

# MSc Sport Management (THHL-AFM20)

## Course and Award Details

<b>Course title</b>	MSc Sport Management
<b>Route(s)</b>	MSc Sport Management
<b>Awarding body</b>	University of Bath
<b>Award</b>	Masters Degree not mainly by Research
<b>Award name</b>	Masters - Postgraduate Taught
<b>Course mode of delivery</b>	Full time
<b>Course length</b>	1 years
<b>Entry point</b>	September 2024
<b>Main location of study</b>	University of Bath, Main Campus, Claverton Down
<b>Course-owning school/department</b>	Health

## Course Description

**Course Summary** Enhance your understanding of the business and policy aspects of the fast-evolving sports industry. You'll explore private, public and voluntary organisations.

**Course Description** This course has been co-developed by our Department for Health(/departments/department-for-health) and the School of Management(/schools/school-of-management), with a strong influence from industry partners from both. This gives you a mix of Bath's sporting and business expertise, delivered with a real-world focus.

You'll cover the diverse theories and methods relevant to the sports industry. This will develop your ability to assess sports and exercise services and events, and respond to the challenges of this rapidly evolving industry.

Alongside this, you'll study core management concepts and practices, with a focus on the types of business involved in sport and exercise provision.

You'll cover key topics such as:

- marketing and promotions
- sponsorship
- entrepreneurship and innovation
- leadership
- organisational culture
- athlete management
- policy and development
- research design and analysis

>Watch our webinar about this course(<https://vimeo.com/801942956>)

Practice Track

The Practice Track(/campaigns/practice-track-solve-a-real-world-business-challenge-as-part-of-your-degree/) is an alternative to a dissertation. It's your chance to work on a consultancy or research-based project with an external organisation, using the skills and knowledge you'll gain during your studies.

As part of a group, you'll conduct appropriate research, analyse data (if necessary) and share your solution as a written report and presentation.

You will benefit from our well-established business connections across the sports industry, both in the UK and overseas.

Students have previously completed their Practice Track projects with:

- Aurora For Training and Development
- Bath Rugby Club
- Bristol City Football Club
- Juventus Academy, Shanghai, China
- Kinetic Foundation
- Rugby Players Association (RPA)
- SportWorks
- UK Sport

Practice Track project numbers are limited each year. You'll apply for a suitable project with one of our external partners and will receive support from us during this process. If a suitable project can't be secured, you will complete a dissertation instead.

>Find out more about the Practice Track(</campaigns/practice-track-solve-a-real-world-business-challenge-as-part-of-your-degree/>)

Informed teaching to enhance your learning experience

You'll learn from experts in sports policy and management, as well as staff in the wider Department for Health and School of Management. Their passion, knowledge and research shape their teaching to enhance your learning experience.

Gain important career skills

The course is designed for both recent graduates of sport or management undergraduate degrees, as well as current practitioners working within the sport, exercise or health sectors.

You'll develop professional practical skills suited to current careers in the sports management industry, as well as key transferable skills relevant to other career paths and further study.

Graduate prospects

This course will prepare you for a variety of roles across the private, public, and voluntary sectors, such as:

- sport development officer
- sport administrator
- sport agent
- sport marketer
- event manager
- sport consultancy
- sport entrepreneurship
- outdoor activities or education manager

Graduates from this course have gone on to work for:

- Scotland Triathlon
- Team Bath
- Royal Yachting Association
- Theta (sportswear brand)

Others have also chosen to continue their academic study.

You are expected to spend approximately 35 hours per week studying, with around 8-10 hours of this being structured classes.

## Contact hours

	This will be made up of a combination of lectures, seminars, and workshops. You will work as an individual and as part of small groups.
<b>Delivery methods</b>	The following list provides an indication of some of the learning and teaching methods used on the course: Lectures Tutorials Seminars
<b>Assessment summary</b>	You will experience a balance of different forms of assessment designed to support your professional development. This will include essays, presentations, reports, and a dissertation.
	We can make reasonable adjustments to assessment procedures for students with disabilities. Take a look at our Disability Service's pages(/professional-services/disability-service/) for information.
<b>Assessment methods</b>	The following list provides an indication of some of the assessment methods used on the course: Essay Dissertation Report Oral presentation
<b>Budgeting statement</b>	You will need to budget at least £100 for the cost of photocopying, printing and binding. You will also need to budget for the cost of textbooks. Some courses involve visits away from campus and you may be required to pay some or all of the costs of travel, accommodation and food and drink. If you're on a placement, you're responsible for your own travel, accommodation and living costs. You should also consider the financial implications if you go on an unpaid or overseas placement.
<b>Additional Costs</b>	If you receive an offer, you will need to pay a non-refundable deposit of £1,000 when you accept to secure your place. This will be deducted from your tuition fee when you register.
	If you choose the Practice Track option, you may need to budget for travel expenses and accommodation.
	The course also offers field trips. You may be required to contribute towards these.

