

Programme Specification

1	Awarding body	University of London				
2	Teaching Institution	Birkbeck College				
3	Programme Title(s)	MSc Sport Management and the Business of Football				
4	Programme Code(s)	TMSSMBUF_C				
5	UCAS code	N/A				
6	Home Department	Management				
7	Exit Award(s)	PG Diploma/PG Certificate				
8	Duration of Study (number of years)	1 year full-time; 2 years part-time				
9	Mode of Study	FT	X	PT	X	DL
10	Level of Award (FHEQ)	7				
11	Other teaching depts or institution	N/A				
12	Professional, Statutory Regulatory Body(PSRB) details	N/A				
13	QAA Benchmark Group	N/A				

14	Programme Rationale & Aims
	<p>The aim of the MSc Sport Management and the Business of Football is to provide students with a deeper understanding of management, marketing, governance and regulatory issues within the business of sport, with a focus on the football industry. It is designed to give students the skills and expertise they need to gain employment in the sport industry and related businesses and organisations, by combining specialist teaching about the principles and practice of sport management and economics with general training in management, business organisation, strategy and research methods. The MSc Sport Management and the Business of Football responds to the growing need for high quality graduates to work in the growing sport industry in the UK. The programme is the leading postgraduate programme of its type in the UK and aims to continue to innovate in the face of growing competition for postgraduate sport management programmes. The programme also draws support from the research activity of the Birkbeck Sport Business Centre, a recognised research centre of Birkbeck College.</p>

15	Entry Criteria
	<p>Normally at least a second-class honours degree in any subject area from a UK university or a non-UK equivalent. A professional or other qualification obtained by written examinations approved by the College.</p> <p>Relevant experience, supporting statements and references may be taken into consideration, especially in the case of non-standard applications.</p> <p>If English is not the student's first language or they have not previously studied in English, our usual requirement is the equivalent of an International English Language Testing System (IELTS Academic Test) score of 6.5, with not less than 6.0 in each of the sub-tests.</p>

16	<p>Learning Outcomes</p>
	<p><i>On successful completion of this programme a student will be expected to be able to:</i></p> <p>Subject Specific:</p> <ol style="list-style-type: none"> 1. Understand the ‘peculiar economics’ of the sport and football industries 2. Explain the need for appropriate forms of regulation in the sport and football industries 3. Discuss theoretical issues in management and how they relate to practical and policy implications in sport and football industries 4. Demonstrate knowledge and understanding of how the sport and football industries operate. <p>Intellectual:</p> <ol style="list-style-type: none"> 5. Solve management problems in sport by linking theory and practice 6. Demonstrate critical awareness 7. Critically analyse and interpret academic texts and policy documents 8. Acquire the necessary learning and research skills, and competencies that are viewed as transferable and career enhancing <p>Practical:</p> <ol style="list-style-type: none"> 9. Demonstrate the ability to write an essay drawing on a range of sources 10. Demonstrate library and archive skills including the ability to conduct relevant literature searches using electronic databases 11. Join in and contribute to group discussions <p>Personal and Social:</p> <ol style="list-style-type: none"> 12. Work productively as part of a small group 13. Improve their presentation skills 14. Self-motivation and time management
17	<p>Learning, teaching and assessment methods</p>
	<p>The teaching and learning strategy on the MSc Sport Management and the Business of Football allows the needs of mature students that undertake either full-time or part-time study, as well as highly motivated younger students without work experience, to gain up-to-date knowledge which enhances their career prospects. The planning of the programme of study has taken into account the need for evening lectures and seminars to be adequately scheduled; an acceptable workload and its distribution throughout the terms; and the need for accurate information which is in the form of details in the postgraduate handbook, which acts as a guide and which supports independent learning.</p> <p>The eight taught modules that make up the MSc Sport Management and the Business of Football are taught over a nine-week period. They comprise three-hour weekly sessions comprising face-to-face lectures and a seminar activity. The learning outcomes for each module and lecture are demonstrable and functional so that students will understand what is expected of them and focus their learning activity. Transparent learning outcomes will also help the tutor to align teaching and assessment with these learning outcomes. The face-to-face lectures provide an overview of the relevant issues, supported by the seminars</p>

