

Faculty of Design, Media & Management

INSPIRATION AT PLAY

Sports Management and Sports Science



INTRODUCTION

Whether you're interested in our nationally and internationally recognised specialist degrees, or a more general course that keeps your options open, you'll gain experience that's experience for life at Bucks New University.

We are committed to supporting you in developing your overall employability, expertise, confidence and competencies. We use our experience of research and links with industry to develop new courses which reflect the very latest thinking and practice. This means that your course is up-to-date and well-designed to launch your career.

Vocationally-relevant programmes are supported by staff who have relevant industry expertise. There are plenty of opportunities to engage with industry and the community and we actively encourage you to get involved.

Through the development of a range of sporting activities and partnerships, we support students, staff, the community and industry in the achievement of their sporting aspirations. Over the past decade, we have created an enviable network of local, regional and national partnerships with clubs, associations, public and industrial bodies, firmly placing us at the centre of sporting life in the region.

If you're ambitious and looking for a qualification that is relevant to both you and the workplace, we can give you the skills to develop your dream career.





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DID YOU KNOW?

- Over 40 different sports teams play competitively at Bucks New University.
- In the recent Research Assessment Exercise submission, over half of the University's research in sports related studies was independently judged to be of a standard of international recognition or excellence.
- Bucks New University has forged a close educational partnership with London Wasps Rugby Club and is the main club partner for Wycombe Wanderers FC.
- There's no student support package quite like the University's award-winning Big Deal*, giving eligible undergraduate Bucks students a range of great benefits.
- The University was nominated for 'Outstanding Support for Students' in the *Times Higher Education Awards* 2009.
- Bucks was judged one of the best universities for courses and lecturers by students using the Hotcourses website: **whatuni.com** (2009).
- Bucks became a Fairtrade University in 2009.
- The University is only 30 minutes from London Heathrow Airport and London is less than 40 minutes away by train.

*visit bucks.ac.uk for full details



FACILITIES

Our Sports and Fitness Centre is a state-of-the-art complex, offering a range of sports and exercise facilities, including a sports hall, gym, Human Performance Laboratory, treatment room and a dance studio – with the fitness centre and dance studio fitted with brand new cardio, resistance and loose fitness equipment. We also host regular exercise classes to suit all interests.

Our Human Performance Laboratory has state-of-the-art testing equipment to record and assess many human physiological responses. It is used for a variety of purposes, from the assessment of fitness to the search for optimum athletic performance.

Our sports facilities are staffed by fully-qualified fitness coaches able to provide tailored training programmes, and there are many membership options to choose from.

For more details, email fitness@bucks.ac.uk



GETTING INVOLVED

Students' Union sports teams

The calibre of the Students' Union sports teams at Bucks is extremely high. Our students perform well in the British Universities & Colleges Sport (BUCS) leagues and cups across a variety of sports. At an individual level, over the years a range of renowned sports people have been students of the University, representing their countries on the national and international stage. We also provide the opportunity to play on a friendly basis. So, whatever your standard, you've the chance to train with over 40 different teams in nearly 20 disciplines.

Thanks to a unique partnership between the University and Bucks Students' Union – known as the Big Deal – many of the costs associated with participating competitively at the University, including insurance, kit and match fees, are covered.

For more details, visit bucks.ac.uk

Sports leadership and volunteering

If you wish to share your passion and inspire others, you might like to become a community sports volunteer. Through longstanding links to the community, we offer a range of opportunities for students to volunteer in grass-roots sport.

Student exchange programmes

As part of some of our courses, you may have the opportunity to study abroad at one of our partner universities. It's a great opportunity to enhance your employability by showing your ability to adapt to a new cultural environment – and it is lots of fun.

For more details, visit bucks.ac.uk

ACHIEVING SHARED GOALS

Unique sporting partnerships

We boast excellent links with industry, associations and governing bodies of sport, and the very nature of these partnerships enhances the way in which you will gain knowledge and engage in activities at the University. As we involve staff from our industry partners in lecture programmes, visits, work-based experience and other elements of delivery, you will be able to develop the skills that are needed in the workplace.

