Programme Specification ARO 034a

This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if they take full advantage of the learning opportunities provided.

This document is published on the University website and will be a publicly available record of the named programme.

The information contained in this form should be included in the Programme Handbook, either as presented below or in a format determined by the Faculty.

Section 1 Key Facts

<table>
<thead>
<tr>
<th>Awarding Body</th>
<th>University of Stirling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Institution</td>
<td>NA</td>
</tr>
<tr>
<td>Programme Name</td>
<td>Sport Management</td>
</tr>
<tr>
<td>Award e.g. BSc (Hons), MA etc.</td>
<td>MSc</td>
</tr>
<tr>
<td>Faculty</td>
<td>Health Sciences and Sport</td>
</tr>
<tr>
<td>Division (if applicable)</td>
<td>Sport</td>
</tr>
<tr>
<td>UCAS Code (UG only)</td>
<td>NA</td>
</tr>
<tr>
<td>Programme Code</td>
<td>TXX44-SPM</td>
</tr>
<tr>
<td>Mode of Study</td>
<td>Full Time ☒ Part Time ☒ (if both please provide two Degree Programme Tables in the Outline Programme Structure)</td>
</tr>
<tr>
<td>Location/Method of Study</td>
<td>On Campus – UK ☒ International ☐ Where: Online ☐ Blended ☐</td>
</tr>
<tr>
<td>Admission Points</td>
<td>September ☒ January ☐ Other (if more than one entry point please provide a Degree Programme Table for each in the Outline Programme Structure)</td>
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<tr>
<td>Length of Programme</td>
<td>12 months</td>
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<tr>
<td>SCQF Level</td>
<td>11</td>
</tr>
<tr>
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<td>180</td>
</tr>
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<td>ECTS Credit Value</td>
<td>180</td>
</tr>
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<td>Relevant QAA Subject Benchmark</td>
<td>Sport Management</td>
</tr>
<tr>
<td>Professional Body Accreditation (all relevant accreditations to be listed)</td>
<td>Name of accrediting body: NA Required for programme: No</td>
</tr>
</tbody>
</table>
### Programme Director
Stephen Morrow

### Advisor of Studies
Stephen Morrow

### Programme Approved
01/09/2008

### Last Updated
01/09/2008

## Section 2 Overview

### Programme Summary

A comprehensive summary of the programme.

Sport Management is a degree that will help students develop their career in the sport industry. It has been designed to meet the industry's need for well-qualified managers who can combine management and financial skills with specialist knowledge of sport. The course will help students acquire the necessary knowledge, understanding and skills to enable reflective management practice in a range of sport settings. This course was ranked 3rd in Europe in 2016 by Sport Business International.

**Key Features of the Programme (including what makes it distinctive)**

- Programme taught by individuals with professional experience and research expertise.
- Wide range of guest speakers.

### Programme Aims

**Overarching Programme Aims**

On successful completion of this programme, you should be able to:

1. apply management theory and skills learned in the context of managing sport organisations
2. apply critical thinking and reasoning skills as sport management professionals.
3. conduct research into sport issues relevant to managing and developing sport organisations and events
4. identify and evaluate recent changes in sport participation and policies, and their implications for sport management practices
5. analyse social and ethical issues related to sport and reflect on how these will impact your conduct as a sports management professional.

### What Will I Be Expected To Achieve?

**Detailed Learning Outcomes**

On successful completion of this programme, you should have / be able to:

**Knowledge and Understanding:**

1. Knowledge and understanding of research methods appropriate to sport management and its related disciplines
2. Knowledge and understanding of key concepts in sport management and its disciplines, management practices / tools, and sport organisations and policies
3. Design a research project (level 11) that can contribute to knowledge in sport management or its related disciplines.

**Intellectual, Practical and Transferable Skills**

1. Apply critical thinking and reasoning skills as sport management professionals.
2. Develop confidence and other interpersonal skills by engaging in group tasks, presentations and professional practice
3. Develop your employability through professional practice and networking opportunities
4. Acquire and demonstrate effective communication through digital and other media
5. Identify opportunities for research and inquiry
6. Become more adept at managerial problem solving using innovation and reflective thinking
7. Demonstrate leadership qualities that inspire and motivate others

Values and Attitudes:
1. Become active global citizens and prospective managers who are ethically and socially responsible
2. Become active global citizens and prospective managers who are culturally and environmentally aware
3. Be respectful of individual differences in learning preferences and seek to meet the needs of potential clients and collaborators.

