# BA (Hons) Sports Management

## **Definitive Programme Document ⊘**

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## Overview &

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath Business School
Main campus	Newton Park
Other sites of delivery	
Other Schools involved in delivery	School of Sciences (Sports and Exercise  Nutrition course), School of Art, Film and Media  (Sports Production course)
Name of award(s)	Sports Management
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Single
Professional Placement Year	Yes

Duration of award	3 years full-time; 4 years full time with Professional Placement Year 6 years part time
Modes of delivery offered	Campus-based
Regulatory Scheme[1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	No
Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	
Route code (SITS)	SMSIN (Single), SMSIN-SW (with PPY)
Relevant QAA Subject Benchmark Statements (including date of publication)	Business and Management Benchmark Statement (2019)
Date of most recent approval	September 2022
Date specification last updated	January 2025

<sup>[1]</sup> This should also be read in conjunction with the BSU Qualifications Credit Framework

# Exemptions $\mathcal{O}$

The following exemptions are in place:

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date

<sup>[2]</sup> See section on 'Exemptions'

#### Programme Overview *⊘*

This course provides a general understanding of business and management through the lens of the sports industry. Throughout the course, you will have the opportunity to develop the necessary knowledge in a range of specific business principles and skills. You'll have the opportunity to grow in self confidence and develop team working abilities appropriate to a management career in the sports industry and wider business contexts.

You will have the opportunity to explore the history of the sporting industry, how it works, and ways to lead, manage and communicate within it using a range of sporting scenarios. You will also have the opportunity to gain insight into issues relating to the industry, as well as working on live projects with sporting organisations.

The programme is highly applied. In the first year, you will have the opportunity to build foundations of knowledge and skills which you will be encouraged to develop and refine in your second and third years, with a particular focus in your final year upon your efforts to maximise your return on your studies and your employability.

The programme is designed to encourage students to think creatively, challenge assumptions and prepares them to embrace the desire for lifelong learning essential for continued success in the modern business world. The range of transferable and intellectual skills will be developed through networking with industry professionals to cover multiple aspects such as, marketing, events, operations, project management and risk management. This course will look to the future of the sporting industry and encourage students to become champions of equality and diversity in the sector.

## **Programme Aims** *⊘*

- 1 Produce graduates with a critical insight into sporting organisations and structures responsible for sport and the political context in which they operate.
- 2 Equip students with the necessary in depth specialist and general theory and understanding of the changing sporting and business environments, to enable them to innovate and solve problems, working across subject disciplines and borders.
- 3 Create ethically aware critical thinkers, who evaluate and challenge both the positive and negative effects of the sporting industry and management practices, before making judgements about their value and implications.
- 4 Equip students to utilise social, economic and political theory to promote the development of sport within society.
- 5 Enable students to explore the current development of UK sport through utilising work- related learning opportunities linked to innovative enterprises in the region's sporting industry.
- 6 Empower learners to use a range of tools to communicate and collaborate; understanding and applying aesthetics responses, digital technologies and developing professional networks.

#### Programme Intended Learning Outcomes (ILOs) *⊘*

#### A Subject-Specific Skills and Knowledge

Programme Intended Learning Outcomes (ILOs)	On Achieving Level 5	On Achieving Level 4
On Achieving Level 6		

