



PROGRAMME SPECIFICATION

1. General information

Awarding body / institution	Leeds Trinity University
Teaching institution	Leeds Trinity University
'Parent' Faculty (ICE / BCDI / SHS)	HWLS
'Parent' School	SAW
Professional accreditation body (if applicable)	NA
Final award (eg. BA Hons)	BSc (Hons)
Title of programme(s)	Sport Business Management Sport Business Management with Foundation Year in Sport and Exercise (From 2027)
Subsidiary award(s) (if any)	Fallback awards
Honours type (Single / Joint / Combined)	Single
Duration and mode(s) of study	36 months – full time 48 months – full time (including a FY – from 2026) 72 months – part time
Month/year of approval of programme	June 2025
Start date (this version) (month and year)	Sept 2026 The foundation year will begin in 2027
Periodic review next due (academic year)	N/A
HECoS subject code(s)	100097 – sports management
UCAS course code & route code (available from Admissions)	SBM2
SITS codes (Course / Pathway / Route) (available from Student Administration)	SPBUSMA
Delivery venue(s)	Horsforth Campus.....Yes City Campus.....No Partner Institutions (please specify which approved partners, where relevant).....NA.....

2. Aims of the programme

Rationale and general aims, including what is special about this programme (from the student's and a marketing perspective)
Sport is a vibrant part of life that fuels a large and diverse industry that includes everything from global mega events to local sports activities and multi million pounds products, organisations and

services to television, social media and advertising opportunities. This programme has an emphasis on **contemporary issues, economic and social impact** ensuring that you are aware of and can engage with the pressing issues influencing the industry today.

Throughout this industry focused course you will study a **comprehensive industry-focused curriculum** develop a thorough understanding of the fast paced world of SBM. Engaging with your lecturers and a range of guests you will gain knowledge and skills in areas including marketing, consumer behaviour, business ethics, finance & economics, events, people management, legal practice in sport and leadership. You will be required to undertake placement opportunities throughout the degree, expanding your network, developing your knowledge and applying the skills you learn in the classroom in the SBM arena. **Integrated professional work placements** allow you to build valuable industry networks.

The sports sector sits at a critical ethical crossroads, where growing commercial pressures, global visibility, and social responsibility collide — requiring leaders who can guide the sector with a clear ethical lens, grounded in integrity, fairness, and accountability.

3. Student learning outcomes of the programme

Learning outcomes in terms of:

- knowledge and understanding (K)
- intellectual / cognitive / 'thinking' skills (I)
- practical skills specific to the subject (P) (for example, lab skills and similar)
- employability skills (postgraduate) (E) or attributes and skills (undergraduate) (AS)

The 'K1', etc codes are used in section 7b) and module descriptors to refer to each of these learning outcomes.

On successful completion of the programme, students will have *demonstrated*

K1: Explain the core principles of sport business management, emphasizing the roles, responsibilities, and structures within organizations across the private, public, and voluntary sectors.

K2: Demonstrate a comprehensive understanding of key business functions—marketing, finance, operations, and human resources—and their interdependencies in achieving a successful sport business.

K3: Evaluate contemporary issues, including social, technological, and economic trends, affecting the sport industry, and propose strategies for addressing their impacts.

K4: Understand key legal principles, financial concepts, and ethical governance frameworks shaping sport organisations, applying this knowledge to promote ethical and sustainable practices.

I1: Critically analyse psychological, social and economic sport business challenges using theoretical models and frameworks, proposing evidence-based strategies to address them.

I2: Assess the impact of different leadership and management styles on organisational outcomes, team dynamics, and employee performance in the sport sector.

I3: Identify and evaluate emerging trends in sport business, critically assessing their implications for strategy and operations.

I4: Apply ethical theories to decision-making in sport business management, promoting integrity and socially responsible practices.

P1: Collaborate effectively within diverse teams to complete projects, demonstrating accountability, adaptability, and respect for varying perspectives.

P2: Utilise digital tools and technologies to analyse data, solve complex problems, and communicate professional insights effectively.

