COURSE SPECIFICATION

Course Aim and Title	MSc Performance Analysis in Football
Intermediate Awards Available	Postgraduate Certificate (PGCert) Postgraduate Diploma (PGDip)
Teaching Institution(s)	• UCFB Etihad Campus (Face to Face) • UCFB Wembley (Face to Face)
Alternative Teaching Institutions (for local arrangements see final section of this specification)	n/a
UEL Academic School	Royal Docks School of Business and Law
UCAS Code	n/a
Professional Body Accreditation	n/a
Relevant QAA Benchmark Statements	QAA Master's Degree Characteristics Statement (2020) QAA Subject Benchmark Statement for Business and Management (2019)
Additional Versions of this Course	Part Time
Date Specification Last Updated	September 2021

Course Aims and Learning Outcomes

The main educational aims of the course are to:

- Conceptualise the knowledge and skills necessary for a career in the football industry.

- Develop the students' capacity to critically interrogate theories that inform performance analysis principles and practice in a football context.

- Develop systematic knowledge and understanding of the theory and practice of performance analysis to enhance performance in a football context.

- Create an environment in which students are able to relate theory to practice, solve problems creatively, apply new and existing skills, and demonstrate awareness of emerging issues within the domain of performance analysis and related disciplines.

- Equip students with a range of research skills necessary to design and conduct applied research in a football context.

- Evaluate critically current research and advanced scholarship in the discipline' or 'to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses'

What you will learn:

Knowledge

- Demonstrate a critical awareness of the developments of performance analysis in football.

- Evaluate the theory and practice of performance analysis for performance enhancement.

- Critically analyse differing types of data collection methods associated with a football environment.

- Demonstrate critical knowledge of theoretical, applied and professional practice.

- Demonstrate synthesis of knowledge and skills by devising an appropriate design for applied investigation.

- Articulate high levels of expertise in selecting methodologies and in conducting an applied project that addresses sport industry complexities and issues.

- Demonstrate knowledge and awareness of the importance of reading and interpreting data to formulate justifiable conclusions.

- Demonstrate critical knowledge of identifying characteristics across various age categories within talent identification whilst applying theoretical underpinning.

Thinking skills

- Evaluate and synthesis data in an applied context.

- Critically analyse differing types of data collection methods associated with a football environment.

- Critically analyse different perspectives within talent identification.

- Take responsibility for developing professional reports underpinned by key academic research.

- Conduct research, analyse and interpret a range of data in order to develop effective football support.

- Show how to apply analytical skills to complex football problems.

- Analyse complex sport industry issues critically and rigorously and make recommendations based on the evidence assembled.

- Apply cognitive skills of critical reasoning, debate and interpretation of published literature and research findings.

Subject-Based Practical skills

- Evaluate football related statistical evidence.

- Evaluate and synthesis information in an applied context.

- Communicate effectively both in writing and electronically as well as showing listening skills, the ability to present and negotiate with team members.

- Demonstrate a range of practical skills that are important to be an effective performance analyst.

- Select, justify and apply relevant analysis concepts to the planning and delivery of football feedback sessions with different objectives.

- Effectively evaluate sport industry issues and make meaningful and strategic recommendations for the sector.

- Providing opportunities for students to have access to industry standard hardware and software in order to fully integrate a technological approach to performance enhancement strategies.

- Construct, design, and deliver presentations which highlight logical thought, critical evaluation and reflection.

Skills for life and work (general skills)

- Demonstrate effective communication skills and knowledge of understanding, associated with evidence-based material.

- Synthesis and present football related data in an appropriate manner.

- Engage in critical thinking, analysis, synthesis and decision-making.

- Communicate information clearly and coherently in a range of forms relevant to intended audiences.

- Manage time effectively in order to meet deadlines and achieve performance targets.

- Identify access, evaluate and apply electronic resources to address problems and questions.

- Collect, analyse, interpret and apply numerical data using relevant software packages and presentation methods.

- Demonstrate self-directed capacity to plan, design, monitor, and present an applied investigation, enhancing inter- and intra-personal capabilities as a sector employee

- Exhibit computer-aided research skills that promotes the effective analysis and presentation of project findings.

Learning and Teaching

This course is delivered at excellent professional sporting venues similar to those in which students aspire to work. A diverse range of learning and teaching approaches are used as appropriate to each module. Across the course students benefit from regular contact through lectures, seminars, workshops, tutorials and practical sessions. In addition to timetabled classes for each module, students will also attend a regular personal tutorial session. Some of these tutorial meetings will be conducted in a group, with others conducted one-to-one contact with a tutor. Proactive use of the VLE and mobile technologies engages students with the broader knowledge base upon which the course is built. Integration of theory and practice is consistently emphasised to support authentic learning, wherever possible utilising problem-based approaches, live case studies, client challenges and practical analysis sessions.

Assessment

A variety of assessment is employed to engage students across the range of intellectual and professional knowledge and skill areas expressed in the course learning outcomes. Assessment is predominantly continuous, employing items such as essays, presentations, recruitment reports, a statistical exam and reflective writing.

The course team is committed to the use of applied assessment tasks where possible to embed the sector context of the course, to enhance student engagement, and to assess application of theory to practice.

A blend of assessments has been designed to support students' development and demonstration of different skills, for example time management and the ability to work individually. Applied assessment tasks are used as far as possible to enable students to link theory with research and practice, thereby assessing knowledge and understanding alongside subject-specific skills and key skills.

Collaborative working is incorporated where appropriate to enable students to engage in projects of a scale and/or complexity greater than would be achievable individually. Collaborative working also reflects the professional context and supports development of skills for example in communication, negotiation, leadership, and project management. Multiple opportunities are provided for students to benefit from formative feedback from both tutors and peers, for example through class discussions, informal presentations and submission of draft work.

Work or Study Placements

n/a

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

3   Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
4   Equivalent in standard to the first year of a full-time undergraduate degree course.
5   Equivalent in standard to the second year of a full-time undergraduate degree course.
6   Equivalent in standard to the third year of a full-time undergraduate degree course.
7   Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	UEL Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
7	UO7002	Applied Football Match Analysis	30	Core	N
7	UO7006	Football Statistics and Data Analysis	30	Core	N
7	UO7009	Talent Identification and Recruitment	30	Core	N
7	UO7004	Applied Research Project and Placement	45	Core	N
7	UD7010	Global Sports Leadership	15	Core	N

7	UO7003	Applied Reflective Practice	30	Optional	N
7	UO7000	An Interdisciplinary Approach in Football	30	Optional	N

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Additional detail about the course module structure:

n/a

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 180 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

n/a

Typical Duration

It is possible to move from full-time to part-time study to accommodate any external factors such as financial constraints or domestic commitments, moving from part-time to full-time will NOT be possible based on the programme structure. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The expected duration of this course is 1 year full-time or 2 years part time.

Further Information

.More information about this course is available from:

- The UCFB web site (www.ucfb.ac.uk)
- The Course handbook
- Course Leader
- Module Leader

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

- Stationery equipment
- Books, journals and periodicals
- Printing
- Trips
- Placement activity costs
- DBS and/or other security checks.
- Accommodation
- Additional qualifications

Alternative Locations of Delivery

The course is awarded by the University of East London and is taught by UCFB in Manchester (Etihad Campus) and London (Wembley).