HOW WILL I LEARN?

Outline of the teaching methods and approach to be used on the programme.

The programme will involve a variety of different learning methods including traditional lecturing, guest speakers, online lectures / podcasts, structured in-class discussion, group work, student-led workshops, independent study and research, and experiential learning activities. These teaching methods and approaches seek to ensure that you connect fully with the programme’s planned learning outcomes.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Outline of the assessment methods and approach to be used on the programme.

Assessment and Assessment Criteria
The taught programme is assessed primarily using individual written assignments, individual presentations and group assignments. There are no examinations but an in-class test (open book) contributes to the assessment on one module.
The assessment criteria vary from module to module and reflect the subject matter of that module and the type of assessment used.
All students have the opportunity to undertake a dissertation, an independent piece of research carried out on a topic identified by the student. The aim of the dissertation is to test the independent research skills that the student has acquired during the programme and their ability to apply these in a sport management study. Each student is supported by an academic member of staff.

Feedback on Assessment
You will receive feedback on coursework within 3 weeks of completion of the assessment. Feedback is usually provided electronically on formal coursework. Feedback and Guidance sessions with teaching staff are available on all modules. These provide regular opportunities to discuss feedback further. More information about feedback on assessment can be found here;
http://www.stir.ac.uk/academicpolicy/handbook/assessment/

Assessment Regulations
Highlight any exceptions to the assessment regulations for this programme

If you would like to know more about the way in which assessment works at the University of Stirling, please see the full version of the assessment regulations at:
Undergraduate
Postgraduate – Taught
Postgraduate - Research

WHAT WILL I STUDY?

Outline Programme Structure
The list below shows compulsory modules for this programme. More information about these requirements can be found in the relevant Module Descriptors.
- Where an “Option list” is specified, you have a choice of which module to take at this point in the degree programme and these choices are listed below
- For year 1 and 2 where “Any Module” is used it means that you can choose from all modules available to the year group and you can see the full list by following these links:
  
  Undergraduate
  Postgraduate

**FULL TIME**

**Year 1**
Total year 1 credit value = 180
Compulsory credits = 180
Option credits = nil

Compulsory Modules

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<tbody>
<tr>
<td>Sport Finance</td>
<td>SPSP001</td>
<td>20</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>Principles of Sport Management</td>
<td>SPSP038</td>
<td>20</td>
<td>1</td>
<td>11</td>
</tr>
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<td>SPSP039</td>
<td>20</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>Sport Event Management</td>
<td>SPSP058</td>
<td>20</td>
<td>1 and 2</td>
<td>11</td>
</tr>
<tr>
<td>Professional Practice</td>
<td>SPSP049</td>
<td>20</td>
<td>2</td>
<td>11</td>
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<tr>
<td>Sport Management Challenges</td>
<td>SPSP059</td>
<td>10</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Sport Marketing</td>
<td>MKTP022</td>
<td>10</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Research Project</td>
<td>SPSP053</td>
<td>60</td>
<td>2 and 3</td>
<td>11</td>
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</table>

**PART TIME**

**Year 1**
Total year 1 credit value = 60
Compulsory credits = 60
Optional credits = nil

Compulsory Modules

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<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
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<th>SCQF Level</th>
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<td>Sport Marketing</td>
<td>MKTP022</td>
<td>10</td>
<td>2</td>
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</tbody>
</table>

**Year 2**
Total year 2 credit value = 120
Compulsory credits = 120
Optional credits = nil

Compulsory Modules

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<td>2 and 3</td>
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</table>
READING LIST

Required and Recommended Reading for the Programme

Section 3 Student Support [PLEASE UPDATE AS NEEDED FOR THE STUDENT COHORT]

SUPPORT FOR STUDENT LEARNING

Induction
You will receive an induction during the first days of your programme. This includes a range of social events, information sessions and activities to help you orientate yourself at Stirling and access the services available to you. These are opportunities to meet staff and other students from across the university, in the Faculty and on the programme.