P3: Demonstrate professional project management skills, balancing multiple responsibilities and deadlines while maintaining quality and efficiency.

P4: Exhibit creativity and innovation when proposing solutions to current and future challenges in sport business management, supported by thorough research and critical analysis.

Attributes and Skills Outcomes (undergraduate degree programmes)

AS1 **Working Independently** - prioritising workload, anticipating and troubleshooting potential problems, and achieving this without requiring continual oversight from a supervisor or manager;

AS2 **Research & Thinking Critically** - systematic investigation of resources to identify relevant information. Critical thinking refers to a process of independent scrutiny, allowing formation of a well-reasoned opinion for application of the research to decision-making and action;

AS3 **Digital Confidence** - identifying, learning and confident adoption of digital tools, applications and software to improve existing processes, meet emerging challenges or develop new approaches;

AS4 **Adaptability** - the ability to make the most of changing circumstances and adapt to new conditions;

AS5 **Resilience** - the ability to recognise that you will be exposed to adversity but that you will be able to respond positively and ultimately adapt and grow from challenging events;

AS6 **Professional Outlook** - preparing yourself to successfully research, plan and apply for opportunities through effectively articulating your skills and attributes whilst understanding how to present yourself in professional working environments to achieve your career goals;

AS7 **Effective Communication** - the ability to work cooperatively with others to achieve a group objective and the recognition that good leadership empowers achievement of collective goals through combined efforts;

AS8 **Ethics, Diversity, Sustainability** - making a positive impact on society and the environment as a whole;

AS9 **Enterprise and Entrepreneurship** - entrepreneurship is the application of enterprise behaviours, attributes and competencies into the creation of cultural, social, or economic value. Enterprise is generating and applying ideas that are practical when undertaking a new venture or project.

3a External benchmarks

Statement of congruence with the relevant published subject benchmark statements (including appropriate references to any PSRB, employer or legislative requirements)

All Leeds Trinity University programmes are congruent with the Frameworks for HE Qualifications (FHEQ) and, where appropriate, the Qualifications and Credit Framework (QCF) (formerly National Qualification and Credit Framework (NQF)).

4. Learning outcomes for subsidiary awards

Guidance	Learning outcomes for the award of <u>Certificate of Higher Education</u>:
The assessment strategy is designed so that each of these outcomes is addressed by more than one module at Level 4.	<p>On successful completion of 120 credits at Level 4, students will have demonstrated an ability to:</p> <ol style="list-style-type: none">1. Understand and explain the foundational principles, roles, and structures of sport organisations across sectors, along with key business functions like marketing, finance, operations, and HR, and their interconnections in managing sport businesses effectively.

	<p>2. Analyse challenges in sport organisations using theoretical models, assess leadership styles' impact on outcomes, and make data-driven recommendations to meet organisational goals. Evaluate the appropriateness of different approaches to solving problems within the discipline;</p> <p>3. Apply marketing and financial concepts to sport business scenarios, differentiating strategies for tangible and intangible offerings and using financial language and tools effectively. Have the ability to communicate the results of their work coherently</p> <p>4. Develop proficiency in teamwork, digital tools, and communication, including presenting sport business ideas confidently and managing projects with professionalism and adaptability.</p> <p>And will have had specific opportunities to display transferable skills relevant to employment related to the discipline.</p> <p>Learning outcomes for the award of <u>Diploma of Higher Education:</u></p> <p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4 & 5.</p> <p>On successful completion of 240 credits, including 120 at Level 5, students will have demonstrated, in addition to the outcomes for a Certificate:</p> <ol style="list-style-type: none"> 1. Demonstrate understanding and application of research methods in sport business, evaluate social, economic, and technological trends, and assess their impact on industry strategies and practices. 2. Analyse factors influencing sports consumer behaviour using psychological and sociological theories, and propose marketing strategies to enhance business decisions and consumer engagement. 3. Assess leadership and management styles' effectiveness, understand financial & economic principles like budgeting revenue generation, and consumer choice and decision making and apply them to sustain sport organisations. 4. Exhibit professional work ethics, manage challenges with resilience, and adapt to dynamic environments while maintaining effective communication and collaboration skills. <p>and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of at least one professional placement or school-based training component.</p> <p>Learning outcomes for the award of an <u>Ordinary Degree:</u></p> <p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4, 5 & 6.</p> <p>On successful completion of 300 credits, including 60 at Level 6, students will have demonstrated, in addition to the outcomes for a Diploma:</p> <ol style="list-style-type: none"> 1. Conduct independent research, critically analyse data, and evaluate emerging trends and practical issues in sport, wellbeing, and mega events, considering their impact on stakeholders. 2. Explain key legal principles, assess the ethical implications of legal decisions, and apply ethical frameworks to promote fairness and integrity in sport business management.
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3. Analyse the media's influence on public perceptions of sport and mega events, and apply event management principles to evaluate their outcomes.
4. Demonstrate efficient project and time management, communicate professionally in diverse settings, and propose creative solutions to future challenges in the sport industry.

