



MSc in Sport Business Management

Introduction

This exciting course analyses and evaluates the commercial and management forces that have contributed to the success of sport business. It offers flexibility with an innovative combination of block and online delivery, making it suitable for those working in the sports sector and recent graduates who are looking to develop their knowledge and understanding of this fast growing and important industry.

Spectator and participatory sport is a global phenomenon and has recently become one of the fastest growing economic sectors for both developed and developing countries. Through engaging with and analysing the commercial, media and political drivers of change, you are able to identify the factors that have created such growth and critically discuss the implications for business, society, nation branding and identity.

Sport is a sophisticated and complex international business with billions of consumers watching and engaging with sporting events on a weekly or even daily basis. This course aims to develop professionals in the provision, promotion and marketing of sport who are able to fully capitalise on the opportunities that the sector presents.

Through studying marketing, sponsorship, media and law - and after spending time in a sports organisation on a professional work placement - you gain academic understanding and practical knowledge of the issues involved in successful sport business management. This will help you to engage, manage and shape the sport businesses of the future.

Course Content

Course structure

You will experience a dynamic blend of academic study, research and - through the placement module - hands-on learning. The combination of academic study and practical analysis has been designed to provide greater depth of knowledge and future career success.

Course delivery

The emphasis of the course is on using a theoretical approach to analyse and evaluate the Sport Business sector. If you are already working in the sector you'll be able to use your existing knowledge to underpin your studies, whilst if you are a recent graduate there is the opportunity for more supported learning.

Full-time students attend workshops on three days per week from October to May. The modules are delivered intensively over consecutive days in the so-called 'block format', which means that each module has 6 days of teaching split into two blocks of 3 days. Teaching methods include group work, case studies, presentations, and live projects. The course is delivered through a variety of approaches including lectures, presentations, tutorials and case studies, with an emphasis on interactive learning. Each module is taught by two lecturers, one from the University of Brighton and one from Wittenborg University. The full course is taught in Apeldoorn.

Depending on the module this could include a combination of university-based teaching, online seminars, tutorial support and webinars. The Professional Enquiry module is a combination of teaching and online tutorials which will support you during an organisational experience or project. Some optional modules will be delivered entirely online and others will be all classroom based.

The flexibility of the teaching method for the Sport Business Management MSc facilitates combining studying for a masters with a professional career. It also means that your commitment to attending the university's campus may be different from others studying the same course.

Careers and Employability

This course is aimed at a broad spectrum of students and practitioners. It is suitable for those who want to pursue senior management positions within the sports industry or to prepare for doctoral study.

Professional experience

The Professional Enquiry module requires students to engage in the professional world. Personal and professional growth take place through implementation of change in professional practice and concomitant reflective practice. Students also perform some goal settings exercises and assess weaknesses and strengths with regard to employability skills to allow for adequate self-development and vision beyond the MSc. Some students may identify a need for them to develop their knowledge of innovation, entrepreneurship and small business management, which forms the basis of one of our optional modules.

Consultancy project

If you elect to undertake a consultancy project you'll work with a commercial or not-for-profit sport organisation both independently and with the support of tutors, to fulfil the objective set by the client. This is invaluable experience of designing and agreeing a project with commercial aims and objectives.

Employment prospects

Management positions exist within marketing, sales, planning, sports events, sport administration and facility management. Organisations that offer these positions include professional sport clubs, sport governing bodies, sport public agencies, sport event organisers, health and leisure clubs and athletic service organisations. The course will enable you to enhance your skills, sector-specific knowledge, expertise and employability attributes, making the transition from study to a meaningful career.