A1	Principles and methodologies of the business environment and associated sports disciplines: to demonstrate a systemic understanding of the interrelated nature of the global forces (economic, social, ethical, political, ecological, technological and regulatory) that shape contemporary organisations.	Principles and methodologies of the business environment and associated sports disciplines: to critically engage with and appraise the global forces (economic, social, ethical, political, ecological, technological and regulatory) which shape contemporary organisations.	Principles and methodologies of the business environment and associated sports disciplines: to demonstrate an understanding of the underlying global forces (economic, social, ethical, political, ecological, technological and regulatory) which shape contemporary organisations.
A2	Organisations: to systematically and ability to critically evaluate how organisations work; the design and development of organisations including cross cultural issues, change, diversity and values and how it feels to manage in different sectors.	Organisations: ability to critically evaluate how organisations work; the design and development of organisations including cross cultural issues, change, diversity and values.	Organisations: knowledge of how organisations work and to consider how design and development affects change, culture and values.
A3	Strategy: to demonstrate a systematic understanding of how marketing and management strategy impacts on the development of appropriate business strategies, stakeholder interest, contingency planning and objective setting.	Strategy: critical understanding of business policy and strategy impacts on the development of appropriate change management and stakeholder interest.	Strategy: knowledge of business policy and strategy including an understanding of appropriate change management and stakeholder interest.
A4	Innovation and Enterprise: to apply business innovation and enterprise development models, to use concept assessment tools and to assess the goals and operations of agencies in the national sport industry.	Innovation and Enterprise: critical understanding of business innovation and enterprise development models, to use concept assessment tools and an understanding the goals and operations of agencies in the national sport industry.	Innovation and Enterprise: knowledge of business innovation and enterprise development in relation to the national sport industry.
A5	Planning: Conceptual understanding and accurate deployment of techniques for business planning business planning, implementation and evaluation of resources to meet individual, organisation, community, regional and national needs from a management perspective.	Planning: Knowledge and critical understanding of business planning, implementation and evaluation of resources to meet individual, organisation, community, regional and national needs from a management perspective.	Planning: Knowledge of underlying principles for business planning, implementation and evaluation of resources to meet individual, organisation, community, regional and national needs.

## **B Cognitive and Intellectual Skills**

Programme Intended Learning Outcomes (ILOs)	On Achieving Level 5	On Achieving Level 4
On Achieving Level 6		

B1	Apply critical and creative thinking skills that uses sound arguments, suggests ideas, sees new ways of doing things and critiques sporting organisations and their practices, identifies and solves problems, evaluating risks, making and implementing decisions.	Apply critical and creative thinking skills that uses sound arguments, suggests ideas, sees new ways of doing things, identifies and solves problems, evaluate risks and implements decision making.	Understanding of creative thinking skills that uses sound arguments and suggests solutions and ideas, identifying and reviewing sporting organisations and their practices and evaluating different approaches to solving problems.
B2	Demonstrate a systematic and detailed understanding of processes for generating of ideas, concepts, proposals, solutions or arguments about sports marketing and management theory and to apply them independently and collaboratively to the sports industry and organisations in response to set briefs or self-initiated activity.	Demonstrate a systematic and detailed understanding of processes for generating of ideas, concepts, proposals, solutions or arguments about sports marketing and management theory and to apply them independently and collaboratively to the sports industry and organisations in response to set briefs or self-initiated activity.	Knowledge and understanding of the underlying principles of digital marketing and management theory to the sports industry and organisations.
B3	Systematic understanding and accurate deployment of digital and other resources to interrogate, interpret and evaluate business and sports management information.	Ability to critically use digital sources to search for and find a range of appropriate business and sports management data and information information to inform decision-making.	Knowledge of digital sources used to search for and find relevant business and sports management data and information.
B4	Demonstrate a systematic and detailed understanding of creative ideas based on criticism, feedback, convergent and divergent thinking, observation, investigation, visualisation and implementation.	Critical understanding of independent creative ideas building on feedback and criticism informed by research including retrieving and generating information, and evaluating sources.	Knowledge of independent creative ideas building on feedback and criticism informed by research including retrieving and generating information, and evaluating sources.

## C Skills for Life and Work

	On achieving Level 6 you will be able to:	On achieving Level 5 you will be able to:	On achieving Level 4 you will be able to:
C1	Work Independently  Exercise initiative, independence and personal responsibility to manage your own learning and time.	Work Independently  Exercise independence and personal responsibility to manage your own learning and time.	Work Independently  Manage your own learning and time.