Wycombe Wanderers FC

For over a decade, Bucks New University has been working with Wycombe Wanderers Football Club. We are Wycombe Wanderers' main club partner, making us the only university in the country to appear on the front of the first team match shirts of an established Football League team.

Football Association

The University works closely with the Football Association (FA) on several major projects, including the Football Ambassador Scheme, which enables our students to be 'ambassadors for football' through encouraging greater participation in local clubs and schools. This successful scheme helps students to combine their academic learning with practical application and gives the local FA high quality volunteers to help roll out their strategy.

Other football partnerships

We also have exciting partnerships with other clubs across the region and overseas, including Brentford Football Club, Oxford City Football Club, Reading Football Club and Ocean City Barons in the USA.

London Wasps Rugby Club

Bucks New University has forged a close educational partnership with 2007 European Rugby Champions, London Wasps, in an agreement that sees sport, education and business come together to benefit our students and the local community.

Our name is displayed on the back of London Wasps' playing shirts and at the Adams Park ground. In return, a range of London Wasps activities take place at the University, including the coaching of student rugby teams by a London Wasps coach, regular coaching sessions for students on the BA (Hons) Sports Management and Rugby Studies programme, plus guest lectures from senior management staff at the club.

Berks, Bucks and Oxon Golf Partnership

The Berks, Bucks and Oxon (BB&O) Golf Partnership works with Bucks New University to run the Golf Ambassadors Programme. This exciting scheme enables students to gain hands-on experience in the golf industry and provides the BB&O Golf Partnership with high quality sports management volunteers.

The Institute for Sport, Parks and Leisure

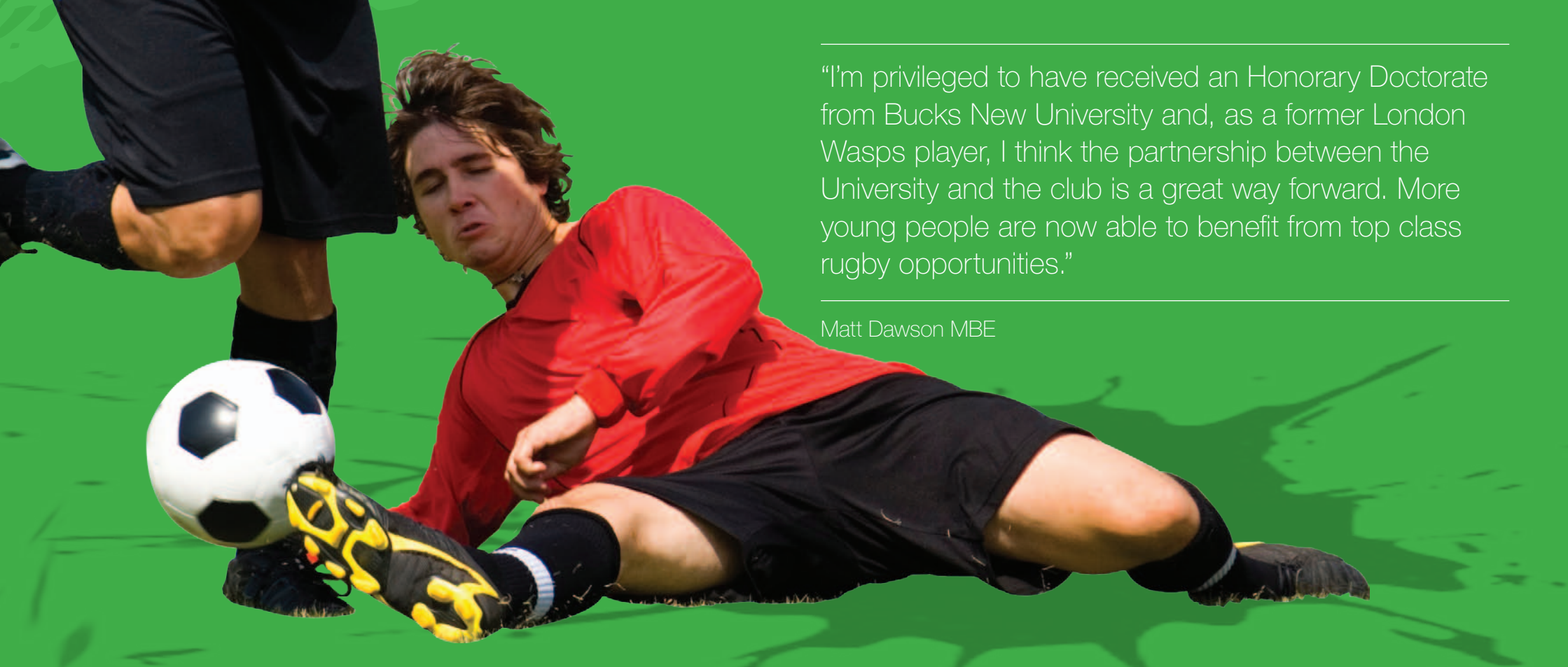
The University has linked up with The Institute for Sport, Parks and Leisure (ISPAL) in an innovative partnership that will engage both staff and students at the forefront of new developments in the leisure industry in the UK.

