

## COURSE SPECIFICATION

Course Aim and Title	MA Sports Agency (Distance)
Intermediate Awards Available	Postgraduate Certificate (PGCert) Postgraduate Diploma (PGDip)
Teaching Institution(s)	GIS
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 Subject Benchmark Statement for Business and Management (2023)
Additional Versions of this Course	N/A
Date Specification Last Updated	June 2024

### Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Enable students to focus on the skills needed to work effectively as an agent in the sports industry and enable them to become active, autonomous learners;
- Encourage students to develop a critical awareness of the commercial implications of agency decisions;
- Equip students with the tools to develop an effective coordinated athlete representation strategy;
- Identify the current business environment and the strategic considerations facing sports agents when developing a strategic plan for athletes, clubs and sports managers;
- Develop the skills necessary to successfully manage a sporting relationship and conduct a transfer;
- Engage with and critically evaluate current themes in international sports agency; and
- Create an environment in which students are able to relate theory to practice, solve problems, apply new and existing skills and show a critical awareness of the emerging issues facing international sports agency.
- Engage in an inclusive learning environment, where all voices are heard and valued, and prepare graduates with the knowledge and skills to advocate for and implement inclusive practices within the sports industry

What you will learn:

### **Knowledge**

- Demonstrate a critical understanding of the management and representation of athletes.
- Examine the multifaceted skills agents require as applied to sports.
- Illustrate the application of financial and marketing skills to agency.
- Demonstrate a critical understanding of the juridification of sport and its relevance for athletes and agents.
- Examine the complexity of governance and its interaction with the law as applied to sports organisations, athletes and agents.
- Comprehend the scope of sporting laws and regulations.
- Demonstrate a critical understanding of the role of mentoring in supporting an athlete from the perspective of an agent.
- Examine the scope of life coaching to develop the career of an athlete.
- Evaluate a range of traditional and contemporary models of leadership.
- Evidence an applied understanding of sport industry issues appropriate for the focus of a research project.
- Demonstrate an in-depth appreciation of higher level research methods relevant to the chosen area of study.

### **Thinking skills**

- Critically evaluate the balance agents should strike between representing athletes and clubs, in the context of complex governance.
- Critically evaluate the balance agents should strike between representing athletes and ensuring that legal frameworks are correctly adhered to.
- Critically evaluate mentoring and coaching skills necessary for agents
- Critically apply leadership behaviours to live global case studies.
- Critically assess the nature of cross-cultural leadership with particular reference to diversity and inclusion
- Exhibit problem-solving abilities via appropriate and pragmatic research design choices (including decisions regarding methodology, data type, and analysis).

### **Subject-Based Practical skills**

- Synthesise skills to sports scenarios.
- Synthesise legal skills to case studies.
- Critically apply coaching skills to case studies
- Critically apply mentoring skills to case studies
- Undertake relevant cognitive and behavioural leadership tests available online.
- Appropriately analyse a variety of information types, including that of previously published works and of the dataset acquired as the focus of the project

### **Skills for life and work (general skills)**

- Effectively develop the commercial skills required to develop representation. Effectively develop the skills necessary to respond to legal issues.
- Effectively develop the skills necessary for mentoring, strategic planning and life coaching
- Critically appraise and apply the role of reflection in own leadership practice.

- Effectively develop the skills necessary to produce informative and business standard documents using a full range of digital application.
- Work independently to develop a project from beginning to end, demonstrating the ability to
- project manage and plan.
- Utilise ICT for relevant analysis and presentation of project report.

## Learning and Teaching

### **For Distance Students:**

This programme will be delivered via the GIS virtual learning platform, where students work through structured lessons with information provided in each session based on the core module content, to introduce key information and concepts. In some cases, this replaces the traditional format of a lecture and seminar. Concepts and ideas are then tested via case studies, reflective practice and online forums.

Learning will predominantly occur through online content, allowing students to work through materials independently. Online content for each module will be supplemented with several live sessions that will be focused on the clarification and expansion of key concepts. These live online sessions are playing a key role in providing a platform fostering a community of learning between tutor and students. For each online 30 and 45 credit module, students will receive a minimum of 10 hours (for 15 credit modules a minimum of 5 hours) live contact time through a mix of lectures, drop ins, tutorials etc. throughout the module. Sessions will be timetabled in advance to align to key parts of the learning journey.

Clear links will be made between online learning activities and discussion activities and formative support of the students' assessed work (feed forward) and detailed feedback on work that has been completed will be provided via virtual meetings between the student and tutor.

Students are expected to undertake independent study to enable them to achieve the learning outcomes by completing core and recommended readings, weekly tasks, and relevant research and scholarly activities.

Knowledge is developed through guided reading, knowledge-based activities with feedback, online discussions and activities. Thinking skills are developed through reflective activities with feedback, online discussions and activities. Practical skills are developed through research skills-based activities with feedback, presentations and case studies. Skills for life and work (general skills) are developed through the demands of distance study, planning activities with feedback and project work.

## Assessment

A range of assessment types are used across the course, as appropriate to each module. Assessment is predominantly continuous, employing items that will include academic essays, reports, presentations, portfolios, assessed seminar discussions and exams. Applied assessment tasks are used as far as possible to enable students to link theory with practice, thereby assessing knowledge and understanding alongside subject-specific skills and key skills.

Assessment methods to gauge knowledge and understanding is assessed through coursework, essays and examinations where relevant. Thinking skills are assessed by the completion of written assessments, examinations and case studies. Practical skills are assessed through live scenarios, practical reports, case studies and portfolio completion. Skills for life and work (general skills) are assessed by the use of group presentations and project work.

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

#### 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:

<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credit Weighting</b>	<b>Core/Option</b>	<b>Available by Distance Learning? Y/N</b>
7	TM7032	Contemporary Issue in Sport	30	Option	Y
7		Athlete and Agency Management	30	Core	Y
7		FIFA Football Agency Regulations	30	Option	Y

7		Mentoring and Coaching Skills for Sports Agents	30	Core	Y
7		Legal Principles for Sports Agents	30	Core	Y
7	TM7039	Global Sports Leadership	15	Core	Y
7	SE7050	Applied Research Project	45	Core	Y

*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:

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

None

#### Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The course will be delivered by distance learning, which can be accessed remotely, online.

There are two entry points in September or January. The duration of this course is one calendar year full-time if enrolment is in September, and two calendar years part-time. For January enrolment, the duration becomes 15 months full time, and 27 months part-time. (The time limit for completion of a course is four years after first enrolment on the course.)

#### Further Information

More information about this course is available from:

- GIS web site (GIS.sport)
- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides

- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages
- Course Leaders and Module Tutors

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:

- Technology – You are required to have access to a laptop, desktop computer or mobile device to support learning and assessment. The costs will be dependent on your choices. For Distance students, the GIS virtual learning environment is compatible with mobile devices, including tablets. However, you will need an internet connection in order to view the content as part of your course.
- Kit (coaching courses) – GIS coaching kits (optional) - £100
- Stationery equipment – paper and pens are required. Costs will vary dependent on your choice.
- Books, journals and periodicals – books will be available to access in the GIS and UEL e-library. If you wish to purchase books they can do so, however this is not a requirement.
- For students wishing to pursue a career in football agency, it should be noted that in order to become a licensed football agent students must also undertake the FIFA Agent Exam for those seeking to represent footballers. The exam costs £300 to sit and there is a further annual fee payable to FIFA for the licence itself.

Alternative Locations of Delivery

The course is awarded by the University of East London and is taught by GIS as a distance course.