## Course Assessment Regulations

<b>Applicable Assessment Regulations</b>	Postgraduate Taught Assessment Regulations - <a href="https://www.bath.ac.uk/publications/postgraduate-taught-assessment-regulations/">https://www.bath.ac.uk/publications/postgraduate-taught-assessment-regulations/</a>
<b>Exemptions from Regulations</b>	None
<b>Course Progression Requirements</b>	NA

## Course Structure

### Year 1

Period of study	Module code	Module title	Module status	Level	Credits	Option choice rules
AY	HL00000	Academic integrity training & test	Extra	Foundation (FHEQ level 3)	0	
AY	HL50602	Research methods	Part 4 Taught Designated Essential Unit	Masters UG & PG (FHEQ level 7)	10	
AY	MN50788	Business management	Part 4 Taught Designated Essential Unit	Masters UG & PG (FHEQ level 7)	20	
S1	HL50603	Sport marketing and promotional culture	Part 4 Taught Designated Essential Unit	Masters UG & PG (FHEQ level 7)	15	
S1	HL50605	Sport leadership and athlete management	Part 4 Taught Designated Essential Unit	Masters UG & PG (FHEQ level 7)	5	
S2	HL50604	Managing sport development	Part 4 Taught Designated Essential Unit	Masters UG & PG (FHEQ level 7)	10	
<b>DIS</b>	<b>MSc Sport Management DIS options PG</b>					Select 1 module from this group in this period
	HL50606	Sport management practice track	Part 4 Project/Diss Designated Essential Unit	Masters UG & PG (FHEQ level 7)	30	
	HL50607	Sport management dissertation	Part 4 Project/Diss Designated Essential Unit	Masters UG & PG (FHEQ level 7)	30	
Additional rules for module selection						
None						

### Year 1

No units found

The availability of optional units is subject to constraints such as staff availability, minimum and maximum group sizes, and timetabling factors, as well as a student's ability to meet any pre-requisite rules.

### Learning Outcomes

**By the end of the course, you will be able to**

**Professional**

	<b>Knowledge and Understanding</b>	<b>Intellectual Skills</b>	<b>Transferable Skills</b>	<b>and Placement</b>	<b>Study Year Abroad</b>
A systematic understanding of knowledge, and a critical awareness of current problems within the field of sport management A comprehensive understanding of techniques applicable to research or advanced scholarship in sport management Originality in the application of knowledge within a range of settings and contexts relevant to sport management A conceptual and methodological understanding to evaluate critically current research and advanced scholarship in the related disciplines to sport management (e.g. sport policy, sport development and the sociology of sport)	✓				
Effectively disseminate an argument to a range of engaged stakeholders in sport management Critically evaluate, assess and synthesise research and evidence as well as a variety of other information Deal with complex sport management issues analytically, creatively and ethically Gather information, data, research and literature from a number of different sources Demonstrate self-direction and originality in tackling and solving sport management problems Act autonomously in planning and implementing tasks at a professional or equivalent level		✓			
To take effective action in an organisational setting using relevant knowledge of management work			✓		

Develop well-reasoned arguments and integrate appropriate variables within a professional report  
 Apply sports management research protocols to industry-based problems and develop empirical research  
 Act ethically in both a professional and academic context

Inter-personal and communication skills  
 Independent and group working skills  
 Leadership skills  
 To solve problems in a variety of situations  
 To reflect on his/her academic and professional performance and take responsibility for personal and professional learning and development



### Alternative Courses and Exit Awards

**Designated Alternative Courses (DAC) and exit awards**

Exit awards:  
 PG Dip PG Dip Sport Management  
 60 ECTS of relevant FHEQ level 7 units passed or condoned excluding Sport management practice track or Sport management dissertation units  
 PG Cert Environmental Engineering  
 30 ECTS of relevant FHEQ level 7 units passed excluding Sport management practice track or Sport management dissertation units  
 Generic Postgraduate Diploma  
 60 ECTS of FHEQ level 7 units passed  
 Generic Postgraduate Certificate  
 30 ECTS of FHEQ level 7 units passed  
 THHL-AFL20: PG Dip Sport Management THHL-AFC20: PG Cert Sport Management