UNIVERSITY OF LONDON

Programme Specification 2020–2021

International Sports Management

PGCert
Individual modules

Important document – please read

IMPORTANT NOTICE FOR 2020-2021 ACADEMIC YEAR

Alternative Assessments during the Coronavirus (COVID-19) Outbreak

In these unprecedented times, the University has and continues to respond quickly to the impact of COVID-19, which has resulted in changes to our assessment processes.

In line with our current General Regulations, the University may offer you alternative assessments where necessary. This includes holding online timed assessments in place of written examinations, which are usually held at examination centres. Please note that this statement replaces any published information relating to assessments or written examinations in any of our materials including the website. Previously published materials relating to examinations should therefore be read in conjunction with this statement.

The University of London continues to work towards supporting the academic progression of all its students. The University also continues to be mindful of the health and wellbeing of its students during this pandemic, whilst protecting the academic standards of its awards.

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Important information regarding the Programme Specification

Last revised 27 August 2020

The Programme Specification gives a broad outline of the structure and content of the programme, the entry level qualifications, as well as the learning outcomes students will achieve as they progress. Some of the information referred to in this programme specification is included in more detail on the University of London website. Where this is the case, links to the relevant webpage are included.

Where links to external organisations are provided, the University of London is not responsible for their content and does not recommend nor necessarily agree with opinions expressed and services provided at those sites.

If you have a query about any of the programme information provided, whether here or on the website, registered students should use the *Ask a question* tab in the Student Portal; otherwise the *Contact Us* button on each webpage should be used.

Terminology

The following language is specific to the International Sports Management programme:

Module: Individual units of the programme are called modules. Each module is a self-contained, formally-structured learning experience with a coherent and explicit set of learning outcomes and assessment criteria.

Key revisions made

Programme specifications are revised annually. The quality committee of the University of London, as part of its annual review of standards, confirms the programme structure and the educational aims and learning outcomes, and advises on any development in student support.

Where changes have been made which may impact on continuing students, these are listed below. For all new students, the programme and general information provided in this document is correct and accurate and will be applicable for the current year.

Significant changes made to the programme specification 2020–2021

No significant changes.

Programme title and qualification

Postgraduate Degrees of the University of London may be classified. The award certificate will indicate the level of the academic performance achieved by classifying the award. The classification of the degree will be based on the ratified marks from the completed assessments.

The classification system for this programme is as follows:

Distinction; Merit; Pass

Specific rules for the classification of awards are given in the Programme Regulations under Scheme of Award.

Programme title

International Sports Management

Qualification

Postgraduate Certificate in International Sports Management

Individual modules

There is also provision for individual modules of the programme to be studied on a stand-alone basis.

Qaulfication title may be abbreviated as follows:

Postgraduate Certificate – PGCert

Level of the programme

The Framework for Higher Education Qualifications of UK Degree-Awarding Bodies (FHEQ) forms part of the UK Quality Code for Higher Education of the Quality Assurance Agency for Higher Education (QAA).

The qualification is placed at the following Level of the FHEQ:

- PGCert   Level 7

Individual modules are offered at Level 7.

Relevant QAA subject benchmarks group(s)

See the QAA website for information:

Business and Management:

https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16

Awarding body

University of London

Registering body

University of London

Academic direction

University of London

Accreditation by professional or statutory body

Not applicable

Language of study and assessment

English

Mode of study

Distance and flexible learning

Programme structure

The PGCert International Sports Management consists of four modules, as follows:

- Two core modules:
    - Financial management in sport
    - Sports strategy, governance and leadership
- Two elective modules from a choice of the following:
    - Sports marketing, media and sponsorship
    - International sport development
    - Sports events management
    - Sports entrepreneurship

Individual modules

All modules are available to be studied on an individual basis.

Full details of the Scheme of Award are included in the [Programme Regulations](#).

Maximum and minimum period of registration

The maximum and minimum period of registration, from a student's effective date of registration, are:

	Minimum	Maximum
Postgraduate Certificate	One year	Five years
Individual modules	Six months	Two years

Study materials are made available after registration and on payment of the applicable fee.

Credit value of modules

Further information about the credit systems used by universities in the UK and Europe is provided by the Quality Assurance Agency and the European Credit Transfer and Accumulation System.

Where credits are assigned to modules of a programme, credit indicates the amount of learning carried out in terms of the notional number of study hours needed, and the specified Frameworks for Higher Education Qualifications in England (FHEQ) credit level indicates the depth, complexity and intellectual demand of learning involved. The details below indicate the UK credits and the European Credit Transfer and Accumulation System (ECTS) values.

For the International Sports Management programme, credits are assigned to the modules as follows:

- 15 UK credits or 7.5 ECTS credits for all core and elective modules

The award of Postgraduate Certificate is comprised of 60 UK credits or 30 ECTS credits.

One UK credit equates to a notional ten hours of study.

Recognition of prior learning

Prior learning will not be recognised or accredited for this programme.

Entrance requirements

Applicants must submit an application in line with the procedures and deadlines set out on the website.

All entrance requirements are set out in detail on the programme page under the Requirements tab.