	<p>which involve group work and student presentations, and provide the opportunity for interaction and discussion to encourage deeper learning and a more in-depth exploration of the problems and issues.</p> <p>The assessment for each module will vary and includes a mix of coursework, exams, marketing reports, group presentations, and a dissertation. All forms of assessment require students to think logically and to adopt an analytical approach to answering the question. It can be argued that the assessment is balanced and all timetabling takes into account the fact that those students with specific needs, have their needs taken into account and they are not disadvantaged in any way. The pass mark is 50% for the combined course work and unseen, formal examination.</p>
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18	<p>Programme Description</p> <p>The MSc Sport Management and the Business of Football programme has eight taught modules and a 12,000 word dissertation. The aim of the programme is to provide students with a deeper understanding of a range of key issues within the business of sport. Key modules that students will study include sport economics, sport marketing sport governance, sport events, and sport policy and development. It is ideally suited to the needs of executives within a variety of sport and football organisations, such as professional football clubs, football governing bodies, media organisations, members of supporters’ organisations, and government officials with responsibilities in the football industry field and related sectors such as media regulation, as well as people with a general interest in the sport and media industries.</p>
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19	<p>Programme Structure</p> <p>Full-Time programme – 1 year</p> <p>Year 1</p> <table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 10%;">Level</th> <th style="width: 15%;">Module Code</th> <th style="width: 50%;">Module Title</th> <th style="width: 10%;">Credits</th> <th style="width: 15%;">Status*</th> </tr> </thead> <tbody> <tr> <td>7</td> <td>MOMN011H7</td> <td>Research Methods in Management (Postgraduate)</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>BUMN001H7</td> <td>Sport Economics and the Design of Competitions</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>BUMN014H7</td> <td>Sport Policy and Development</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>BUMN002H7</td> <td>Sport Governance</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>BUMN110H7</td> <td>Sport Labour Markets</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>MOMN035H7</td> <td>Sport Marketing</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>MOMN081H7</td> <td>Sport Event Management</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>N/A</td> <td>Option module – from closed list, see below</td> <td>15</td> <td>Optional</td> </tr> <tr> <td>7</td> <td>BUMN061D7</td> <td>MSc Dissertation</td> <td>60</td> <td>Core</td> </tr> </tbody> </table> <p>Part Time programme</p> <p>Year 1</p> <table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 10%;">Level</th> <th style="width: 15%;">Module Code</th> <th style="width: 50%;">Module Title</th> <th style="width: 10%;">Credits</th> <th style="width: 15%;">Status*</th> </tr> </thead> <tbody> <tr> <td>7</td> <td>BUMN002H7</td> <td>Sport Governance</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>BUMN001H7</td> <td>Sport Economics and the Design of Competitions</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>BUMN110H7</td> <td>Sport Labour Markets</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>MOMN035H7</td> <td>Sport Marketing</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>MOMN081H7</td> <td>Sport Event Management</td> <td>15</td> <td>Compulsory</td> </tr> </tbody> </table>	Level	Module Code	Module Title	Credits	Status*	7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	7	BUMN001H7	Sport Economics and the Design of Competitions	15	Compulsory	7	BUMN014H7	Sport Policy and Development	15	Compulsory	7	BUMN002H7	Sport Governance	15	Compulsory	7	BUMN110H7	Sport Labour Markets	15	Compulsory	7	MOMN035H7	Sport Marketing	15	Compulsory	7	MOMN081H7	Sport Event Management	15	Compulsory	7	N/A	Option module – from closed list, see below	15	Optional	7	BUMN061D7	MSc Dissertation	60	Core	Level	Module Code	Module Title	Credits	Status*	7	BUMN002H7	Sport Governance	15	Compulsory	7	BUMN001H7	Sport Economics and the Design of Competitions	15	Compulsory	7	BUMN110H7	Sport Labour Markets	15	Compulsory	7	MOMN035H7	Sport Marketing	15	Compulsory	7	MOMN081H7	Sport Event Management	15	Compulsory
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Year of entry: 2021/22



Year 2				
Level	Module Code	Module Title	Credits	Status*
7	BUMN014H7	Sport Policy and Development	15	Compulsory
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory
7	N/A	Option module – from closed list, see below	15	Optional
7	BUMN061D7	MSc Dissertation	60	Core
Indicative list of modules for closed options:				
Level	Module Code	Module Title	Credits	Status*
7	MOMN080H7	International Sport Law	15	Optional
7	BUMN130H7	Football Analytics	15	Optional

Status*

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

²⁰	Programme Director	Sean Hamil
²¹	Start Date (term/year)	2001
²²	Date approved by TQEC	Prior to 2001
²³	Date approved by Academic Board	Prior to 2001
²⁴	Date(s) updated/amended	July 2020