And will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of two professional placements or school-based training placements.

5. Content

Summary of content by theme

(providing a 'vertical' view through the programme)

On the Sport Business Management (SBM) programme, you will explore five core business areas through the lens of sport, using contemporary case studies and current affairs to enrich your learning:

1. **Sport as a Commercial Enterprise:** Understand the growth of the sport sector by examining how business strategies drive commercialisation across local and global markets. Critically explore the **ethical implications** of profit-driven models, including issues such as athlete welfare, fan exploitation, and corporate influence. Analyse how commercial decisions impact stakeholders differently across international contexts, requiring leaders to balance growth with **ethical responsibility and cultural sensitivity**.
2. **Marketing and Consumer Behaviour:** Study how sport engages diverse and global audiences by analysing customer behaviour and creating effective marketing strategies tailored to the industry. Explore the ethical responsibilities of marketeers in respect to representation, privacy and the targeting of different groups. Examine how values based marketing can build a deeper and more sustainable connection with fan bases around the world.
3. **Sport Finance:** Learn the financial principles behind revenue generation (e.g., sponsorships, ticket sales) and managing costs, while exploring concepts like competitive balance, revenue sharing, and salary caps. Consider similarities and disparities between nations, leagues and athletes.
4. **People and Organisations:** Develop insights into managing and structuring sport organisations across different cultural and geographic settings. Explore how to foster inclusive, ethical leadership and workplace practices that promote **diversity, equity, and respect for labour rights**, from community volunteers to elite international athletes. Reflect on the organisational challenges posed by globalisation and the ethical implications of workforce management in transnational sport operations.
5. **Professional Development:** Build core competencies in research, strategic management, project planning, entrepreneurship, and personal growth, with sport as the guiding framework. Develop **essential digital skills** to thrive in the modern sport industry, including data literacy, digital communication, social media strategy, and the use of digital platforms for fan engagement and performance analysis. Emphasis is placed on cultivating **ethical leadership and intercultural competence** to navigate the complex global sport environment responsibly. Students will be equipped to critically evaluate digital tools and technologies while promoting **inclusive, ethical, and sustainable innovation** in a digitally connected world.

6. Structure

From 2026 a Foundation Year entry route will be offered – please see the NP3 for the Foundation Year in Sport and Exercise.

BSc (Hons) Sport Business Management

Duration: 3 years full-time (4 years with a FY)

Total credit rating: 360 (180 ECTS)

Level 4 – with effect from September 2026

Core: Students are required to take:

SHN4243	Sport Business Management in practice – Understanding the landscape	Sem 1	30 Credits
SHN4253	Introducing Finance for Sport Managers	Sem 1	30 Credits
SHN4263	Leadership in Sport – Creating a high performance environment (incl. placement / professional challenge)	Sem 2	30 Credits
SHN4273	Sport Marketing and Sponsorship	Sem 2	30 Credits

Level 5 – with effect from September 2027

Core: Students are required to take:

SHN5155	Working in Sport and Wellbeing (incl. placement)	Sem 1 & 2	15 Credits
SHN5165	Contemporary Issues in Sport and Wellbeing	Sem 1	15 Credits
SHN5203	The Sport Consumer: Behaviour and Decision Making	Sem 1	30 Credits
SHN5213	Sport Finance	Sem 2	30 Credits
SHN5223	Managing and Leading the Sporting Workforce	Sem 2	30 Credits

Level 6 – with effect from September 2028

Core: Students are required to take:

SHN6253	Sport and wellbeing project (incl. Professional Learning Through Work as an optional strand)	Sem 1 & 2	30 Credits
SHN6263	An introduction to sport law	Sem 1 & 2	30 Credits
SHN6005	Futurology in SBM	Sem 1	15 Credits
SHN6015	Ethics, strategy and accountability in sport	Sem 1	15 Credits
SHN6273	Sport, the media and mega events	Sem 2	30 Credits

Indicate as applicable:

- + The indicated module(s) are not available to visiting students.
- ++ Integrated Assessment Modules
- * There is a prerequisite for enrolment on this module – see section 10.

BSc (Hons) Sport Business Management

Duration: 6 years part-time

Total credit rating: 360 (180 ECTS)

Level 4 Year 1 – with effect from September 2026

SHN4243	Sport Business Management in practice – Understanding the landscape	Sem 1	30 Credits
SHN4273	Sport Marketing and Sponsorship	Sem 2	30 Credits

Level 4 Year 2 – with effect from September 2027

Core: Students are required to take:

SHN4253	Introducing Finance for Sport Managers	Sem 1	30 Credits
SHN4263	Leadership in Sport – Creating a high performance environment (incl. placement / professional challenge)	Sem 2	30 Credits

Level 5 Year 3 – with effect from September 2028

Core: Students are required to take:

SHN5203	The Sport Consumer: Behaviour and Decision Making	Sem 1	30 Credits
SHN5223	Managing and Leading the Sporting Workforce	Sem 2	30 Credits

Level 5 Year 4 – with effect from September 2029

Core: Students are required to take:

SHN5155	Working in Sport and Wellbeing (incl. placement)	Sem 1 & 2	15 Credits
SHN5165	Contemporary Issues in Sport and Wellbeing	Sem 1 & 2	15 Credits
SHN5213	Sport Finance	Sem 2	30 Credits

Level 6 Year 5 – with effect from September 2030

Core: Students are required to take:

SHN6263	An introduction to sport law	Sem 1 & 2	30 Credits
SHN6015	Ethics, strategy and accountability in sport	Sem 1	15 Credits
SHN6273	Sport, the media and mega events	Sem 2	30 Credits

Level 6 Year 6 – with effect from September 2031

Core: Students are required to take:

SHN6253	Sport and wellbeing project (incl. Professional Learning Through Work as an optional strand)	Sem 1 & 2	30 Credits
SHN6005	Futorology in SBM	Sem 1	15 Credits

7. Learning, teaching and assessment

7a) Statement of the strategy for learning, teaching and academic experience for the programme

The Sport Business Management programme at LTU aims to provide a dynamic, inclusive, and career-focused educational experience. This approach aligns with the university's broader strategic goals of fostering student success, enhancing employability, and promoting social justice through education. Sports sits at the forefront of critical topics in society and this course will draw upon them to contextualise your learning.

Students in the Sport Business Management programme can expect to be active partners in their learning journey. A student-centred approach is at the core of all teaching activities, ensuring that student feedback is continually integrated into the programme. Active and participatory learning experiences form a key part of the curriculum.

The programme embeds employability skills and career development opportunities directly into the learning experience. This includes practical placements within the sport industry, partnerships with leading organisations in the sector, and the use of the Career Passport to help students track and showcase their skills and achievements.

Reflecting the evolving nature of the sport business industry, the programme adopts a multi-modal pedagogical approach. This includes active learning methods such as group work, case studies, problem-solving, and practical projects. Digital tools and platforms are also utilised, incorporating simulations, online assessments, and collaborative tools to prepare students for the demands of a digitalised sport business environment.