We consider qualifications from around the world. Details are available here.

English language requirements

All applicants must satisfy the English language requirements for the programme. These are set out in detail on the programme page under the Requirements tab.

Where an applicant does not meet the prescribed English language proficiency requirements but believes that they can demonstrate the requisite proficiency for admission the University may, at its discretion, consider the application.

Internet access and computer specification

Students will require regular access to a computer with an internet connection to use the University of London's online resources and systems. A webcam may be required in the event that online timed assessments (if offered) are proctored, and in such a case, it is a student's responsibility to ensure that they have a webcam.

The computer should have at least the following minimum specification:

- a web browser with Cookies and JavaScript enabled (a latest version of Firefox or Chrome is recommended);

- a good internet connection;
- the ability to record audio and save recordings to a digital format.

And the following applications installed:

- a word processor that accepts Microsoft Word formats (.doc and .docx);
- Microsoft PowerPoint (or a similar slideshow presentation programme capable of saving to pdf)
- a pdf reader.

Students with specific access requirements

The University of London welcomes applications from disabled students and/or those who have specific access requirements. The University will make every effort to provide reasonable adjustments to enable those with a disability, learning difficulty or specific access requirements to have the same opportunity as all other students to successfully complete their studies.

The University is committed to managing the application procedure and the programme itself to ensure that services are accessible for all students and that an inclusive environment is created. Students with a disability, or others who may need access arrangements to assist in taking examinations, should complete the relevant section of the application form, or contact the Inclusive Practice Manager. A separate room or other arrangements may be considered.

Requests are considered by a University panel, whose purpose is to ensure that students with disabilities and/or specific access requirements are neither advantaged nor disadvantaged by such arrangements when compared with other students. These considerations remain separate from the academic selection processes.

For further information, see Inclusive Practice Policy

Sources of funding and scholarships

Information about potential sources of funding and scholarships is updated annually and where available is included in the prospectus web pages.

For further information see the website

Educational aims and learning outcomes of the programme

The Postgraduate Certificate in International Sports Management aims to give students an in-depth understanding of state of the art of thinking in key areas of sports management, and provide them with the skills, knowledge and expertise to apply these theories and ideas to sports management.

The programme is intended to broaden and deepen the understanding of appropriate management at all levels in the sports eco-system, including sports teams, fans, sports federations, Governments and cities hosting events, as well as international sports organisations. At the same time the programme will give those wishing to enter the industry unique insights into the management challenges and opportunities that the sports industry faces.

The programme will provide students with practical and academically derived theories, frameworks and tools to allow them to contribute to addressing these challenges in an analytically rigorous manner. Drawing on the expertise and experience of leading practitioners from Industry, particular focus will be applied to the fast-changing dynamics of the sports industry, and the requirement for innovative solutions that this market environment needs. There will also be emphasis on the increasingly global nature of sports markets, and the wide-ranging approach to problem solving that this necessitates.

Subject specific – knowledge and understanding:

Students will, upon completion of the PGCert, be able to:

- describe and analyse the structure and main stakeholders of the sports industry within an international context;

- describe, explain and critically review the key challenges facing the sports industry;

- describe, explain, and illustrate in particular contexts the need for effective and evidence informed approaches to cross functional management within the sports industry;analyse the societal impacts of sport

- identify and explain best practice management models

- apply these best practice management models to maximise the contribution that sport makes in social development

Intellectual and transferable skills:

Students will, upon completion of the PGCert, be able to:

- critically engage and apply with a range of management functions including strategic planning, marketing, finance and events and facilities management;

- devise and effectively communicate creative solutions that are explicitly informed by research and practice within the context of complex organisations and entrepreneurial environments;

- plan and undertake systematic research into sport-related business and management issues, making selective and critical use of a range of business data, research sources, and appropriate methodologies;

- take a critical international and professional perspective that is demonstrably informed by knowledge and expertise in issues including the relations between sport and businesses, societies, and the environment.

- be a critically reflective problem-solver who applies data, theories, models, concepts, frameworks and evidence, gained from both course content and independent study, to the student's own organisation and to other contexts and situations.

Learning, teaching and assessment strategies

All modules of the programme facilitate an industry-informed and reflective approach to supporting the professional development of students. The learning and teaching strategy employed throughout the modules is one of engagement in learning activities that draw together relevant literature and practice in real world contexts. Throughout the programme, participants will be encouraged to explore new areas of innovation and the evolving sports context.

The learning for each module will be delivered through eight topics which will each span two weeks. It is expected that students will spend approximately 7.5 hours per week per module, meaning that each topic will be covered in approximately 15 hours, thus providing a student commitment of about 120 hours for each module.

Students are expected to read all essential readings for each topic and can expect these readings to support their success in assessment. Further readings provide the opportunity for more in-depth study or to contextualise to different sports sectors.

All participants receive comprehensive learning materials in a variety of e-formats for use with different electronic devices.

Where appropriate, students will be encouraged to go beyond the reading provided and locate, critically use, and reference, sources and data from their own sporting, national and/or organisational contexts.

