Programme Specification

1. Awarding body: University of London
2. Teaching Institution: Birkbeck College
3. Programme Title(s): MSc Sport Management, Governance and Policy
4. Programme Code(s): TMSSPOGP_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

Programme Rationale & Aims

Following a series of major governance scandals at major sport governing bodies including the International Olympic Committee (IOC) and FIFA there has been increasing emphasis on the governance and regulation of the sports industry. The rationale underpinning the MSc Sport Management, Governance and Policy is to respond to this focus to enable students to gain a thorough understanding of theoretical issues in corporate governance and sport economics, and link these to the governance and regulation of sport in practice. This programme will provide students with a critical research-based understanding of key issues including the economics of sports leagues, the role of the regulatory authorities, the impact of the media industry and the effects of increased commercialisation on sport. The various modules on the sport management programmes consider how these issues have impacted on the governance and regulation of sport, and sport organisations.

Entry Criteria

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.

Relevant experience, supporting statements and references may be taken into consideration, especially in the case of non-standard applications.

If English is not the applicant’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.
Learning Outcomes

On successful completion of this programme a student will be expected to be able to:

Subject Specific:
1. Understand the ‘peculiar economics’ of the sport industry
2. Explain the need for appropriate forms of regulation in the sport industry
3. Discuss theoretical issues in management and how they relate to practical and policy implications in sport
4. Demonstrate knowledge and understanding of how the sport industry operates.

Intellectual:
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

Practical:
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

Personal and Social:
12. Work productively as part of a small group
13. Improve their presentation skills
14. Self-motivation and time management

Learning, teaching and assessment methods

The teaching and learning strategy on the MSc Sport Management, Governance and Policy 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.

The eight taught modules that make up the MSc Sport Management, Governance and Policy 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 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.

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. 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.

Programme Description

This MSc Sport Management, Governance and Policy programme has eight taught modules and a 12,000 word dissertation. It introduces students to issues of governance and regulation and how they apply in the sport industry. It provides students with a thorough introduction to theoretical issues in corporate governance and sport economics, and links these to the governance and regulation of sport in practice. The programme is ideally suited to the needs of executives within football clubs and media organisations, officers of football and sport regulatory bodies, members of supporters' organisations and local government officials with responsibilities in the leisure field. It will also appeal to those with a general interest in the sport, football and media industries.

Programme Structure

Full-Time programme – 1 year

Year 1

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 | MOMN028H7 | Corporate Governance | 15 | Compulsory
7 | BUMN002H7 | Sport Governance | 15 | Compulsory
7 | MOMN080H7 | International Sport Law | 15 | Compulsory
7 | N/A | Option module – from closed list, see below | 15 | Optional
7 | N/A | Free choice from all PG modules offered by the Department of Management | 15 | Optional
7 | BUMN061D7 | MSc Dissertation | 60 | Core

Part-Time programme – 2 years

Year 1

Level | Module Code | Module Title | Credits | Status*
---|---|---|---|---
7 | BUMN001H7 | Sport Economics and the Design of Competitions | 15 | Compulsory
7 | BUMN002H7 | Sport Governance | 15 | Compulsory
7 | MOMN028H7 | Corporate Governance | 15 | Compulsory
7 | MOMN080H7 | International Sport Law | 15 | Compulsory
7 | N/A | Option module – from closed list, see below | 15 | Optional
### Year 2

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<th>Credits</th>
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<td>Sport Policy and Development</td>
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<tr>
<td>7</td>
<td>MOMN011H7</td>
<td>Research Methods in Management (Postgraduate)</td>
<td>15</td>
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<tr>
<td>7</td>
<td>N/A</td>
<td>Free choice from all PG modules offered by the Department of Management</td>
<td>15</td>
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<tr>
<td>7</td>
<td>BUMN061D7</td>
<td>MSc Dissertation</td>
<td>60</td>
<td>Core</td>
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**Indicative list of modules for closed options:**

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<td>7</td>
<td>MOMN081H7</td>
<td>Sport Event Management</td>
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<td>7</td>
<td>BUMN110H7</td>
<td>Sport Labour Markets</td>
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**Indicative list of modules for free options:**

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<tr>
<td>7</td>
<td>MOMN039H7</td>
<td>Corporate Responsibility</td>
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<tr>
<td>7</td>
<td>BUMN100H7</td>
<td>Digital Business</td>
<td>15</td>
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<td>7</td>
<td>MOMN083H7</td>
<td>Accounting and Financial Management</td>
<td>15</td>
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<tr>
<td>7</td>
<td>MOMN082H7</td>
<td>Strategic Management (Postgraduate)</td>
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<td>7</td>
<td>BUMN003H7</td>
<td>Comparative Employment Relations</td>
<td>15</td>
<td>Optional</td>
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<td>7</td>
<td>MOMN008H7</td>
<td>The Dynamics of Global Capitalism: Theory and Practice</td>
<td>15</td>
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<td>7</td>
<td>MOMN076H7</td>
<td>Development Policy</td>
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<td>7</td>
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<td>Economics for Managers</td>
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<td>BUMN114H7</td>
<td>Environmental Economics</td>
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<td>7</td>
<td>MOMN074H7</td>
<td>Globalization: forces, players and management</td>
<td>15</td>
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<td>7</td>
<td>MOMN038H7</td>
<td>Intellectual Capital and Competitiveness</td>
<td>15</td>
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<td>7</td>
<td>BUMN004H7</td>
<td>International Human Resource Management</td>
<td>15</td>
<td>Optional</td>
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**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

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<td>Start Date (term/year)</td>
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<td>Date approved by TQEC</td>
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<td>23</td>
<td>Date approved by Academic Board</td>
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<td>24</td>
<td>Date(s) updated/amended</td>
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