ISPAL is the premier provider of leisure knowledge and information, courses and conferences in the UK.

“My main reason for coming to Bucks was its industry links. You need more than just a degree when you leave university, and Bucks helps you achieve that.”

Jason Lawson, third year student





“I’m privileged to have received an Honorary Doctorate from Bucks New University and, as a former London Wasps player, I think the partnership between the University and the club is a great way forward. More young people are now able to benefit from top class rugby opportunities.”

Matt Dawson MBE

Bucks Sport

Bucks Sport is the county sports partnership for Buckinghamshire, bringing together a wide range of sports businesses, local authorities, school sport partnerships, clubs, associations and individuals across the region.

Working side-by-side with Bucks Sport, Bucks New University is involved in a number of new local, regional and national initiatives in the field of sports development and management.

Stoke Mandeville Institute of Sport and Education

Stoke Mandeville Institute of Sport and Education is an education and training partnership between WheelPower, Bucks New University, Bucks and Milton Keynes County Sports Partnership and Leisure Connection.

The partnership is supported by the English Federation of Disability Sport, the national body responsible for developing sport for disabled people in England. It recognises the need nationally to work with employers, educational partners and key stakeholders to ensure the disability sport and leisure workforce is appropriately skilled and qualified.

Bisham Abbey

We have strong partnership links with Bisham Abbey, one of the UK’s National Sports Centres. We utilise their impressive facilities for our practical coaching sessions and work closely with key community partners based there, such as national governing bodies, to enhance our contributions to the local, regional and national sports community.

2012 Olympics

Bucks New University is heavily involved, both regionally and nationally, in the preparations for the 2012 Olympics. As a core member of the Buckinghamshire and Milton Keynes Olympic Group, we play a central role in a number of initiatives.

Local authorities

We have developed excellent links with a number of local authorities in the county, including Wycombe District Council, South Bucks District Council and Chiltern District Council, which have enabled our students to learn first-hand about community sports development work – a significant employment sector in the industry.

“The University provides an excellent course and the feedback we’ve had from students is very positive – students gain a qualification and valuable working knowledge of the golf industry.”

Stuart Phipps, Golf Club Managers’ Association

Certificate in Golf Club Management

THE DRIVE TO SUCCEED

It’s the enormous diversity of the tasks involved in running a golf club that makes the job so fascinating and satisfying. Yet it’s this diversity that presents difficulties for club managers and owners – and there’s no recognised apprenticeship that provides the breadth of experience needed for success in this profession.

The Certificate in Golf Club Management at Bucks New University addresses this problem by providing academic education in every aspect of managing a golf club. It has been designed with employers’ input and ongoing consultation with the Golf Club Managers’ Association in order to ensure the needs of those who work within the golf industry are met.

As the majority of learning material will be delivered online, and you’ll only need to attend five workshops in High Wycombe during the year, we can help you achieve that difficult balance between work and study.

Course content

- The Game of Golf
- Golf and the Law
- Golf and People
- Golf Clubs Operations and Services for Members
- Business Development in Golf Clubs.

