

Sports Performance, Management and Coaching



Graduate Outcomes 2019/20

Full-time UK domiciled first degree graduates - 15 months after Bath

The University of Bath has an excellent record of graduate employment, featuring in the top ten for graduate prospects in three major national league tables*. Across all subjects, 93% of Bath 2019/20 graduates who are employed in the UK are in high skilled employment, compared to 73% nationally. Hundreds of employers of all sizes and from all industries each year advertise vacancies, deliver presentations or network with our students; we are in the top 20 universities targeted by employers#.

The information shown here is from the Higher Education Statistics Agency (HESA) Graduate Outcomes survey for 2019/20 leavers. It is the biggest UK annual social survey and captures the perspectives and current status of recent graduates, 15 months after leaving university.

Studies within Sports Performance, and Sport Management & Coaching, cover a broad-based training designed for those who are interested in examining the role of sport, health, and physical activity in society as well as the management of sport. This is sometimes informed by graduates' own experience as a performance athlete or coach. Graduates from these courses develop many skills that make them attractive to prospective employers, including teamwork, communication, critical thinking, problem-solving skills, as well as knowledge of chosen specialisms within sport management, coaching, sport psychology, sport development and social policy. They often hold diverse roles in many different sectors such as sport & physical activity, education, charity sector, local government, and in business.

Courses included:

- Sport and Social Sciences BA[†]
- Sport (Sports Performance) BSc
- Sport Management and Coaching BSc

[†]Course now offered as Sport Management and Coaching BSc

Response rate	
Total in 2019/20 cohort	95 [§]
% response rate	50%

[§]Number rounded to the nearest multiple of five

Graduate outcomes by activity

Activity summary	
Employment	64%
Voluntary / unpaid work	-
Employment and further study	19%
Further study	11%
Other: travel, caring, retired	2%
Unemployed [§]	4%
Total	100%

Note: Percentages may not total 100% due to rounding. Activity defined using HESA XACTIVITY: takes account of all activities and most important activity.

[§]Unemployed includes those due to start work or study.

*5th in the Times and The Sunday Times Good University Guide 2023, 6th in the Complete University Guide 2023, and 5th in the Guardian University Guide 2023

#The Graduate Market in 2023, High Fliers Research.

Industries and employers

Both Sport Management & Coaching and Sports Performance have hugely versatile career pathways. Graduates can enter a wide variety of sectors and industries such as within education, public sector, charity, sport and fitness teams and organisations, and in business, especially within sport management.

The skills the graduates develop can also be used with employers outside sport within the public, private and third sectors, especially in employment utilising their strong communication and teamwork skills.

The most frequent of the industry categories are:

- Education
- Wholesale and retail trade

Examples of employers for the 2019/20 cohort:

- Alliance Boots
- Birmingham 2022 Commonwealth Games
- EY
- Into University
- Razor Research
- Southampton City Council
- Two Circles

Occupations and job titles

Sports Performance, Management & Coaching graduates progress into a variety of different jobs, especially within sport and education such as physical education teacher, sports coach, fitness trainer and outdoor activities instructor. Other typical roles are partnerships manager, analyst, performance analyst, business development executive and researcher.

Sports Performance, Management & Coaching graduates can also enter roles outside sport such as recruitment consultant, operations manager, in both public and private sectors.

The vast majority of our UK employed Sports Performance, Management & Coaching graduates are in high skilled employment.

High skilled employment includes these three categories:

- Managers, directors and senior officials
- Professional occupations
- Associate professional and technical occupations

Examples of job titles for the 2019/20 cohort:

- Analyst
- Assistant Merchandising Manager
- Assistant Tennis Coach
- Brand & Partnerships Manager
- PE teacher
- Performance Sport Coach
- Research Executive

Further study

Sports Performance and Sport Management & Coaching graduates pursue further study at diploma or master's level. This is largely to pursue vocational qualifications such as a PGCE to train as teachers but could also be to pursue specialist training in a branch of coaching, for example strength and conditioning.

Examples of institutions for the 2019/20 cohort:

- Birmingham City University
- Brunel University London
- Cardiff Metropolitan University
- Loughborough University

More information

Find out what Bath graduates from other courses do: go.bath.ac.uk/graduate-outcomes.

More information is available about how the Careers Service supports current and prospective students, as well as graduates from Bath: bath.ac.uk/careers.

Source: HESA Graduate Outcomes Survey for 2019/20 leavers relating to full-time UK domiciled first-degree University of Bath graduates, 15 months after leaving university.

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