

# **Department of Sport and Physical Activity**

# **Faculty of Arts and Sciences**

## **BSc Hons Sport Management**

## **Pre-Entry Handbook**

**Programme Leader: Emily Lovett**

**E-Mail: lovette@edgehill.ac.uk**

**Tel: 4155**

**Welcome to BSc (Hons) Sport Management**

The key aims of the Sport Management programme include:

- to enable students to develop knowledge and understanding of key concepts in the social scientific study of sports business, leadership and management.

- to develop knowledge and understanding, and the associated intellectual skills, in analysing the administration of sport and physical activity in the UK and the associated implications for funding and delivery in private, public and voluntary sectors.

- to develop practical and transferable skills in problem solving and evaluation that will inform the planning, delivery and evaluation of sports-related activities, programmes and events.

- to develop students' communication, intellectual and self-management skills, whilst enabling them to become self-directed learners.

- to equip students with the skills, knowledge and confidence required to gain graduate employment or undertake a research degree.



Dr Emily Lovett

Programme Leader

[lovette@edgehill.ac.uk](mailto:lovette@edgehill.ac.uk)

### The purpose of this pre-entry handbook

This Handbook has been developed to help prepare you well to join BSc (Hons) Sport Management at Edge Hill University in September 2021. It is divided into two main sections, each with some tasks which you should complete having undertaken some research into the topics explored. The tasks address some very important things which you will be asked to discuss with your Personal Tutor during your induction week and the modules you will study in Semester 1 before the Christmas period.

It is **ESSENTIAL** that you complete all of the tasks in this Handbook **BEFORE** induction week and have the completed version available to you electronically (e.g. on email, a USB or cloud storage system) when you meet your Personal Tutor. You should complete each task electronically as indicated. You will be encouraged to reflect upon your answers to the tasks as part of your meeting and to help begin your studies at Edge Hill.

**SECTION A**

**About Your Degree and Career Aspirations**

It is important to know about your programme endorsement, what this is and what it means for you. Take a look at the programme description to see who endorses the programme: [BSc (Hons) Sport Management (edgehill.ac.uk)](https://www.edgehill.ac.uk/courses/sport-management/)

You will also be interested to look at the endorsing body website: <https://www.cimspa.co.uk/>

**Answer the following questions or complete the ‘xxx’ gaps:**

1. **Your degree is endorsed by XXX.**
2. **What is the main purpose of XXX?**
3. **Why do you think the endorsement of your degree is important? What are the implications for you?**
4. **What are your career aspirations?**
5. **What do you hope to achieve from your degree in Sport Management at Edge Hill?**
6. **What types of jobs and careers are you able to pursue having studied Sport Management at Edge Hill? This website might be useful here:** [Jobs in Sport | UK Sport](https://www.uksport.gov.uk/jobs-in-sport)

**SECTION B**

**About Your First Three Modules**

One of the first modules you will study on programme name at Edge Hill is **SPT1851 Introduction to Critical Thinking for Sports Research**. This module will introduce students to the conventions of studying in higher education. Students will be expected to reflect upon their previous experiences of education whilst also thinking strategically about their future study and work in sport and physical activity. This will enable a facilitation of a new and more critical approach to thinking and study about sport and physical activity. Students will develop the ability to use academic literature, research, concepts and arguments to provide a more critical and reasoned assessment of sport and physical activity related issues and topics. They will learn to communicate their new critical thoughts about sport and physical activity using expected academic referencing and citation styles.

In this module you will address topics such as appreciating the role of research in sport management and academic integrity. To help prepare you for this module, you should complete the following tasks:

1. **Search for a research article relating to the management, leadership or marketing of your sport on Google Scholar and write the title of the article here:**
2. **Check the BBC Sport Website and note 3 topics currently in the sports news:**

Another module you will study in Semester 1 is **SPT1856 Introduction to the Organisation and Administration of Sport and Physical Activity**. This module will allow students to engage in activities that will enable them to develop the knowledge, understanding and skills needed to work towards several CIMSPA professional standards (Entry Manager, Working with Inactive People, Working in the Community Environment). This module develops in students a theoretical and empirically-based understanding of the policy process and the realities that emerge from it in sport and physical activity. Students are introduced to how sport is organised and administered in the UK using examples from community and elite sport and physical activity provision. The role of volunteers and volunteer managers is examined with regard to their role in policy implementation and the provision of sport and physical activity. The module also introduces students to the ways in which sporting programmes are expected to address wider government objectives and how sporting events might be leveraged to achieve broader social outcomes.

In this module you will address topics such as how sport and physical activity can meet wider social objectives and event impacts. To help prepare you for this module, you should complete the following tasks:

1. **Watch this video from Sport England:** [**https://youtu.be/AK0sWgzoB8M**](https://youtu.be/AK0sWgzoB8M)
2. **Can you give an example of a sport or physical activity programme from your local community?**

The final module you will study before Christmas will be **SPT1751 Introduction to Sport Management**. In this module students will engage in activities that will enable them to develop the knowledge, understanding and skills needed to work towards the CIMSPA Entry Manager professional standard. The module introduces students to key concepts in sport management and the historical and contemporary context in which it emerged and now exists. In particular, students will be introduced to key management concepts such as marketing, sales, customer service, sponsorship and corporate social responsibility in national and global settings. It will also enable students to develop an awareness of managing small sports business projects, decision making and communication methods, and how these are connected to key principles of marketing, networking and financial reporting. These issues are explored in relation to a range of providers from the community sports club to the multi-national brand, and in relation to key business drivers (e.g. profit, community outcomes, brand and reputation).

In this module you will address topics such as sports business management and marketing. To help prepare you for this module, you should complete the following tasks:

1. **What do you think sports management involves?**
2. **Give an example of one of your favourite sports brands and describe why you like it:**