BA (HONS) SPORT MANAGEMENT DEGREE

A one year blended degree programme
Can now be studied as part of a Chartered Manager Degree Apprenticeship (CMDA)
The BA (Hons) in Sport Management is a one-year Degree programme which has been designed to give you a theoretical and practical experience of leadership and management in the sport industry.

This programme can be studied as part of a traditional degree or as a Chartered Manager Degree Apprenticeship. It is specifically designed for middle and senior level managers working in the sport industry who have the desire to formalise their professional experience with a Degree qualification. Students are normally from the sport industry and have experience of managing and leading people and/or projects within an organisational context, or are self-employed and run their own sport business.
What is the Chartered Manager Degree Apprenticeship (CMDA)?

A Degree Apprenticeship combines full-time paid work and undergraduate study to offer candidates the opportunity to gain a full Bachelors Degree in Sport Management, while partaking in practical, on-the-job training. Developed to provide the graduate level leadership skills that business' need, the CMDA is a new way of investing in the workforce. It combines a BA(Hons) Sport Management Degree and on on-the-job training, and all tuition fees are paid for through the Apprenticeship Levy.

Who is the course for?

This BA (Hons) Degree programme is specifically designed to support middle and senior level managers working in the sport industry. Students normally have 5+ years demonstrable management/project management/team leading experience within an organisational context, or are self-employed and run their own sport related business. Similarly the CMDA route is aimed at those who are responsible for overseeing people, projects and operations delivering long term organisational success. Roles may include being a Manager, Senior Manager, Head of Department or Operations Manager as well as other significant management responsibilities.

For those who are less experienced, perhaps new to a management role, from September 2019 we will also be offering a 48 month CMDA. This will incorporate a full three year BA Honours Degree.
## Traditional Non-Apprenticeship Route vs New Apprenticeship Route

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<th>Traditional Non-Apprenticeship Route</th>
<th>New Apprenticeship Route (18 Month CMDA)</th>
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<tbody>
<tr>
<td><strong>Fees</strong></td>
<td>£7395</td>
<td>£12,500 taken in monthly instalments directly from your levy digital account</td>
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<tr>
<td><strong>Additional Costs</strong></td>
<td>You may require a residential stay in Loughborough for contact day attendance</td>
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<td><strong>Award</strong></td>
<td>BA (Hons) Sport Management</td>
<td>BA (Hons) Sport Management / ILM L6 Diploma* / Chartered Management Degree Apprenticeship (CMDA)</td>
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<tr>
<td><strong>Entry Requirements</strong></td>
<td>5+ years of demonstrable management experience in the sport industry.</td>
<td>5+ years of demonstrable management/project management/ team leading experience. Apprentices will need to demonstrate their Level 2 in English and Maths prior to taking their End Point Assessment.</td>
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<td><strong>Contact Time at the College</strong></td>
<td>Each module requires 2 days of attendance at Loughborough College</td>
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<td><strong>Additional Study</strong></td>
<td>Up to 100 hours of self-directed study per module.</td>
<td>Up to 100 hours of self-directed study per module, which must be undertaken during their normal employed hours. It contributes to the 20% off-the-job training required by any apprenticeship.</td>
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<td><strong>Additional Mandatory Requirements</strong></td>
<td>None</td>
<td>Attendance at an induction day. Completion of individual student needs analysis. Attend End Point Assessment workshops. Apprentices are required to allocate 20% of their normal employed time to undertaking off the job training. Complete End Point Assessment. Maths and English (Level 4/grade C) or equivalent if not already achieved.</td>
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<td><strong>Professional Skills Enhancement</strong></td>
<td>Participation is optional and an additional fee for some sessions may be applicable.</td>
<td>Mandatory attendance at a minimum of two skills workshops identified by individual’s needs analysis. Examples may include: Presentation skills, Coaching and Mentoring Training, Report Writing, Managing Conflict, Effective Negotiating, Mental and Physical Wellbeing.</td>
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*subject to approval

Our 48 month CMDA for those new to industry and management will incorporate a 3 year BA (Hons) Sport Management Degree, professional ILM qualifications and a Chartered Manager Degree Apprenticeship. It will follow a similar blended delivery model as our 18 month programme. Cost: £22,000 taken in monthly instalments directly from your organisation’s levy digital account.
ASSESSMENTS

Students on both pathways will be assessed via a range of methods including essays, reports, exams and presentations. If studying via the apprenticeship route, students will also undertake an ‘End Point Assessment’ (EPA) which is the final stage that an apprentice goes through to complete their apprenticeship and achieve the BA (Hons). The apprentice must show their learning to an independent end-point ILM assessor, and the grades available are distinction, merit, pass or fail.

The components of the EPA include:
• Review of portfolio of evidence
• Review of work-based project
• Presentation of work-based project
• Panel interview

MODULES AND CONTACT DAYS FOR 1 YEAR TRADITIONAL AND 18 MONTH APPRENTICESHIP ROUTE

The following modules are delivered on both routes. For those students on the Apprenticeship route, students will also be required to undertake an End Point Assessment, which they will be fully prepared for throughout.

WORK-BASED RESEARCH PROPOSAL (INCLUDES INDUCTION)
MONDAY 28TH & TUESDAY 29TH JANUARY 2019
Design and present a research proposal that demonstrates a knowledge and understanding of how to undertake research within your subject area. This will be linked to the business dissertation research project.