Career prospects

On successful completion of this course, you will be prepared for a range of management career options within the golf sector. You could also progress onto further study at Bucks New University.

Duration

One year

Mode of study

Part-time, work-based distance learning

How to apply

Visit bucks.ac.uk for details

FDA Applied Coaching Science

PRACTICE MADE PERFECT

This exciting programme is delivered on a part-time basis via a series of one-day workshops every two weeks. This flexible format enables you to minimise the amount of time spent away from your job, while achieving a nationally recognised qualification.

The structure of the course enables you to link your academic study to your work and allows you to network with other sports industry professionals. You will also have the opportunity to utilise our Human Performance Laboratory as part of your studies.

Course content

- Introduction to Sports Science and Coaching
- Issues of Diversity in Sport
- Personal and Professional Development Planning

- Applying Technology for Sports Coaching
- Principles of Sports Coaching.

Career prospects

After successful completion of this programme, you will be able to progress on to our BA (Hons) Coaching Science (top-up) course.

Duration

Two years

Mode of study

Part-time

How to apply

Visit bucks.ac.uk for details

BSc (Hons) Coaching Science (top-up)

PUSH YOURSELF

This course offers individuals who are working in the sport industry - including coaches, teaching assistants, health and exercise instructors and FE lecturers - an opportunity to top-up their previous qualifications to an honours degree.

Whereas the focus of the foundation degree in Applied Coaching Science is on the fundamentals and practical application of science to coaching, the focus of this course offers further academic progression of the subject.

On this course, you will study an integrative approach of basic sciences in sports psychology, nutrition, sports injuries, strength and conditioning as well as analysis of sport performance.

In addition to this, you will also undertake an in-depth project, based on coaching and/or sport science.

The curriculum is enhanced by:

- 'real assignments' based on your own working environment
- networking opportunities with other industry professionals on the course
- use of the University's Human Performance Laboratory
- opportunities to apply academic study to your workplace and add value to your organisation.

"I started the course hoping it would increase my knowledge. It did much more than that by challenging my football coaching practices and the viability of what I already knew. The work-based aspect benefited both my employer and I, while greatly enhancing the quality of my delivery."

Iain Mortimer, graduated 2010, Football Association Skills Coach



FDA Sports Club Management

STAY ON THE BALL

Sports clubs lie at the heart of almost all communities. They range from large professional football clubs to small clubs or groups of people gathering to play sport on a recreational basis. It is these smaller clubs, that draw their members and players from their immediate communities, which are the most numerous, yet face a changing and uncertain future.

This programme will help you to develop a stronger and more sustainable sports club, as well as improve the club for the benefit of the local community and members.

Course content

- Sport Structures and Funding
- Leadership, Professional Development and Team Building
- Employment Law and Staffing Matters
- Financial Matters
- Club Operations and Member Services
- Coach and Volunteer Management
- Project Management, including Facility Development Planning
- Business Planning and Marketing.

This flexible programme allows you to study each module as a discrete piece of work to meet a particular club requirement, or study all the modules in order to gain the foundation degree.

Career prospects

After successful completion of this programme, you will be able to progress to a number of our business and management professional programmes.

Duration

Two years

Mode of study

Part-time, distance learning

How to apply

Visit bucks.ac.uk for details

“The Halton Tennis Centre is delighted to support the two foundation degrees in Applied Coaching Science and Sports Club Management. Both degrees offer a strong practical option for students to gain a formal qualification with minimum disruption to their working life. We will be recommending to all our tennis students and coaches that they consider them.”

Tom Wood, Director of Education, Halton Tennis Centre



“I’m extremely grateful to the staff at Bucks New University because, through the experience I had there, I acquired knowledge of the football industry that helped me secure my current job at Atalanta BC in Italy.”

Andrea Savi, graduated 2009, Marketing Department, Atalanta BC



BA (Hons) International Football Business Management

ACHIEVE YOUR GOALS

This exciting course is aimed at students seeking a career in the football industry. You will learn the principles of sports management, grasp the complexities of the international football business and be involved in industry projects.