*Please include any Faculty/programme specific information here.*

A Faculty Postgraduate Induction event will take place on Monday September 10th.

Study Skills Support
Student Learning Services (SLS) are committed to providing comprehensive guidance on all aspects of effective and efficient learning. The ultimate aim of the service is to enable you to make the most of your academic studies at the University and for you to become an independent, successful learner during your time at the University of Stirling. This is facilitated through collaborative work with experienced tutors and by offering a variety of courses, workshops and tutorials.

All students, whatever stage of their academic studies, are welcome to use Student Learning Services. However the service may be particularly beneficial:

- In your first two years of study.
- If you are making the transition from college to Higher Education.
- If you have been out of education for some time.

What SLS are able to do:

- Advise you on academic skills relevant to your studies at University.
- Help you consolidate your previous learning and develop new learning strategies.
- Advise on action-plans to potentially improve grades.
- Suggest practical solutions if you feel overwhelmed by assignment work.
- Help you gain confidence in the transition to Higher Education.


STEER
STEER is a University-wide peer support scheme linking in returning student "Captains" with new undergraduate or taught post-graduate "Crew" during their first year at Stirling.

The scheme aims to help you make the most of your time at the University, help new students - the Crew - settle in and realise the opportunities available to them. You can find out more information here: [https://www.stirlingstudentsunion.com/representation/studentsupport/steer/](https://www.stirlingstudentsunion.com/representation/studentsupport/steer/)

Stirling Graduate School
For Research Postgraduate Students the Stirling Graduate School as well as your own faculty will provide
support. More information can be found here: [http://www.stir.ac.uk/graduateschool/current-pg-students/skills-development/](http://www.stir.ac.uk/graduateschool/current-pg-students/skills-development/)

**Academic and Pastoral Support**

**Adviser of Studies:** Advisers have an important role to play in enhancing your academic and personal development and are essential to ensuring you make the most of your time at university. Advisers provide a personalised point of contact for you to discuss academic concerns or queries within the academic community. The general purpose of the role is to provide more in-depth advice on the academic options available to you and on the academic policies and regulations within the University. More information can be found here: [http://www.stir.ac.uk/registry/advisers/](http://www.stir.ac.uk/registry/advisers/)

**Personal Tutor:** The role of a personal tutor is to help you feel part of the University community. They are a specific and consistent source of guidance, information and support for you throughout your studies. The tutor should be your first formal point of contact for general academic guidance and pastoral support. More information can be found here: [http://www.stir.ac.uk/tse/personal-tutor/](http://www.stir.ac.uk/tse/personal-tutor/)

**Support and Wellbeing:** At university you may face non-academic issues where you need some expert help or guidance. There are lots of ways we can help you in your day-to-day life at University. Student Support Services provide a range of high-quality services to assist you during the course of your studies, help prepare you for life after graduation. We aim to enhance the student experience and help you to get the most out of your time at University. More information can be found here: [http://www.stir.ac.uk/campus-life/support-and-wellbeing/](http://www.stir.ac.uk/campus-life/support-and-wellbeing/)

**Student Union:** you can also access support through the Students’ Union, more information can be found here: [https://www.stirlingstudentsunion.com/representation/studentsupport/](https://www.stirlingstudentsunion.com/representation/studentsupport/)

**Accessibility and Inclusion (A&I)**

A&I is committed to offering a service which is welcoming and supportive of the needs of all students. Our service takes into account the full range of needs you may have, in a wide variety of circumstances including - physical and mobility difficulties, sensory impairments, specific learning difficulties including dyslexia and autistic spectrum disorder as well as medical conditions and mental health difficulties. A&I can also support you if you have short-term, temporary impairments or other difficulties as a result of an accident, injury, illness or surgery. More information can be found here: [http://www.stir.ac.uk/student-support/accessibility-&-inclusion-service/](http://www.stir.ac.uk/student-support/accessibility-&-inclusion-service/)

