

Qualification Requirement

BTEC Higher Nationals in Sport and Leisure Management

This Qualification Requirement will be read in conjunction with overarching guidance from Edexcel in line with any overarching annex agreed with QCA.

Rationale

The Higher National Certificate/Diploma in Sport and Leisure Management has been developed to provide a qualification:

- **that meets the needs** of learners who seek employment or are already employed in:
 - large multi sport facility provision run by private contractors, trusts and local authorities
 - facility provision for single or a few linked sports e.g. racket centres
 - sports development within private contractors, trusts and local authorities
 - large stadia provision managed by private and public sectors
 - rapidly growing health and fitness development
 - other areas of an all pervasive sector such as the countryside, cultural and art centres.
- **that meets the needs** of the industry that is represented by:
 - facility operators and managers
 - assistant managers/deputy managers
 - middle and senior managers
 - directors of different departments eg health and fitness, special populations, marketing
 - not for profit organisations
 - self employment in sport development services such as holiday play schemes, social inclusion, outdoor education and recreation –requiring management expertise in small business skills.

Aims of the qualification

Therefore the BTEC Higher National Certificate and Diploma in Sport and Leisure Management has been developed to focus on:

- opportunities to progress to full time degrees in a sport and leisure context
- opportunities to study a range of sport and leisure organisations and the changing external environment in which they operate
- the expansion of sport and leisure management in the public, private and voluntary sectors
- the interdisciplinary nature of the sport and leisure industry

- opportunities for learners to develop a range of skills, techniques and attributes that support the sport and leisure sectors
- the historical, philosophical, economic, political, technological and sociological dimension of sport and leisure
- the structure, composition and management of the sport and leisure industries
- the nature of the leisure experience in a range of managerial contexts that includes products and services
- the range, diversity and development of facilities, resources and practices that are associated with leisure and sport programmes
- the development of a range of lifelong learning skills, techniques, personal development and attributes essential for successful performance in working life enabling learners to make an immediate contribution to employment and society
- providing flexibility, knowledge, skills and motivation as a basis for future studies and career development in sport and leisure management.

Mandatory curriculum:

The Structure of the Sport and Leisure Industry

Historical, philosophical, political, sociological and technological dimensions to sport and leisure industry, range of different types of organisations (public, private, not for profit) and their effects at local, national and international level, economics of sport and leisure supply and demand for sport and leisure, impact of local national and global initiatives and developments on sport and leisure, structures of different organisations, key issues, influence of government initiatives, growth and expansion of the sector, health and safety laws and regulations, new innovations related to technology, differential patterns of consumption and use, SSCs, growth of trusts and private contractors, influence professional bodies and governing bodies for sport, growth of school and post school qualifications.

Management of sport and leisure

Effective communication skills, management and development of people within sport and leisure, structure composition and management of leisure industries, products, services, appraisal and self reflection, management styles, skill requirements, recruitment and retention appraisal systems, distribution and impact of sport, construction of the sport and leisure experience in a range of managerial contexts, management, training and deployment of staff, relevant laws and regulations, the changing external environment in which sport and leisure operates, management and delivery of sporting opportunities.

Sport and Leisure operations

Comprehension and use of relevant communication and information technologies for application in a sport and leisure facility, development, management and exploitation of information systems and impact upon sport and leisure organisations, uses as management tools for planning, policy and delivery, management of finances as a tool for strategic planning and staff deployment, marketing and sales management, new products and services, marketing and sales.

Research Project

Responding to changing and future positioning of organisations and the external environment in which they operate, use of quantitative and qualitative research approaches in the context of the topic, applying theories, principles and concepts, interpret data and text, explain and solve work related problems, details of research methodology.

Optional curriculum:

Optional specialist units can be developed to address the following curriculum within a sport and leisure management context.

Special Populations

Policy and planning, government and local initiatives, social and cultural issues, inclusivity in sport and special needs, community sports and leisure developments, human structure and function, relationship between sport and exercise, activities and intervention for particular groups eg elderly, disabled and children, management of health and safety and deployment of appropriate staff and resources, use and deployment of specialist facilities and staff.

Issues in Sport

Economic, social and cultural issues associated with participation and non participation, disabled sports, historical perspective, local, national and global issues, women in sport, black other ethnic groups, drugs and drugs testing, new technologies and their impact on facilities, services and sports performance.

Management for Health and Fitness

Related to the 'health of the nation' range and type, expansion, planning and resource management, issues and key concepts, health and safety, laws and regulations, facilities and equipment, operational activities and design of facilities, lifestyle and associated well-being, design of programmes for selected target groups, inclusion, social and cultural influences, government and local initiatives, monitoring and analysis of needs, exercise therapy, diet, nutrition and weight management, basic anatomy and physiology.