Upon completion of this course, you will have developed the knowledge and skills that are necessary to enter the field of football business management. You will have a wide range of opportunities available to you within the sports industry or in a related field, both in the UK or abroad.

The curriculum is enhanced by:

- coaching certification opportunities
- guest lectures from sports industry professionals
- placement or volunteering opportunities in the community and through our many partners
- scholarship awards for national and international athletes
- The Institute for Sport, Parks and Leisure membership
- access to season tickets to Wycombe Wanderers FC (subject to availability).

Career prospects

Previous graduates have become owners of coaching schools in the UK and the USA, football club administrators, football media personnel, youth team coaches and marketing staff at professional football clubs.

Duration

Three years

Mode of study

Full-time

How to apply

Visit ucas.com for details

UCAS code

N190

BA (Hons) Sports Management and Coaching Studies

ALWAYS AHEAD OF THE GAME

This innovative course is aimed at students who are interested in developing management skills for work in the sports industry.

It covers the complexities of sports businesses, allowing you to develop the skills and knowledge that are necessary for employment in the coaching sector. Alongside coaching studies, general topics covered include sport management, contemporary issues in sport, and business management skills.

The curriculum is enhanced by:

- coaching certification opportunities
- guest lectures from sports industry professionals
- placement or volunteering opportunities in the community and through our sport partners
- scholarship awards for national and international athletes
- The Institute for Sport, Parks and Leisure membership
- use of a Human Performance Laboratory
- access to season tickets to London Wasps and Wycombe Wanderers FC (subject to availability).

Career prospects

As a graduate of this course, there are a diverse range of employment opportunities open to you. You will be able to develop your management or coaching career within the sports industry. You may choose to work with a sports club or coaching school or even enter the broader field of sports management. You could also decide to pursue a career in sports development, sports administration or at grass-roots level on a self-employed basis.

Duration

Three years

Mode of study

Full-time

How to apply

Visit ucas.com for details

UCAS code

NX21

“I think the sports industry is an exciting place to be at the moment and the course certainly gives students a good platform from which to progress.”

James Skitt, graduated 2005



BA (Hons) Sports Management and Football Studies

IN A LEAGUE OF THEIR OWN

Since the start of this programme in 1998, Bucks New University has developed strong links with many football-related providers. In 2008, the University was selected as a 'top ten' Focus University for football education by the Football Association and British Universities & Colleges Sport.

By studying this degree, you will be able to apply business management principles to the football industry. You will also gain experience of industry practice and an insight into the complex environment in which sports businesses and organisations operate. Alongside football studies, you will also study sport management, coaching and sports development, contemporary issues in sport, government policy, and business management – all helping you to develop the skills and knowledge necessary for employment in this sector.

The curriculum is enhanced by:

- sport coaching certification opportunities
- guest lectures from sports industry professionals
- placement or volunteering opportunities in the community and through our partners
- scholarship awards for national and international athletes
- The Institute for Sport, Parks and Leisure membership
- use of a Human Performance Laboratory and gymnasium (in certain modules)
- access to season tickets at Wycombe Wanderers FC (subject to availability).

Career prospects

Previous graduates of our football programmes have gone on to become owners of coaching schools, club administrators, marketing personnel at professional football clubs and coaches of youth teams, with some now working in the football media industry.

Duration

Three years

Mode of study

Full-time

How to apply

Visit ucas.com for details

UCAS code

N272

“I would recommend Bucks New University to anyone as the staff have extensive knowledge of the industry and I am very pleased to be part of their history.”

Michael Dear, graduated 2007



graduate profile

Sports Management and Golf Studies graduate, Chloe Rogers, represented Great Britain in the women's hockey team which competed at the Olympic Games in Beijing.

"These were my first Olympic Games. Since I was young it has always been a dream of mine. We had a long preparation for this and some tough training to give us the best opportunity for doing well."

The women's team finished in a very respectable sixth position, and Chloe is now playing for national league side, Leicester Hockey Club. Chloe is multi-talented and has also represented England at Golf.

"Part of the reason I chose to go to Bucks New University was because it has a great golf team."

