



# Sport Business Management

## Introduction

IBA in Sport Business Management (BBA Hons) is for students who are passionate about sport and want to gain management and leadership skills in this expanding and exciting industry.

The study will focus on business principles in the field of sport, an area that is growing in its importance and impact nationally and globally. The sports industry employs thousands of people worldwide, providing graduate career opportunities in a wide range of sports-related businesses and organisations.

Combining practical experience with academic study will help fully equip you with a broad understanding of the international and commercial aspects of the sport business industry. You will gain the business management and leadership skills that employers have told us they are looking for in our students.

## Course Content

You will experience a dynamic blend of academic study, practical application, research, and hands-on experience via your placement. This balance of knowledge and practical skills is designed to prepare you for career success in this fast-paced industry.

In the first year, you will be introduced to the components of sport business management and the impacts of sports policy, finance and economics on effective sport management. In the second year, you will develop project management skills and analyse the role of management for the successful organisation of sport. In the final year, you will investigate the roles of marketing and strategy in sport business management and undertake an extended piece of research. Alongside the broad IBA modules, you will follow specific Sport Business Management modules

## Specific Sport Business Management Modules - Year 1

In year 1 you will be responsible for organising the promotion and running of a sports event. This will develop your commercial awareness and business skills.

### Specific Sport Business Management Modules

- Introduction to Sport Business Management
- Who Runs Sport?
- Finance for Sport Management
- Sport Customer
- The Global Sports Industry and Media
- Introduction to Graduate Skills and Research Methods

## Specific Sport Business Management Modules - Year 2

Your second year of study is split into two halves. The first half is about learning the role of sport business management and preparing for your placement, while the second is based in a sport business organisation.

### Specific Sport Business Management Modules

- Understanding and Managing People in Sport Business
- Politics and Policy in Sport
- Reflective Practice in Sport Business Management
- Placement: Personal and Professional Development in Sport Business Management
- Placement: Management in Sport Business Organisations
- Research Design and Evaluation

## Specific Sport Business Management Modules - Final Year

Your final year of study is based around the strategic implications of sport business management, including the investigation of marketing and strategy. You will have the opportunity to conduct research on a topic of your choice, based on the experience gained during your placement.

### Specific Sport Business Management Modules

- Marketing for Sport Business
- Strategic Change in Sport Business Management
- The Law and Regulation of Sport
- Dissertation  
Options include:
- Event Design

- Critical Issues in Sport and Leisure
- Community Sport Development: Policy and Practice
- Business Morality: People and Management
- Sport Tourism
- Sport, Values and Ideology: A Case Study of the Olympics

## Career Prospects

Sport is one of the few sectors experiencing economic growth both in the Netherlands and globally. Sport business management students will gain in-depth knowledge of business principles and how they are applied in this thriving industry, opening up a wide variety of career paths with a bright employment outlook.

Optional modules enable you to tailor your degree to suit your interests and personal career goals, whether they exist in marketing, sales, planning, sports events management, facility management or sport administration. Your placement will give you hands-on experience to acquire the skills that will help you stand out to potential employers and give you a competitive edge in the jobs market.

Careers exist with various organisations including professional sport clubs, sport governing bodies, health and leisure clubs, sport public agencies, sport community recreation departments, sporting goods companies, sport marketing agencies, sport events organisers and athletic service organisations. A degree in sport business management from Wittenborg University will enable you to turn your passion for sport into an exciting career and our employability hub and careers service will be there to offer support and advice.