Sports and Leisure Marketing and sales

Principles and practices, managing projects that have a promotional focus, innovations and new developments, promoting mass sport and leisure participation, targeting specific groups, marketing products and services, income regeneration, development and operation of markets for services and facilities, customer expectations and services.

Coaching

Training theory and methods of teaching, learning and assessment, skill acquisition, psychological processes and motor learning, different aspects of coaching, planning and preparation, managing coaching processes, the performance of sport and exercise and its enhancement, monitoring and analysis, managing learning and performance, science of sport.

Sports Development

Monitoring and evaluating local and national sports developments, policy, planning, management and delivery of sport and leisure opportunities, the concept of sports development, career opportunities, new/key directions and strategies, forward planning, planning policies, community regeneration, participation, voluntary sector, the business of sport, media, barriers to participation and non-participation such as age, gender, culture, disability and inclusion, recreational and countryside activities, popular leisure, play and tourism, sport and the arts, current issues and solutions, management of the countryside recreation, government and local developments, cultural and recreational activities and experiences, conservation, environmental impact, heritage and arts.

Resource and business management

Technology and influences on different aspects of leisure and sport management, structure and use of facilities, design and manufacture, future directions and implications for planning, disability access, legislation, community use, e-commerce, external business environment, entrepreneurial enterprise, business health check, strategic planning skills and analysing development needs of sport and leisure organisations.

Event and Conference Management

Principles of event and conference management, the theoretical aspects of human and physical resourcing, implementation of systems and procedures, management processes involved in event and conference management, hospitality and catering, specialist sport and leisure events, countryside and outdoor recreation, arts and entertainment, policy and planning, facilities management.

International sport and leisure

International and local differences, funding and sponsorship, differences in achievements in sport, strategic management, policies and planning, growth of specific areas and operations eg tourism and sport, hospitality and sport, specialist bids.

Vocational Experience

Related to a relevant sport or leisure organisation, support personal and professional career development, benefits to the organisation and the learner, preparation for and development of a career in sport and leisure management, reflection and self awareness, personal development, attitude, change and enterprise.

Professional Body Recognition

Currently the Institute of Sport, Recreation and Management (ISRM) recognises that candidates studying for the Higher National Diploma in Leisure Studies may give exemption to three out of four modules in the Sport and Recreation Management Certificate

Currently the Higher National Diploma in Leisure Studies gives access to the Institute of Leisure and Amenity Management (ILAM) Certificate in Leisure Management. Extensive consultations have taken place with ISRM and ILAM to ensure that the new specifications gives access to appropriate

professional qualifications. Both ISRM and ILAM have been consulted on the structure of the qualifications as well as writing selected units.

Links to National Standards

There is the opportunity for programmes in Sport and Leisure Management to provide some of the underpinning knowledge, understanding and skills for the Level 4 NVQ in Management and appropriate NVQs in Sport, Recreation and Allied Occupations.

Entry prerequisites

There are no particular entry requirements for this qualification. Please refer to Edexcel guidance on entry requirements (to be developed). Candidates who enter with at least one of the following are likely to benefit more readily from a sports and leisure management programme:

- a BTEC National, Advanced GNVQ or AVCE in a related subject (eg Leisure and Recreation, Sport)
- at least one GCE A Level pass in a relevant subject with appropriate supporting passes at GCSE
- an Access to Higher Education Certificate awarded by an approved Further Education institution
- appropriate work experience.

Higher level skills and abilities

Learners will be expected to develop the following skills during the programme of study:

- the ability to work effectively as an individual and in teams
- the ability to be flexible and respond to the changing climate within the sport and leisure industry
- designing, planning, conducting and reporting on customers needs in the area of health and fitness and exercise prescription
- undertaking coaching and other sports activities in a responsible, safe and ethical manner with reference to Skills Active UK 'Value Statements' as appropriate
- recognising the moral and ethical issues associated with different participants and customers and appreciating the need for ethical standards and professional codes of conduct
- develop an appreciation of the interdisciplinary nature of the sport and leisure industry and the capacity to give a clear and accurate account of a subject, marshal arguments in a mature way and engage in debate and dialogue both with specialists and non-specialists
- the ability to communicate effectively and appropriately
- the ability to use ICT and Management Information Systems in a sport and leisure environment
- the ability to develop supervisory management responsibilities in an appropriate context
- personal qualities and attributes essential for successful performance in working life
- analysing, synthesising and summarising information critically
- the ability to read and use appropriate literature with a full and critical understanding
- the ability and solve problems applying subject knowledge and understanding to address familiar and unfamiliar problems within a sport and leisure context

- the ability to think laterally and be innovative and creative in relevant contexts
- the ability to think independently, take responsibility for their own learning whilst recognising their own learning style.