Chloe Rogers, graduated 2007



BA (Hons) Sports Management and Golf Studies

A EUROPEAN FIRST

This programme was the first of its kind in Europe, and is aimed at students who are interested in working in the business management side of the golf industry, either in a golf club, coaching school or in sports management.

This degree is designed to equip you with knowledge of the golf industry, with particular emphasis on sports management practice. You will gain an insight into the complexities of golfing and other sporting organisations, and obtain the necessary skills for employment in the golfing sector.

As a student on this course, you will be given membership of the Flackwell Heath Golf Club. Through partnership with this club, and other golf organisations, you can gain valuable experience of the golf industry.

The curriculum is enhanced by:

- coaching certification opportunities
- guest lectures from sports industry professionals
- employability skills gained through the University's network of partnerships
- opportunity to study abroad and extend your degree to four years with a placement in the USA
- scholarship awards for national and international athletes
- The Institute for Sport, Parks and Leisure membership
- use of a Human Performance Laboratory and gymnasium.

Career prospects

As a graduate of this course, you will be able to develop your management or coaching career within the golf industry. Golf is a massive growth area and, as such, many of our former students are now working in this thriving industry.

Duration

Three to four years

Mode of study

Full-time

How to apply

Visit ucas.com for details

UCAS code

N273 / N292





BA (Hons) Sports Management and Rugby Studies

AHEAD OF THE PACK

This unique programme will enable you to develop a comprehensive understanding of the principles and practices underlying generic sports areas, and apply them to rugby. We have excellent links with London Wasps, the Rugby Football Union, as well as many others, and can help prepare you for a career in the rugby industry.

Through this course, you will gain first-hand experience of working with London Wasps. You'll also participate in the Rugby in the Community programme, working in local primary and secondary schools.

Alongside studies related to the management of rugby, general topics covered include coaching and sports development, contemporary issues in sport, and sports management.

Rugby at Bucks is thriving. Our team won the Southern England Students Sports Association (SESSA) cup in 2008, the SESSA Plate in 2007, and most recently, the BUCS Plate Conference Trophy in 2010.

“I have been working full-time for Worcester Warriors Rugby Development team for two years now. This chance wouldn't have arisen if I hadn't benefitted from the link between Bucks New University, RFU and London Wasps.”

Harry Orgee, graduated 2008,
Worcester Warriors Community Coach

The curriculum is enhanced by:

- coaching qualification opportunities
- guest lectures from sports industry professionals
- volunteering opportunities in the community
- scholarship awards for national and international athletes
- use of a Human Performance Laboratory and gym, within certain modules
- The Institute for Sport, Parks and Leisure membership
- access to London Wasps season tickets (subject to availability).

Career prospects

Recent graduates have gone on to work for London Wasps, Hong Kong RFU, London Irish, Harlequins and Worcester Warriors, as well as the RFL and RFU.

Duration

Three years

Mode of study

Full-time

How to apply

Visit ucas.com for details

UCAS code

N274

BA (Hons) Professional Studies (top-up)

A JOURNEY OF REVOLUTIONARY LEARNING

This revolutionary programme enables you to top-up your existing qualification to an honours degree in just one year, with minimum disruption to your working life. You study online, in your own work-place, and the assessments are based around what you actually do for a living.

You are supported every step of the way by fully qualified university lecturers and workplace mentors. You will also have a personal tutor who will work with you on every assignment throughout the year. Occasional workshops allow you to meet the academic staff and discuss issues with your fellow students.

Tasks will be set to develop your critical thinking and problem-solving strategies, with basic research skills taught early in the course and further developed and assessed through the project-based modules.

You will be supported in the development of arguments through evidence-based writing skills and expected to reflect upon the application of theory to the work place. You are also encouraged to be rigorous thinkers, autonomous learners, and responsible for your own learning journey.

Course content

Core subjects covered in the course include:

- leadership
- managing change
- critical thinking
- interpersonal skills
- reflective practice.

The rest of this course is negotiated with your tutor, based on what you do at work, and what you wish to focus on during the course of study. We have a wide range of experts working within the University, so we can be flexible and adaptable, ensuring that this course precisely meets your needs.