C2	Work with Others	Work with Others	Work with Others
	Work collaboratively with others to achieve individual and common goals, solve problems creatively and build interpersonal relationships to flourish in a global workplace.	Work collaboratively with others to achieve individual and common goals, solve problems creatively.	Work collaboratively with others.
C3	Communicate with Impact  Communicate clearly, effectively and impactfully with specialist and non-specialist audiences.	Communicate with Impact  Communicate clearly and effectively with others.	Communicate with Impact  Communicate accurately and reliably with others.
C4	Demonstrate Digital Fluency  Use digital skills productively, critically and ethically to enhance creativity and communication.	Demonstrate Digital Fluency  Use digital skills productively, critically and ethically.	Demonstrate Digital Fluency Use digital skills productively.

## **Programme content** *⊘*

This programme comprises the following modules

Key:

Core = C

Required = R

Required\* =  $R^*$ 

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

## Subject offered as single and/or combined award

BA (Hons) Sports Management				Status	
Level	Code	Title	Credits	Single	Joint
4	BMA4000-20	The Business Environment	20	С	
4	BMA4005-20	Professional Practice	20	С	

4	SPD4005-20	Inclusivity in Sport	20	С	
4	BMA4002-20	Economics and Globalisation	20	С	
4	BMA4001-20	Organisational Behaviour and Management	20	С	
4	SMG4000-20	Sports Management	20	С	
5	SMG5002-20	Business of Sport	20	С	
5	BMA5112-20	Festival and Events Management	20	0	
5	BMA5110-20	Entrepreneurship	20	0	
5	LAW5104-20	Sports Law	20	0	
5	BMA5105-20	Operations and Project Management	20	0	
5	SMG5003-20	Sport and Society	20	С	
5	SMG5000-20	E-Sports	20	0	
5	MKT5000-20	Digital Marketing Essentials	20	С	
5	PPY5100-120	Professional Placement Year	120	0	
5	BIO5204-20	Food Product Development for Quality, Health and Exercise	20	0	
6	SMG6001-20	Contemporary issues in Sport	20	С	
6	BMA6105-20	Managing Sustainability	20	С	
6	BMA6110-20	Creating and Hosting Festivals and Events	20	0	
6	SMG6000-40	Sports Management Project	40	С	
6	BMA6115-20	Leadership and Management	20	0	
6	BMA6106-20	New Trends in Management	20	0	
6	BMA6104-20	Organisational Strategy	20	0	

6	BMA6103-20	Enterprise - Creating Your Business	20	0	
6	MKT6000-20	Sustainable Marketing	20	0	
6	BMA6102-20	Strategic Human Resource Management (HRM)	20	0	

#### Assessment methods &

A range of summative assessment tasks will be used to test the Intended Learning outcomes in each module with integrated recruitability practice via the incorporation of live briefs and industry generated job descriptions. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

<u>Please note</u>: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

#### Work experience and placement opportunities *∂*

Professional Placement Year – 10 month placement for which 120 Level 5 'placement' credits can be obtained. If you are enrolled on the single honours Business and Management Programme (including the pathways), an option for part of your programme will be to obtain and complete a 10 months period with an approved employer. This period will be completed after Level 5 and before Level 6 and will run from September /October to June/July.

Towards the end of the first year there will be a meeting arranged to explain the Professional Placement Year process. Details will be sent to all Level 4 business students. The core modules at Level 5 will incorporate work based learning in the form of live project briefs, industry speakers and networking opportunities as well as site visits to provide experience and guidance for you to apply and prepare for the full length placement.

