions, group activities, group or individual presentations, case studies, question and answer sessions, to check understanding and to assist students when preparing for summative assessment.
- Independent study where students are referred to specific materials or asked to research and find information independently, which may extend to undertaking an independent research project under the supervision of an experienced tutor.
- Working in groups on assessments and other activities, in order to develop employment skills.

Apart from these formal activities, students are also provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their Academic Mentors or module lecturers on a one-to-one basis.

These learning and teaching methods enable students to achieve the learning outcomes of the programme in a variety of ways. For example:

- Lectures, interactive lectures and independent study allow students to gain a systematic understanding of sports business management.
- Tutorials provide opportunities for students to ask questions about, and suggest answers to problems in a responsible way, and to present their own ideas to members of staff and other students using an appropriate medium of communication.

- Tutorials encourage students to reflect on their own learning and take responsibility for its development by addressing areas of difficulty, perhaps by discussing them with their fellow students or by getting additional help from a member of staff.
- Undertaking a dissertation with the support of an experienced and active researcher allows students to formulate relevant research questions and devise a feasible and methodologically sound strategy for answering them.
- Undertaking a consultancy project allows students the opportunity to gain work experience and apply the skills developed during the taught modules in a real-life business setting.
- Participating in the work placement gives students the opportunity to gain extended work experience.
- The entrepreneurship project will enable students to develop their own business idea with the intention of building their own business

As part of your final semester 45 credit module (Dissertation, consultancy, placement or entrepreneurship project), you will be able to apply your project to the sports industry.

## 6. Teaching Staff

Keele Business School comprises subject expertise in Management, International Business, HRM, Marketing, Finance, Economics, Accounting and Sport - professors, readers, senior lecturers, lecturers and teaching fellows. Most staff members have teaching qualifications (for example Snr Fellowship HEA) and those that do not are actively working to attain them. Most staff have PhD qualifications and a number have professional qualifications.

All members of staff seek to ensure that module content represents up to date standards and legislation and reflects current relevant research, including the results of their own research. The school maintains a strong commitment to excellence and innovation in teaching and research. Teaching is informed by research with teaching staff presenting and publishing academic papers at national and international conferences, in books and in internationally ranked journals.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

## 7. What is the structure of the programme?

The academic year runs from September to September and is divided into three semesters. The number of weeks of teaching will vary from programme to programme, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April. Our degree courses are organised into modules. Each module is usually a self-contained unit of study and each is usually assessed separately with the award of credits on the basis of 1 credit = 10 hours of student effort. An outline of the structure of the programme is provided in the tables below.

There are two types of module delivered as part of your programme. They are:

- Compulsory modules - a module that you are required to study on this programme
- Optional modules - these allow you some limited choice of what to study from a list of modules

Year	Compulsory	Optional	
		Min	Max
Level 7	105	75	75

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## Module Lists

### *Level 7*

<b>Compulsory modules</b>	<b>Module Code</b>	<b>Credits</b>	<b>Period</b>
Leadership	MAN-40056	15	Semester 1
The Sport Media Relationship	MAN-40305	15	Semester 1
The (E)Sports Fan Experience	MAN-40309	15	Semester 1
Creativity and Personal Development	MAN-40058	15	Semester 2
Global Sport Sponsorships	MAN-40303	15	Semester 2
International Sports Event Management	MAN-40307	15	Semester 2
Research Methods	MAN-40192	15	Semester 2-3

<b>Optional modules</b>	<b>Module Code</b>	<b>Credits</b>	<b>Period</b>
International Business Context	MAN-40114	15	Semester 1
Understanding Consumer Behaviour	MAN-40120	15	Semester 1
Marketing Management in the Digital Age	MAN-40128	15	Semester 1
Strategy and Information Management	MAN-40036	15	Semester 2
Branding	MAN-40126	15	Semester 2
Developing an Investable Business Plan	MAN-40170	15	Semester 2
Entrepreneurship and Innovation for Sustainable Development	MAN-40206	15	Semester 2
Consultancy Project	MAN-40198	45	Semester 3
Placement Project	MAN-40200	45	Semester 3
Entrepreneurship Project	MAN-40202	45	Semester 3
Dissertation - Management	MAN-40204	45	Semester 3

## **Level 7 Module Rules**

Students **must** choose **one** of:

- Dissertation - Management (MAN-40204)
- Consultancy Project (MAN-40198)
- Placement Project (MAN-40200)
- Entrepreneurship Project (MAN-40202)

## **Learning Outcomes**

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

## **Level 7**

<b>Subject Knowledge and Understanding</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Demonstrate knowledge of key management and marketing principles in the applied sport context, to support decision making for a wide range of stakeholders.	Global Sport Sponsorships - MAN-40303 The (E)Sports Fan Experience - MAN-40309 The Sport Media Relationship - MAN-40305 International Sports Event Management - MAN-40307
Appreciate the implications of the cultural and social environment of the responsible sport practitioner.	Global Sport Sponsorships - MAN-40303 The (E)Sports Fan Experience - MAN-40309 The Sport Media Relationship - MAN-40305 International Sports Event Management - MAN-40307
Demonstrate knowledge and understanding of the role and impacts of managers, their operations, marketing practices, ethics and strategies.	All core modules.

