

## EVERYONE HAS AN INNER GENIUS

We can help  
you find yours



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Course Approved by



## Foundation Degree Sports Leadership and Management

Do you want to work in sport, but not sure what area? This diverse course opens a number of doors for you in the sports industry and/or provides a natural progression onto the third year for a number of sport courses.

### COURSE OVERVIEW

We understand the ever-increasing demands on your time and finances. That's why our full-time programme is run over two days a week. This unique method of delivery allows you to gain industry experience and an income at the same time.

Visits to the London 2012 site, Cardiff's Sports Village, national stadia and outdoor activity centres are just a few of the trips that we organise to help enhance your learning experience.

You will learn through the theory into practice model, continually relating classroom discussion to 'real world' examples. Thus enabling you to recognise the skills you have and where you can apply them within the management and leadership of sport.

### MODULES

Year One Modules:

#### - Investigate Sports Tourism

This module focuses on the economic impact of sport encompassing sports tourism. Identification of the sector provision, influences on the industry and the trends related to sport will be studied.

### LOCATION

#### WORCESTER

WSLM-DG5-2022 (Full-time)  
WSLM-DG5-2024 (Part-time)

### UCAS CODE

N890

### COURSE LENGTH

Two years full-time  
Four years part-time

### TUITION FEES

Full-time: £8,000 per year  
Part-time: £4,000 per year

### ADDITIONAL COSTS

Due to the vocational nature of the course visits are an essential part of the curriculum. A recommended budget of £170 per academic year should be made available by students.

### AWARD ON SUCCESSFUL COMPLETION

FdA Sports Leadership and Management awarded by University of Worcester

### HOW TO APPLY

Full-time applications:  
[www.ucas.com](http://www.ucas.com)  
Part-time applications:  
[www.howcollege.ac.uk](http://www.howcollege.ac.uk)



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The module will recognise the recent changes in the development of the industry with reference to statistical data focusing the economic impact this has on the local, national and global environment.

### - Sports Coaching

This module provides an introduction to selected theoretical aspects of sports coaching and the coaching process. The module studies the fundamentals of coaching practice involving session planning, coaching methods, differentiation strategies, evaluation and reflection processes.

### - Outdoor Leadership

This module will provide you with the opportunity to explore the needs of outdoor leadership including outdoor activity user groups, role of the providers and the structures required for partnerships to function effectively. Learners will also develop their knowledge of safety issues related to the ever growing risks associated with outdoor activities.

### - Sport and Leisure in a Modern Context

This module provides an introduction to the social and cultural study of sport. It introduces key areas of study and develops an understanding that sport is not experienced the same way by everyone; some individuals and groups in society get not only more, but significantly different opportunities than others. Learners will reflect upon their own experiences in sport and leisure to help advance their knowledge.

### - Sports Marketing

This module is based upon generic marketing theory that is related to the sports industry. An examination of marketing concepts and tools will be studied culminating in the production of a marketing plan in preparation for Sports Event Management at level 5.

### - Managing and Leading People in Sport

This module will discuss historical and contemporary management theory in relation to the current sports industry. Issues related to the recruitment and selection of staff to ensure a successful sports business. Organisational behaviour issues will also be discussed to focus on how staff are motivated in the workplace and how the culture of the organisation can affect their productivity.

### - Preparing for the Sports Industry

This module focuses on the modern organisation and how it is highly dependent on the quality of its employees. This module centres on an individual's role in the workplace in terms of behaviour, interactions, performance and contribution. Putting you, the learner, at the heart of the discussion, we explore how organisations work, how employees fit in, work together and contribute to organisational success.



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### - Academic Study Skills

This module focuses on the economic impact of sport encompassing sports tourism. Identification of the sector provision, influences on the industry and the trends related to sport will be studied. The module will recognise the recent changes in the development of the industry with reference to statistical data focusing the economic impact this has on the local, national and global environment.

Year Two Modules:

### - Research Methods

This module focuses on the essential principles related to research methods in the sports environment. Students will produce a valid researchable proposal that shows evidence of critical evaluation of research articles.

### - Professional Career Development and Placement

This module will provide you with an opportunity to engage in a changed conceptual perspective to encourage self-analysis. Through using models of reflection they will gain a deeper understanding of knowledge and become an independent learner. This unit requires the learner to undertake 100 hours of work placement.

### - Sports Coaching in Practice

This module will build on the experiences of the level 4 Sports Coaching module, including techniques of communication and coaching skilful performance, goal setting and motivation techniques will also be studied. The module also discusses the importance of self evaluation and the analysis of performers in various formats. This unit requires the learner to undertake approximately 20 hours of work placement.

### - A Sporting Enterprise

This module is designed to develop the learners understanding of the nature of small enterprises and their function within the UK's economy. The module will develop the learners understanding and appreciation of the problems that entrepreneurs encounter within the sports industry. Learners will develop and produce a business plan that requires a professional and methodical approach that mirrors the requirements of setting up a new enterprise.

### - Sports Event Management

This module is designed to develop knowledge and professional skills by analysing the management principles required of sport managers in organising events. An introduction to the theoretical and practical foundations of event management and the fundamentals of planning, budgeting and evaluating events will be studied.

### - Managing Sports Regeneration

This module will allow learners to appreciate how regeneration is the hidden driving force behind mega sports tourism events, flagship sports facility and multi-million pound sports stadia developments.





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### - Sports Policy, Politics and Planning

In this module, learners will be given an insight into the different organisations and business systems operating nationally and regionally. It looks at the management of change and explores the internal and external factors that can impact on operating systems within a business. From the investigation and activity, systems will be identified that require assessing for their feasibility and effectiveness.

### ENTRY REQUIREMENTS

The minimum of 48 UCAS points preferably gained in a Sport and/or Business related qualification e.g. BTEC Level 3 Diploma in Sport or A level P.E. Level 2 (GCSE) Maths and English Language are required. However applicants with no formal qualifications but have relevant experience will also be considered if they are over 21 years of age.

### METHODS OF ASSESSMENT

You will be assessed through written assignments, individual projects, individual and group presentations and time constrained assessments. You will also meet up regularly with your tutor to discuss personal progress and plan your studies.

### CAREER OPPORTUNITIES

Sport is one of the most dynamic industries and is worth over £450 billion to the world's economy. As an FdA Sports Leadership and Management graduate you will be prepared to progress to a wide range of roles within the sports industry. Predominantly roles within sports development, sports marketing, sports/health fitness facility management or sports event management. However, careers in sports teaching/lecturing, sports coaching, outdoor leadership including the broader business management professions are all options with further study. Graduates have the potential to diversify the skills they have developed across many other industries including hospitality and retail sectors.

### STAFF EXPERIENCE

The course will be delivered by a blend of experienced lecturing staff that have a wide and extensive range of qualifications and vocational knowledge. These include British National Governing Body sports coaching certificates, professional qualifications, PGCE's and master's degrees. A number of staff have developed their own businesses in the sports industry and continue to work alongside their teaching responsibilities. This breadth and depth of skills allows the team to provide not only an inspiring academic learning environment but excellent vocational knowledge in the classroom. All staff are approved by the University of Worcester and attend subject specific academic seminars and conferences that inform their teaching.



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