#### Table of Additional Costs ⊘

Module Code & Title	Type of Cost	Cost

# **Graduate Attributes** *⊘*

Graduate Attribute	While at Bath Spa, I will develop my ability to:	This programme will help me to do this through:
Confidently Self-Aware	Reflect on and recognise my unique skills, strengths, and values and be able to apply and articulate them in a range of different contexts.	Sports Management provides students with the knowledge and skills to reflect on their own abilities and experiences to develop an understanding of how to recognise career opportunities within industry.  With a broadened business and sports knowledge students will be empowered to recognise their abilities and articulate these to potential employers.
Emotionally Attuned	Be mindful of how my actions and emotions impact those around me so I can better navigate difficult situations and build effective interpersonal relationships.	With an emphasis on group work students will be able to develop soft skills and work collaboratively and professionally with others in team settings.  Students are also encouraged to reflect on their own experiences within a broader political, economic, social and cultural dynamics to develop respect and empathy with a broad range of people.
Inclusive Collaborator	Contribute independently to collaborative projects while working effectively with others, valuing diversity and respecting individual differences.	Students will be able to hone the necessary skills for working collaboratively and effectively with others in group settings.  Through this process students will be more confident in dealing with conflict and differences of opinion in a professional and respectful manner.
Adaptable Innovator	Embrace challenges, taking risks where needed and applying individual and collective problem solving.	Problem solving and approaching collaboration in a creative and open way will ensure students develop the ability to adapt to rapidly changing and fast based environments. These human centric skills are vital in an increasingly technology reliant world.
Critical Thinker	Keep an open mind, ask curious questions and think creatively to gain a deeper and broader understanding of global perspectives and the world around me.	Students are encouraged to challenge conventional business thinking and approaches by using reasoned and considered arguments. Using existing research and an emphasis on developing their own research skills will enable this.

Forward Thinker	Set goals, plan ahead and utilise resources to support my personal ambitions and achieve my own version of success.	Planning, project management, time management, organisation management and strategic thinking are ways in which students will be empowered to develop forward thinking abilities.  These occur in the study of sporting organisations and businesses, but also in the reflective modules focused on personal development.
Ethical Leader	Act with empathy, making decisions grounded in ethical principles while advocating for sustainability and positive social change.	The Sports Management programme gives students the opportunity to explore all of the UN's Sustainable Development Goals and has a module dedicated to EDI and contemporary sporting issues.
Responsible Self-Starter	Be accountable for my actions and decisions while demonstrating creativity, proactivity, and a focus on solutions.	Being an independent learner is encouraged in Sports Management students from their first day. Students are encouraged to make use of the wide variety of learning support that is available at the University including Academic Advisors, the ASK team, careers and employability and library resources.
Compassionately Resilient	Respond to setbacks with a reflective and positive attitude, flexibility and a self-caring approach.	Adapting to failure and viewing it as an opportunity for growth is widely addressed in many Sports Management modules.
Digitally Resourceful	Utilise and responsibly leverage existing and emerging technologies to solve problems and communicate.	Digital literacy and skills are embedded throughout the Sports Management programme.  Many teaching and assignment activities encourage the use of digital technologies available in the Adobe suite and beyond.

# **Modifications** *⊘*

#### Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

## Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
Module SMG5002-20 renamed from 'Professional Sports Business' to 'Business of Sport'	Curriculum Approval Panel December 2023	September 2024
BMA5114-20 Law for Business Enterprise Optional Module Deleted	Curriculum Approval Panel December 2023	September 2024
New Optional Module LAW5104-20 Sports Law	Curriculum Approval Panel December 2023	September 2024
New Optional Module BMA6103-20 Enterprise - Creating Your Business	Curriculum Approval Panel December 2023	September 2024
New Optional Module MKT6000-20 Sustainable Marketing	Curriculum Approval Panel December 2024	January 2024
New Optional Module BMA6102-20 Strategic Human Resource Management (HRM)	Curriculum Approval Panel December 2024	January 2024

#### Attached as appendices:

- 1. Programme structure diagram
- 2. Map of module outcomes to level/programme outcomes
- 3. Assessment map
- 4. Module descriptors

Appendix 1: Programme Structure Diagram – BA (Hons) Sports Management ∂

Single Honours (Full-Time)												
Level 4												
Semester 2 Semester 2												
Core M	odules											
BMA4000-20 The Business Environment	BMA4002 -20 Economics and Globalisation											
SPD4005-20 Inclusivity in Sport (Sports production)	BMA4001-20 Organisational Behaviour and Management											
	SMG4000-20 Sports Management											
Required	Modules											