Duration

One year

Mode of study

Part-time, work-based distance learning

How to apply

Visit bucks.ac.uk for details



BSc (Hons) Sports Science and Coaching Studies

THEORY AND PRACTICE TO ENHANCE PERFORMANCE

This exciting course is designed for people who wish to become coaches in the sports industry and serves the growing demand for well-qualified employees to work in this area.

Integrating the theoretical knowledge and practical skills that are relevant to employment opportunities in sport and coaching science, topics studied include performance enhancement and injury prevention, sports psychology, anatomy, exercise and physiology.

By studying this course, you can develop your analytical skills and devise programmes for athletes based on physiological assessments. The programme will also enhance your knowledge of coaching as a multi-faceted profession and you will study coaching modules that cover sports development, coach education and coaching practice.

The curriculum is enhanced by:

- UKCC level 1 Coaching awards
- first aid qualification
- HFI Certified Fitness Instructor qualification
- UKSCA Strength and Conditioning Accreditation
- guest lectures from sports industry professionals
- use of a Human Performance Laboratory
- scholarship awards for national and international athletes.

Career prospects

As a graduate of this course, you'll discover employment opportunities in coaching, the fitness industry, health promotion, sports development and personal training. You will also be able to provide sports science support for individual athletes or teams. Alternatively, you could choose to study a range of postgraduate or professional qualifications.

Duration

Three years

Mode of study

Full-time

How to apply

Visit [ucas.com](https://www.ucas.com) for details

UCAS code

CX6C

“I thoroughly enjoyed my time at Bucks New University. The high level of teaching, along with the practical approach and multidisciplinary nature of the sports science courses, has given me the confidence to start my own company.”

Peter Gorley, graduated 2008, Founder of Inspirations Personal Training



MSc Health Rehabilitation and Exercise

IMPROVE YOUR CHANCES

Many UK health providers and Primary Care Trusts are now introducing the expertise of exercise rehabilitation specialists to work in obesity and exercise prescription programmes as well as in cardiac rehabilitation programmes.

Our MSc Health Rehabilitation and Exercise course provides specific training and education for sports graduates wishing to specialise in this growing field of health rehabilitation and exercise for chronic and non acute conditions.

This course combines theoretical and practical experiences from practitioners and academics across multi-disciplinary areas such as medicine, sport science and psychology. Importantly, it offers the opportunity to exchange ideas and explore the significance of values within other health and physical recreation professions in order to develop greater understanding and communication between associated disciplines and cultures. You will be able to gain the necessary theoretical and practical qualifications needed to work professionally in exercise rehabilitation.

Course content

The course will consist of flexible modules covering the following areas:

- Contemporary Study of Non Acute Health Conditions
- Sociocultural Aspects of the Body, Health and Exercise
- Fitness and Physical Exercise Science

- Clinical Exercise Physiology
- Research Methods and Dissertation.

Further information

At our University we have strong expertise in cardiac health research. Staff are also currently involved with a project with Wycombe Hospital in diabetes research and the delivery of exercise programmes as part of the GP referral schemes in our local community.

Our European partners also enable us to offer a unique pan-European flavour to the modules so that our graduates can offer not only an in depth knowledge of the systems in the UK but also a comparative study of health rehabilitation across Europe. This will encourage future employment mobility and transferability of skills and knowledge.

Duration

18 months

Mode of study

Part-time

MBA Sport Business

TAKING THE LEAD

The MBA Sport Business is designed for experienced individuals seeking to develop their strategic management capabilities in the commercial sport industry.

The main emphasis is on sport leadership through strategic management with a strong practical and professional orientation. It covers the fundamentals of a range of disciplines; much of the knowledge content will have a strategic sport focus while the skills component will focus on developing a sport enterprise culture.

Course content

This course has been developed with several leading sport industry organisations. It is based around our current MBA programme, adopting four modules from the MBA programme along with four specialist sport business modules. The MBA Sport Business award will therefore provide you with the opportunity to undertake an MBA but with a sport business focus, and to have this recognised in the programme content and award title.

Duration

One or two years

Mode of study

Full-time (one year) and part-time (two years)

*This course is currently under development.



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We are proud of our industry support