**Learning Resources**

You can find out more about the resources available to support your learning here: [http://www.stir.ac.uk/campus-life/learning-support/](http://www.stir.ac.uk/campus-life/learning-support/)

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**Section 4 Programme Evaluation and Enhancement**

**METHODS FOR EVALUATING AND IMPROVING THE QUALITY AND STANDARDS OF TEACHING AND LEARNING**

**Module Evaluation**

Module evaluations are carried out each year and are an important way of getting student feedback on the modules we teach. We aim to evaluate every module we teach in every semester. You can find out more here: [http://www.stir.ac.uk/registry/studentinformation/moduleevaluation/](http://www.stir.ac.uk/registry/studentinformation/moduleevaluation/)

**Programme Review**

Programmes are reviewed annually and on a 5 yearly cycle. You can get involved in a variety of different ways; by completing module evaluations, becoming a course representative and attending Student Staff Consultative Committees, or participating in the review process itself. You can find out more here: [http://www.stir.ac.uk/academicpolicy/handbook/review-and-monitoring/](http://www.stir.ac.uk/academicpolicy/handbook/review-and-monitoring/)
Section 5 My Future

**WHAT KIND OF CAREER MIGHT I GO ON TO?**

*What career avenues does this qualification open up to the student?*

Gaining this degree will prepare students for sport management jobs with a local authority, a commercial organisation or with a voluntary sport organisation such as a governing body of sport. A key benefit of this course is the opportunity to gain expert management knowledge that can be applied to a wider range of industrial sectors than just sport. Students will have the opportunity to work with a sport organisation during a period of professional practice as well as organising and marketing a local sport event. That experience will increase their employability for the job they aim for in the sport sector.

How does this programme facilitate your development of the Graduate Attributes?

**Connected**

You will have the opportunity to become connected:

- with Sport Management knowledge, understanding and skills that enable complex real world issues to be tackled confidently and effectively
- with contributions from alumni, private, public and third sector to develop your employability and networking skills
- with knowledge, experiences and people providing different perspectives, to understand different cultures, beliefs and traditions
- and work with one another as an inclusive learning community and with the wider community
- and communicate effectively through digital and other media

**Innovative**

This programme uses a blend of teaching methods to encourage innovation through active and ethical research and through assessment and problem solving in real-life settings. The programme encourages independent critical and reflective thinking in its academic modules and in the professional practice module.

**Transformative**

You will have the opportunity to become transformative:

- through sharing new perspectives and broadening your horizons
- through being professional, adaptable and resilient and equipped to succeed in the global market place
- through being active global citizens who are socially, culturally and environmentally aware

**WHAT STUDY ABROAD OPPORTUNITIES ARE AVAILABLE?**

None

**WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?**

All students on the MSc must take the module Professional Practice (SPSP049). This requires them to undertake 40-60 hours of professional practice experience working in a sport environment. The University has strong partnerships with a number of organisations including: PGA Scotland, the Scottish Football Association, Scottish Sport Federations, and Active Stirling.
### WHAT FURTHER STUDY OPTIONS ARE AVAILABLE TO ME?

What programmes of study could the student go on to after successfully completing this one?

- PhD in Sport Management (or related areas such as Sport Finance, Governance etc.)

### WHAT OTHER INFORMATION DO I NEED TO KNOW?

Information that should be displayed at module registration and/or on the Degree Programme Table webpages to help students understand any programme specific requirements or agreed exceptions to regulations. This could also include useful information that will enable a student to decide to take this programme, prepare for the programme, or that will be useful to them on completion of the programme e.g. professional recognition/accreditations etc.

NA

### Section 6 Admissions

### HOW DO I ENTER THE PROGRAMME?

**Admissions Criteria**

A minimum of a second class Honours degree (2.1 preferred) or equivalent. Applicants without these formal qualifications but with significant appropriate/relevant work/life experience are encouraged to apply.

INTO University of Stirling offers a Graduate Diploma for those students who do not meet the required criteria for this programme. If you successfully complete the Graduate Diploma in Business, Finance and Sport and meet the required progression grades, you will be guaranteed entry onto this Master’s degree.