BMA4005-20 Professional Practice	
Rule Notes: N/A	
Leve	el 5
Core M	odules
SMG5002-20 Business of Sport	SMG5003-20 Sport and Society
MKT5000-20 Digital Marketing	
Essentials (Marketing course)	
Optional	Modules
BMA5112-20 Festival and Events Management	BMA5105-20 Operations and Project
BMA5110-20 Entrepreneurship	Management  BMA5110-20 Entrepreneurship
LAW5104-20 Sports Law	SMG5000-20 E-Sports (Sports production course)
	BIO5204-20 Food Product Development for Quality, Health and Exercise
Rule Notes: Students must choose 3 x Optional modules, or the each Semester.	e optional Professional Placement Year, equalling 60 credits in
Optional: PPY5100-120 Professi	ional Placement Year 120 credits
Lev	el 6
Core M	odules
SMG6001-20 Contemporary issues in Sport	SMG6000-40 Sports Management Project
BMA6105-20 Managing Sustainability	
Optional	Modules
BMA6110-20 Creating and Hosting Festivals and Events	BMA6115-20 Leadership and Management
BMA6103-20 Enterprise - Creating Your Business	BMA6106-20 New Trends in Management

MKT6000-20 Sustainable Marketing	
Rule Notes: Students must choose 3 x Optional modules, equa	ing 60 credits in each Semester.

# Appendix 2: Map of Intended Learning Outcomes $\mathscr D$

Lev	Module	Module Title	Status				In	tended	d Learr	ning O	utcom	es					
el	Code		(C,R,R*, O)[4]	Subject-specific Skills and Knowledge							ive and		Skills for Life and Work				
				A1	A2	A3	A4	A5	В1	B2	ВЗ	B4	C1	C2	С3	C4	
4	BMA4000 -20	The Business Environment	С	Х		X			X		X		X	X	X	Х	
4	BMA4005 -20	Professional Practice	С		X	Х			Х			Х	X		Х	X	
4	SPD4005- 20	Inclusivity in Sport	С	Х	X	Х	Х	Х	Х	Х	Х	Х	X	Х	Х	X	
4	BMA4002 -20	Economics and Globalisation	С	X	Х			X	X	X	X	X	X	X	X	Х	
4	BMA4001 -20	Organisation al Behaviour and Managemen t	С		X		×	X		X		X	X	X	X	X	
4	SMG4000 -20	Sports Managemen t	С	Х		Х	X		X		X		X	X	X	Х	
5	SMG5002 -20	Business of Sport	С	Х	X	Х			Х	Х	Х		X	Х	Х	Х	
5	BMA5112 -20	Festival and Events Managemen t	0	Х	X	Х	Х	Х	Х	Х	Х	X	Х	X	X	Х	
5	BMA5110 -20	Entrepreneu rship	0	Х	Х		X		X		X	Х	Х	Х	X		

5	LAW5104- 20	Sports Law	0	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	
5	BMA5105 -20	Operations and Project Managemen t	0	X	X	X			X	X	X		X	X	X	X
5	SMG5003 -20	Sport and Society	С	Х	Х	X	X	X	Х	Х	X	X	X	X	X	Х
5	SMG5000 -20	E-Sports	0	X	Х	X	Х	Х	Х	Х	Х	Х	Х	Х	Х	X
5	MKT5000- 20	Digital Marketing Essentials	С	X	X	Х	X	Х	X	X	X		X		X	×
5	BIO5204- 20	Food Product Developmen t for Quality, Health and Exercise	0	X				X	X		X	X	X	X	X	X
5/6	PPY5100- 120	Professional Placement Year	0		X	Х			X			X	X	Х	Х	Х
6	SMG6001 -20	Contempora ry Issues in Sport	С		X	X	X	Х	X	x	X	X	x	x	X	Х
6	BMA6105 -20	Managing Sustainabilit y	С	Х	X	×	X	×	X	X	X	X	X	×	X	X
6	BMA6110 -20	Creating and Hosting Festivals and Events	0		X	X	X	X	X	X	X	X	X	X	X	X
6	SMG6000 -40	Sports  Managemen  t  Project	С	Х	X	Х	Х	Х	X	X	Х	X	X	Х	Х	X
6	BMA6115 -20	Leadership and Managemen t	0	X	X	X	X		X			X	X	X	X	
6	BMA6106 -20	New Trends in Managemen t	0	X	X		X		X	X	X	X	X	X	X	Х