The curriculum covers key topics such as sport marketing and sponsorship, event and facility management, governance and policy, financial management in sport, and strategic leadership. Students are encouraged to develop as reflective practitioners, with opportunities to evaluate their learning journey and plan their next career steps.

Assessment methods are designed to reflect real-world challenges and tasks in the sport business sector. These authentic assessments, often co-created with input from students and industry partners, include project work, presentations, and case study analysis. Formative feedback is provided during the preparation stage of assessments, while timely and constructive summative feedback helps students identify areas for growth. Peer-to-peer feedback mechanisms further enhance the student learning community and encourage collaboration.

The Sport Business Management programme strives to create an exciting, supportive, and career-focused educational environment, preparing students to succeed in the fast-paced and competitive sport business industry.

7b) Programme learning outcomes covered

	Assessed learning outcomes of the programme												AS1	AS2	AS3	AS4	AS5	Skills development			
	K1 Core principles of SBM – private, Key business functions	K2 Evaluate contemporary issues	K3 Legal, financial and governance	K4 Analyse challenges within SBM	I1 Effective Management and Using sport business data to make	I2 Ethical decision making in SBM	I3 Working with peers in groups	I4 Using digital tools to solve problems and	P1 Professional project management skills	P2 Creativity and	P3 Adaptability	P4 Resilience	AS6 Professional Outlook	AS7 Effective Communication	AS8 Ethics, diversity and sustainability	AS9 Enterprise and entrepreneurship					
Adjust LO codes as necessary. ↴																					
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.																					
SBM in practice – Understanding the landscape	x			x				x				x									
Introducing finance for sport managers		x		x									x	x	x						
Leadership in sport – creating a high performance environment ((incl. placement / professional challenge)	x				x				x			x									
Sport marketing and sponsorship		x			x		x					x	x		x						
Working in Sport and Wellbeing (incl. placement)	x	x							x	x		x	x	x	x						
Contemporary issues in sport and wellbeing			x		x		x	x		x	x				x	x					
The sport consumer: behaviour and decision making	x	x	x		x			x				x	x		x	x					
Sport finance		x		x	x			x	x			x		x							
Managing and leading the sporting workforce		x		x		x				x	x			x	x		x				
Sport and wellbeing project (incl. Professional Learning)			x		x						x	x									

Through Work as an optional strand)																		
An introduction to sport law		x		x	x			x				x	x		x	x	x	x
Futorology in SBM			x			x	x				x	x	x		x	x		x
Ethics, strategy and accountability in sport			x					x				x		x	x	x		
Sport, the media and mega events		x			x				x			x	x				x	x

8. Entry requirements

Do the University's standard entry requirements apply (as outlined within the University's Admissions Policy)?	Yes
Detail of any deviation from and/or addition to the University's standard entry requirements (if applicable)	

9. Progression, classification and award requirements

Details of requirements for student progression between levels and receipt of the award(s) (A certain level of attainment which must be achieved in a specific module; any modules exempted from condonement, any deviation from the standard institutional stipulations for award classification, e.g. exclusion of Level 4 module marks from Foundation Degree classification)
<p>The following regulations apply, together with the General Taught Academic Regulations:</p> <ul style="list-style-type: none">• Foundation Year Programme Regulations (from 2026)• Bachelor's Degree Programme Regulations• Diploma of Higher Education Programme Regulations• Certificate of Higher Education Programme Regulations

10. Prerequisites and additional information

Details of modules students <u>must</u> study and achieve credit for before enrolling on a module at a higher level, or attaining their final programme award
<p>Students must complete and pass the modules that house the placement strand for the programme:</p> <ul style="list-style-type: none">- Level 4 - Leadership in sport – creating a high performance environment- Level 5 - Working in sport and wellbeing <p>The professional placement is an institutional requirement.</p>

11. Additional support needs

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme
<p>Students with disabilities or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs.</p>