Criteria and methods for the selection of relevant sources and information from their own sporting, national and/or organisational contexts will be explored in the learning activities.

Each module on the programme, whether taken as part of the PGCert or on an individual basis, includes formative assessment in addition to a variety of summative assessment methods, providing further opportunity for feedback from peers. This will consist of short quizzes following the essential readings plus, in some cases, literature searches, blog posts and article summaries.

One of the core modules, Financial management in sport, will be examined through one two-hour unseen examination, whereas the other core module and all elective modules will be assessed through a variety of coursework elements of different weighting.

Students are assessed on their effective and appropriate professional communication, subject-specific knowledge relevant to module learning outcomes and the critical application of appropriate theories and methodologies to practice.

Assessment methods

Each module is assessed through either a two-hour unseen written examination or a combination of coursework elements of different weighting, consisting of a range of assessment types including reports, policy documents, limited-text presentations and (recorded) oral presentations. All modules are equally weighted.

The written examination will take place in January and June each year.

Individual modules

A student may choose whether or not to be formally assessed in the credit-bearing individual modules for which they are registered. Students who choose to be formally assessed will be assessed in the same way as students studying for the Postgraduate Certificate.

Student support and guidance

The following summarises the support and guidance available to students:

- Student Guide: This provides information which is common to all students and gives information about matters of importance from the start of a student's relationship with the University of London through to their graduation.

- The Virtual Learning Environmnet (VLE): This gives access to materials (including lessons, activities and assignments) for each module studied.

  - Online student café and discussion areas – which allow students to communicate with each other.

  - Past examination papers and Examiners' commentaries: These provide generic feedback from assessment.

  - Employability skills module – guidance on how to manage your career in the future, available through the VLE.

- Module subject guides for each module studied; these introduce and develop the topics.

- Programme Regulations.

- The Online Library: This provides a range of full-text, multidisciplinary databases where journal articles, book reviews and reports can be found.

- University of London library: Registered students may use the resources located within the Senate House library.

- A University of London email account and web area for personal information management.

Quality evaluation and enhancement

The University of London delivers the majority of its flexible and distance learning programmes through a collaboration between the University of London Worldwide and member institutions of the University of London. However some of the flexible and distance learning programmes draw solely on academic input from the University of London, and are delivered without academic lead by a member institutions. The policies, partnerships (where applicable) and quality assurance mechanisms applicable for the programmes are defined in the following key documents: The Quality Framework, the Quality Assurance Schedules, Guidelines for Examinations, General Regulations and, for each programme, programme-specific regulations.

Award standards

All University of London qualifications have to align with the [Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies](#) to assure appropriate standards for each qualification. In addition, every programme that is developed by a member institution of the University of London (or a consortium with representation by more than one member institution) will be developed to the same standard as would be applied within the institution concerned. Proportionate and robust approval procedures, including external scrutiny and student engagement are in place for all programmes. Learning materials are written and all assessments are set and marked by academic staff who are required to apply the University's academic standards.

Review and evaluation mechanisms

Some of the key mechanisms in place to assure the standards of all University of London qualifications and the quality of the student experience, include:

- Annual programme reports: produced for all programmes in order to review and enhance the provision and to plan ahead;
- Independent external examiners: submit reports every year to confirm that a programme has been assessed properly and meets the appropriate academic standards;
- Annual student information statistics: prepared for all systematic reporting within the University of London;
- Periodic programme reviews: carried out every 4–6 years to review how a programme has developed over time and to make sure that it remains current and up-to-date.

Improvements are made as necessary to ensure that systems remain effective and rigorous.

Student feedback and engagement

The principal channel for collecting feedback from students is the Student Experience Survey. Carried out every two years, this collects feedback from the student body on a range of topics relating to the student lifecycle. The results are analysed externally and then considered in a number of different ways, including by the programme team, principal committees and the senior leadership team. Details of any resulting actions taken are published on the Virtual Learning Environment and the Student Portal.

Additionally, on completion of their programme of study students will be invited to take a survey that seeks to measure what they have gained from their studies.

There are also opportunities for students to get involved in governance. An undergraduate and postgraduate student member is appointed by the University to the majority of committees through an annual appointment round. Some programmes also recruit student members at the programme level. Students are frequently invited to take part in quality review processes such as Periodic Programme Reviews, Programme approval, Thematic Reviews, MOOC review panels and ad hoc focus groups. Opportunities such as these are advertised through social media and on the website. More information can be found on the [website](#).

Students can also apply to join the Student Voice Group, which meets four times a year to consider initiatives for enhancing student experience. Notes from these meetings are published on the Student Portal.

After graduation

Further study

Successful completion of the programme can allow students to progress to a higher level qualification in the subject area.

The Alumni Community

Upon finishing a course of study, graduates automatically become part of the University of London alumni community, a diverse global network of more than one million graduates in over 180 countries, providing lifelong links to the University and to each other.

Alumni are encouraged to keep in touch after they graduate and to become active members of the alumni community; in return they receive a number of benefits and services, including an extensive programme of events and engagement opportunities.

More information is available on the alumni webpage.

Follow the alumni community on social media: Facebook, Instagram, LinkedIn