6	BMA6104 -20	Organisation al Strategy	0	Х	X	X	×		×		X	×	×	×	X	
6	BMA6103 -20	Enterprise - Creating Your Business	0	X		X	X	X	X	X	Х	X	X	X	X	
6	MKT6000- 20	Sustainable Marketing	0	Х	X	X	X	Х	X	X	Х		X	X	X	X
6	BMA6102 -20	Strategic Human Resource Managemen t	Ο	Х	X	X			X	X	Х	X		X	Х	X

[4] C = Core; R = Required;  $R^* = Required^*$ ; O = Optional

# Appendix 3: Map of Summative Assessment Tasks by Module ${\mathscr O}$

Lev	Mod	Mod	Stat		Assessment method													
el	ule Cod e	ule Title	us (C,R ,R*,			Co	oursewo	ork				F	Practica	ıl		Written Examination		
	O)	O) [5]	Refl ectio n	Proj ect Plan	Diss ertat ion	Ess ay	Ass ess men t	Portf olio	Rep ort	Sem inar Facil itatio n	Prac tical Proj ect	Prac tical skill s	Pres enta tion	Set exer cise s	Writt en Exa min atio n	In- clas s test (see n)	In- clas s test (uns een)	
4	BM A40 00- 20	The Busi ness Envi ron men t	С							1x		1x						
4	BM A40 05- 20	Prof essi onal Prac tice	С				1x					1x						

4	SPD 400 5-20	Inclu sivit y in Spor t	С			1x	1x					
4	BM A40 02- 20	nom ics and Glob alisa tion	С			1x					1x	
4	BM A40 01- 20	Org anis atio nal Beh avio ur and Man age men	С					1x			1x	
4	SM G40 00- 20	Spor ts Man age men t	С					1x		1x		
5	SM G50 02- 20	Busi ness of Spor t	С					1x		1x		
5	BM A51 12- 20	Fest ival and Eve nts Man age men t	0					1x		1x		
5	BM A51 10- 20	Entr epre neur ship	0	1x				1x				

5	LA W51 04- 20	Spor ts Law	0		1x				1x		
5	BM A51 05- 20	Ope ratio ns and Proj ect Man age men t	0				1x			1x	
5	SM G50 03- 20	Spor t and Soci ety	С		1x				1x		
5	SM G50 00- 20	E- Spor ts	0	1x				1x			
5	MKT 500 0-20	Digit al Mar ketin g Ess enti als	С				1x				
5	BIO 520 4-20	Foo d Prod uct Dev elop men t for Qual ity, Heal th and Exer cise	0				1x		1x		

5/6	PPY 510 0- 120	Prof essi onal Plac eme nt Year	0		1x			1x				
6	SM G60 01- 20	Cont emp orar y Issu es in Spor t	С	1x				1x				
6	BM A61 05- 20	Man agin g Sust aina bility	С	1x				1x				
6	BM A61 10- 20	Cre atin g and Host ing Fest ivals and Eve nts	0		1x				1x			
6	SM G60 00- 40	Spor ts Man age men t Proj ect	С			1x						
6	BM A61 15- 20	Lea ders hip and Man age men t	0					1x		1x		

6	BM A61 06- 20	New Tren ds in Man age men t	0		1x			1x				
6	BM A61 04- 20	Org anis atio nal Strat egy	Ο			1x	1x					
6	BM A61 03- 20	Ente rpris e - Cre atin g Your Busi ness	0	1x						1x		
6	MKT 600 0-20	Sust aina ble Mar ketin g	0				1x			1x		
6	BM A61 02- 20	Strat egic Hum an Res ourc e Man age men t	0				1x			1x		

<sup>[5]</sup> C = Core; R = Required;  $R^* = Required^*$ ; O = Optional