

SPORT BUSINESS MANAGEMENT MSc

New for 2015 entry



University of Brighton

School of Sport and
Service Management

Sport Business Management MSc



This course analyses and evaluates the commercial and management forces that have contributed to the success of sport business.

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 studying and analysing the commercial, media and political drivers of change, you'll be 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'll 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 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.

The course adopts a flexible approach to delivery and may include teaching delivered in blocks.

A distinctive feature of the course is the flexibility and choice of the final project. Guided and supported by your personal supervisor, you have several options available to you. Whether an academic dissertation or an applied piece of research such as a business or enterprise project, the final project allows you to pursue an area of particular interest and helps you to build knowledge and skills for your future career.

AREAS OF STUDY

The course seeks to address contemporary issues recognised as the major challenges and opportunities for sport business management. This includes researching the complex relationships between sports business and governing bodies, pressure groups and government agencies, and analysing the mechanisms by which sport generates revenue through TV and media rights, gate receipts, sponsorship and merchandise.

Core management studies involving strategy, marketing, sponsorship, operations management, finance, law and human resources are integrated within various compulsory modules that make up the core of the course. You can study areas of personal interest through two optional modules.

MODULES

- Strategic Sport Business Management
- Marketing and Sponsorship for Sports and Events
- Sports in the Global Marketplace
- Professional Enquiry
- Final project

Two from:

- Sport and Media
- The law and regulation of sport
- Contemporary Issues in Global Sport
- Globalisation, Society and Culture
- Sport for International Development and Peace



- Innovation, Entrepreneurship & Small Business Development
- Sport Tourism
- Ethical and Social Responsibility: Theory and Application
- Innovation, Entrepreneurship and Small Business Development
- Digital Marketing Strategies
- Risk and Crisis Management
- Ethnography
- Tourism and International Co-operation
- Human Resource Strategy in Multi-Unit Service Organisations

*please note that modules may change in accordance with the latest developments in the international sport business industry.

CAREERS

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 engagement in the professional world. Personal and professional growth take place through implementation of change in professional practice and concomitant reflective practice. You'll 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.

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 community recreation departments, sporting goods companies, sport marketing 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 a more seamless process.

RESEARCH INFORMED

Your learning experience will be enriched by the high quality of our research.

The Centre of Sport, Tourism and Leisure Studies (CoSTaLS) conducts research in the areas of tourism, sport, leisure for transformative practice, and sport, leisure and tourism cultures: communities and performativity. Researchers are actively involved in the teaching of this MSc including CoSTaLS Director, Professor John Naughton, and Adam Jones, course leader.

Key facts

Campus
Eastbourne

UCAS code X390

Duration
Full-time 1 year, Part-time 2-6 years

Entry requirements:
We operate a flexible admissions policy – this means that you could receive a lower conditional offer than the typical offer, informed by our assessment of your complementary non-academic achievements and experiences.

Degree and/or experience

- First degree in related or partially related subject, normally minimum 2:2 classification; or
- First degree in non-related subject and a minimum of two years work experience in industry of intended study; or
- HND, foundation degree or equivalent in a related subject and a minimum of five years relevant work experience; or
- Professional qualification in an appropriate discipline and a minimum of five years relevant work experience; or
- Substantial work, professional or managerial experience in a relevant industry.

For non-native speakers of English

Your learning experience will be enriched by the high quality of our research. IELTS 6.5 overall, with 6.5 in writing and a minimum of 5.5 in the other elements; or equivalent qualification. An extended masters route is available for applicants who do not meet the language requirements above.

Find out more
www.brighton.ac.uk/courses
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**This publication is
available in alternative
formats on request.**

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