

Sports Performance, Management and Coaching

Graduate Outcomes 2020/21

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, 92% of Bath 2020/21 graduates who are employed in the UK are in high skilled employment, compared to 74% 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 15 universities targeted by employers†.

The information shown here is from the Higher Education Statistics Agency (HESA) Graduate Outcomes survey for 2020/21 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 2020/21 cohort	105 [§]
% response rate	51%

[§]Number rounded to the nearest multiple of five

Graduate outcomes by activity

Activity summary	
Employment	62%
Voluntary/unpaid work	-
Employment and further study	9%
Further study	15%
Other: travel, caring, retired	9%
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.

*6th in the Times and The Sunday Times Good University Guide 2024, 4th in the Complete University Guide 2024, and 4th in the Guardian University Guide 2024

#Compared with [all Universities UK members](#).

†The Graduate Market in 2024, 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:

- Arts, entertainment and recreation
- Education
- Administrative and support service activities
- Wholesale and retail trade

Examples of employers for the 2020/21 cohort:

- Active Gloucestershire
- Iron Man UK
- Red Bull
- Schools
- Thames Valley Police

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 2020/21 cohort:

- Consultant
- Inclusive Sport Co-Ordinator
- Membership Manager
- PE Teacher
- Professional Rugby Player
- Sport Coach

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 2020/21 cohort:

- Loughborough University
- University College London

More information

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

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

Source: HESA Graduate Outcomes Survey for 2020/21 leavers relating to full-time UK domiciled first-degree University of Bath graduates, 15 months after leaving university.

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