

## Programme Specification

1	<b>Awarding body</b>	University of London				
2	<b>Teaching Institution</b>	Birkbeck College				
3	<b>Programme Title(s)</b>	Postgraduate Certificate Sport Management				
4	<b>Programme Code(s)</b>	TPCSPORM_C				
5	<b>UCAS code (if applicable)</b>	N/A				
6	<b>Home Department</b>	Management				
7	<b>Exit Award(s)</b>	PG Certificate				
8	<b>Duration of Study (number of years)</b>	1 year part-time				
9	<b>Mode of Study</b>	FT		PT	X	DL
10	<b>Level of Award (FHEQ)</b>	7				

11	<b>Other teaching depts or institution (or not applicable)</b>	N/A				
12	<b>Professional, Statutory Regulatory Body(PSRB) details (or not applicable)</b>	N/A				
13	<b>QAA Benchmark Group (or not applicable)</b>	N/A				

14	<b>Programme Rationale &amp; Aims</b>	<p>The Postgraduate Certificate in Sport Management is designed to provide students with an understanding of key management issues within the sport industry. A range of subjects will be studied including sport economics, sport labour markets, sport marketing and sport events, providing a broad background to the sport industry. It can be studied over one year part-time and is ideal for executives within a variety of sport organisations, media organisations, members of supporters' organisations, and local government officials with responsibilities in the leisure field, as well as people with a general interest in the sport and media industries. Upon successful completion of the Postgraduate Certificate students can choose to continue studying on one of the MSc programmes in sport management.</p>				
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15	<b>Entry Criteria</b>	<p>Normally at least a second-class honours degree in any subject area from a UK university or a non-UK equivalent. A professional or other qualification obtained by written examinations approved by the College.</p> <p>Relevant experience, supporting statements and references may be taken into consideration, especially in the case of non-standard applications.</p> <p>If English is not your first language or you have not previously studied in English, our usual requirement is the equivalent of an International English Language Testing System (IELTS Academic Test) score of 6.5, with not less than 6.0 in each of the sub-tests.</p>				
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16	<p><b>Learning Outcomes</b></p> <p><i>On successful completion of this programme a student will be expected to be able to:</i></p> <p><b><u>Subject Specific</u></b></p> <ol style="list-style-type: none"> <li>1. Understand the ‘peculiar economics’ of the sport industry</li> <li>2. Explain the need for appropriate forms of regulation in the sport industry</li> <li>3. Discuss theoretical issues in management and how they relate to practical and policy implications in sport</li> <li>4. Demonstrate knowledge and understanding of how the sport industry operates.</li> </ol> <p><b><u>Intellectual</u></b></p> <ol style="list-style-type: none"> <li>5. Solve management problems in sport by linking theory and practice</li> <li>6. Demonstrate critical awareness</li> <li>7. Critically analyse and interpret academic texts and policy documents</li> <li>8. Acquire the necessary learning and research skills, and competencies that are viewed as transferable and career enhancing</li> </ol> <p><b><u>Practical</u></b></p> <ol style="list-style-type: none"> <li>9. Demonstrate the ability to write an essay drawing on a range of sources</li> <li>10. Demonstrate library and archive skills including the ability to conduct relevant literature searches using electronic databases</li> <li>11. Join in and contribute to group discussions</li> </ol> <p><b><u>Personal and Social</u></b></p> <ol style="list-style-type: none"> <li>12. Work productively as part of a small group</li> <li>13. Improve their presentation skills</li> <li>14. Self-motivation and time management</li> </ol>
17	<p><b>Learning, teaching and assessment methods</b></p> <p>The teaching and learning strategy on the PG Certificate Sport Management allows the needs of mature students that undertake part-time study to gain up-to-date knowledge which enhances their career prospects. The planning of the programme of study has taken into account the need for evening lectures and seminars to be adequately scheduled; an acceptable workload and its distribution throughout the terms; and the need for accurate information which is in the form of details in the postgraduate handbook, which acts as a guide and which supports independent learning.</p> <p>The four taught modules that make up the PG Certificate Sport Management are taught over a nine-week period. They comprise three-hour weekly sessions comprising face-to-face lectures and a seminar activity. The learning outcomes for each module and lecture are demonstrable and functional so that students will understand what is expected of them and focus their learning activity. Transparent learning outcomes will also help the tutor to align teaching and assessment with these learning outcomes. The face-to-face lectures provide an overview of the relevant issues, supported by the seminars which involve group work and student presentations, and provide the opportunity for interaction and discussion to encourage deeper learning and a more in-depth exploration of the problems and issues.</p>