Professional Skills workshop
Tuesday 29th January
(Presentation skills)*

WORK-BASED RESEARCH PROJECT (DISSERTATION)
MONDAY 18TH & TUESDAY 19TH MARCH 2019
Develop and demonstrate an in-depth and critical understanding of research theory in order to design and undertake a successful research project. This project should address an area in the student’s own business, implementing learning and research to create value for that organisation.

Professional Skills workshop
Tuesday 19th March (TBC)*

GLOBAL SPORTS MARKETING
MONDAY 20TH & TUESDAY 21ST MAY 2019
Designed to give students an overview of marketing theory that will be applied to their own business environment. Contextualisation of marketing theory will allow students to evaluate marketing within a range of different industries both in the UK and globally.

Professional Skills workshop
Tuesday 21st May (TBC)*

MARKETING EXAM AND WORK-BASED RESEARCH PROJECT CONTACT DAY 2
MONDAY 8TH & TUESDAY 9TH JULY 2019

STRATEGIC MANAGEMENT
MONDAY 12TH & TUESDAY 13TH AUGUST 2019
Develop a critical understanding of the methods utilised by organisations to formulate management strategy. Conduct in depth analysis of the resources and performance of a range of business environments linking this to core theory and practical examples.

Professional Skills workshop
Tuesday 13th August (TBC)*

INTERNATIONAL BUSINESS OF SPORT
MONDAY 23RD & TUESDAY 24TH SEPTEMBER 2019
Designed to give student an overview of the nature and scope of the international sport industry. The module will examine the economic and business aspects of sport.

Professional Skills workshop
Tuesday 24th September (TBC)*

SPORTS DEVELOPMENT
MONDAY 11TH & TUESDAY 12TH NOVEMBER 2019
Designed to demonstrate a critical appreciation of sport development. The module will critically examine current sport development programmes, policies and practices.

Professional Skills workshop
Tuesday 12th November
(End point assessment workshop)*

Degree validated by:

NOTTINGHAM TRENT UNIVERSITY

If you are interested in studying our 48 month CMDA starting in September, please get in contact for further information and module content.

*Only for Apprenticeship route
WHAT WERE YOUR INITIAL REASONS FOR DOING THE COURSE

I am fortunate enough to have been working within the leisure industry for over 12 years, ever since I left school. I initially completed my Leisure Management Diploma at Loughborough after my employer put me forward for the course. This allowed me to gain the educational knowledge associated with my role to back up my industry position. After developing a hunger for further knowledge, enrolling onto the Sport Management BA Hons Degree seemed only natural, as this would allow me to further strengthen my business cognition alongside the practical sports business management and developmental skills I had acquired through employment. Completing the degree also provides a rich networking opportunity to learn from not only lecturers but fellow peers, which is vital in today’s business environment.

WHY DID YOU CHOOSE LOUGHBOROUGH COLLEGE?

Having already completed the diploma at Loughborough, the choice to continue my studies there was an easy one. Loughborough boasts some of the best lecturers and facilities in the country, and the professional and adaptable approach to each and every learner allows for complete flexibility around other commitments such as work and personal life. The commitment from the lecturers to ensure that everyone gets the individualised help they need was the key factor in my decision.

HOW HAVE YOU FOUND THE COURSE?

The course was exactly what I thought it would be in context, yet so much more in delivery. The face-to-face learning sessions were the perfect chance to discuss relevant learning topics with peers and fellow students in a constructive environment, whilst also providing the chance to absorb life experiences and knowledge relevant to the course. With tutors on hand to explain topics in detail, and to answer questions regarding the course, the face-to-face days were a great help. Resources such as the online content, the library and the further reading material provided by tutors offered a huge assistance when tackling projects, and also fuelled healthy and fruitful group discussions with fellow course students.

HOW RELEVANT HAS THE COURSE BEEN TO YOUR JOB IN THE SPORTS INDUSTRY?

The course has been immensely relevant to my job in the industry. Every project offered an opportunity to broaden my knowledge on related subjects, and to deepen my skills in delivering that knowledge in the work environment. Having the support of the degree strengthened the decisions I was making day-to-day, whilst also creating links with industry-relevant movements and peers to contact for benchmarking opportunities.

WOULD YOU RECOMMEND THE COURSE TO OTHERS?

I would absolutely recommend the course to others. Completing the course is the ideal way to equip yourself with the skill set, knowledge and qualification necessary in today’s globally diverse surroundings. Whether it be to support an industry position or to plan for the future, the course is vitally important to being able to deliver in any relevant situation.

PROGRESSION OPPORTUNITIES

Upon completion of this course, our graduates find success in a broad range of sectors, and the opportunities for progression are varied. Employment opportunities in areas such as sales and marketing, personnel management, and financial management are accessible with this qualification. Some of our graduates also choose to enrol on higher level qualifications such as a Master’s Degree or an MBA.
START DATES:
1 YEAR TOP UP & 18 MONTH CMDA
10TH JANUARY 2019
SEPTEMBER 2019

48 MONTH CMDA
SEPTEMBER 2019

For more information, please contact:
01509 618288
mat.hobday@loucoll.ac.uk

INFORMATION EVENING
10TH JANUARY 2019
8:00AM - 10:00AM

Contact: Mat Hobday
mat.hobday@loucoll.ac.uk
to book your place

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LE11 3BT

www.loucoll.ac.uk
www.loucoll.ac.uk/employers