<b>Subject Specific Skills</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Solve current real-world problems in a sport management context by applying a range of different theories, creative and innovative approaches, technologies and techniques: developing the judgement skills to choose between them and applying them.	All core modules.
Develop and refine their functional skills (for example English, Maths and Digital skills), which will be assessed and advanced through formative and summative assessments.	All core modules.

<b>Key or Transferable Skills (graduate attributes)</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Communicate using a variety of mediums to a range of audiences.	All core modules.
Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects.	All core modules.
Work effectively with information technology, literature searches and library resources, including academic and non-academic resources.	All core modules.
Demonstrate effective skills in problem-solving and analysis.	All core modules.
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.	All core modules.

## 8. Final and intermediate awards

<b>Master's Degree</b>	180 credits	You will require at least 150 credits at Level 7
<b>Postgraduate Diploma</b>	120 credits	You will require at least 90 credits at Level 7
<b>Postgraduate Certificate</b>	60 credits	You will require at least 40 credits at Level 7

## 9. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used on your programme:

- Essays, including those based on case study material, test the quality and application of subject knowledge. In addition they allow students to demonstrate their ability to carry out basic bibliographic research and to communicate their ideas effectively in writing in an appropriate scholarly style using the Harvard system of referencing
- Research reports test a student's knowledge of different research methodologies and the limits and provisional nature of knowledge. They also enable students to demonstrate their ability to formulate research questions and to answer them using an appropriate strategy.
- Blogs and reflections, where student's ability to identify their own experiences and opinions and display them in a constructive and critical way
- Presentations assess a student's subject knowledge and understanding. They also test the ability to communicate what they know orally and visually, and to reflect on these processes as part of their own personal development.
- Portfolios, where you assemble pieces of work to demonstrate your engagement with and understanding of a topic, either individually or in a group.
- Reports, where you produce a document that sets out your response to the task, including your recommendations and conclusions
- Literature reviews, where students will be expected to critique the existing academic materials surrounding a named topic.
- Exams, in different formats, test your knowledge and understanding of the module. Examinations may consist of essay, short answer, multiple choice questions and computational answers depending on the module.

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

## 10. Accreditation

This programme does not have accreditation from an external body.

## 11. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at: <http://www.keele.ac.uk/student-agreement/>

If this programme has any exemptions, variations or additions to the University Regulations these will be detailed in an Annex at the end of this document titled 'Programme-specific regulations'.

## 12. What are the typical admission requirements for the Programme?

See the relevant course page on the website for the admission requirements relevant to this programme: <https://www.keele.ac.uk/study/>

Recognition of Prior Learning (RPL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here: <https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/>

### **13. How are students supported on the programme?**

Support for student learning on the Programme is provided in the following ways:

- Module tutors are responsible for providing support for learning on the modules. They also give individual feedback on module assessments and more general feedback on examinations.
- Every student is allocated to an Academic Mentor who is responsible for reviewing and advising on students' academic progress.
- Academic Mentors also act as a first point of contact for students on non-academic issues that may affect their learning and can refer students on to a range of specialist health, welfare and financial services co-ordinated by the University's Student Services.
- Student Experience Support Officer and Disability and Inclusion Tutor who can assist and support with a range of issues that face students throughout their studies.
- Student Voice Representatives - provide a focus for issues at module and year level to be raised.
- Students for whom English is not their first language are offered language classes, facilities and services by the University's Language Centre. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice.
- All members of teaching staff on the programme are available to see students during office hours, if available, and by appointment.

### **14. Learning Resources**

Teaching takes place in a variety of lecture theatres and tutorial rooms all of which have appropriate audio visual equipment. Copies of set text books are available online as an e-book and/or in the campus library, together with electronic access to a wide variety of relevant academic journals.

All modules make extensive use of the Keele Learning Environment (KLE) meaning that students have access to detailed module materials (lecture notes, tutorial activities, journal articles, practice question banks and so on) anywhere and anytime that they have access to the internet.

### **15. Other Learning Opportunities**

The programme includes additional, and optional, experiential activities, such as team-building exercises and consultancy exercises involving real-life business problems set by local companies. Students also have the opportunity to engage in short paid innovation projects with local businesses, to attend workshops and lectures from prominent external speakers, to visit organisations and to engage in wider networking and collaboration events.

### **16. Additional Costs**

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this programme.

### **17. Quality management and enhancement**

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Revalidation process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual Postgraduate Taught Experience Survey (PTES), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students on the programme is considered and acted on at regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:



- Approving examination questions
- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:  
<http://www.keele.ac.uk/ga/externalexaminers/currentexternalexaminers/>

## 18. The principles of programme design

The programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

- a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education: <http://www.qaa.ac.uk/quality-code>
- b. QAA Subject Benchmark Statement: The subject benchmark statement for business degrees stresses the need for programmes to offer "a broad, analytical and highly integrated study of business and management, covering a complex range of organisations and their interdependencies."  
[https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881\\_5](https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5)
- c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

## Version History

### This document

**Date Approved:** 10 June 2024

### Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
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