	<p>The assessment for each module will vary and includes a mix of coursework, exams, marketing reports, group presentations, and a dissertation. All forms of assessment require students to think logically and to adopt an analytical approach to answering the question. It can be argued that the assessment is balanced and all timetabling takes into account the fact that those students with specific needs, have their needs taken into account and they are not disadvantaged in any way. The pass mark is 50% for the combined course work and unseen, formal examination. Each student is allowed one re-sit.</p>
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18	<p><b>Programme Description</b></p> <p>The Postgraduate Certificate in Sport Management has four compulsory modules (please see below). The Postgraduate Certificate in Sport Management is designed to provide students with an understanding of key management issues within the sport industry. A range of subjects will be studied including sport economics, sport labour markets, sport marketing and sport events, providing a broad background to the sport industry.</p>
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19	<p><b>Programme Structure</b></p> <p><i>Part Time programme</i></p> <p><i>Year 1</i></p> <table border="1"> <thead> <tr> <th>Level</th> <th>Module Code</th> <th>Module Title</th> <th>Credits</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>7</td> <td>BUMN001H7</td> <td>Sport Economics and the Design of Competitions</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>BUMN110H7</td> <td>Sport Labour Markets</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>MOMN035H7</td> <td>Sport Marketing</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>MOMN081H7</td> <td>Sport Event Management</td> <td>15</td> <td>Compulsory</td> </tr> </tbody> </table>	Level	Module Code	Module Title	Credits	Status	7	BUMN001H7	Sport Economics and the Design of Competitions	15	Compulsory	7	BUMN110H7	Sport Labour Markets	15	Compulsory	7	MOMN035H7	Sport Marketing	15	Compulsory	7	MOMN081H7	Sport Event Management	15	Compulsory
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20	<p><b>Regulations</b></p> <ul style="list-style-type: none"> <li>• <b>Admissions</b> This programme adheres to the College Admissions Policy: <a href="http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf">http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf</a></li> <li>• <b>Credit Transfer</b> Accredited Prior Learning will be considered in line with the College Policy on Accredited Prior Learning <a href="http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf">http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf</a></li> <li>• <b>Programme Regulations</b> This programme adheres to the College Common Awards Scheme <a href="http://www.bbk.ac.uk/registry/policies/regulations">http://www.bbk.ac.uk/registry/policies/regulations</a></li> <li>• <b>Programme Specific Regulations (or not applicable)</b> N/A</li> </ul>
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21	<p><b>Student Attendance Framework – in brief</b></p> <p>The full version of the 'Student Attendance Framework' is available <a href="http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf">http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf</a> .</p>
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	<p><b>Principle</b></p> <p>Consistent and regular student attendance in class (or equivalent) promotes and affords student success. Inconsistent and irregular attendance is less likely to result in student success and is consistent with lower marks and degree classifications being achieved and awarded.</p> <p><b>Attendance expectation</b></p> <p>Birkbeck, University of London expects you to consistently attend all timetabled sessions, including lectures, seminars, group and individual tutorials, learning support sessions, workshops, laboratories, field trips, inductions and demonstrations.</p> <p><b>E-Registers</b></p> <p>All Birkbeck students are issued with student cards. Students are expected to take them to classes and to assessment venues and to present them to a member of staff if requested. This is for the purpose of identifying Birkbeck students.</p>
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21	<b>Student Support and Guidance</b>
	All Birkbeck students have access to a range of student support services, details can be found on our website here: <a href="http://www.bbk.ac.uk/mybirkbeck/services/facilities">http://www.bbk.ac.uk/mybirkbeck/services/facilities</a>

22	<b>Methods of Enhancing Quality and Standards</b>
	<p>The College has rigorous procedures in place for the monitoring and enhancing its educational provision. This includes regular monitoring of programmes drawing on feedback from various sources including external examiner's reports, student feedback, student achievement and progression data. In addition, departments are reviewed every four to five years through the internal review process that includes external input.</p> <p>For more information please see the Academic Standards and Quality website <a href="http://www.bbk.ac.uk/registry/about-us/operations-and-quality">http://www.bbk.ac.uk/registry/about-us/operations-and-quality</a> .</p>

23	<b>Programme Director</b>	Sean Hamil
24	<b>Start Date</b> ( <i>term/year</i> )	Autumn term, 2010
25	<b>Date approved by TQEC</b>	Spring term 2010
26	<b>Date approved by Academic Board</b>	Summer term 2019
27	<b>Date(s) updated/amended</b>	February 2019