

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	<u>QAA Benchmark Group</u>	N/A				

14	Programme Rationale & Aims
	<p>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.</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 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.</p>

16	Learning Outcomes
	<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 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. <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	Learning, teaching and assessment methods
	<p>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.</p> <p>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</p>

	<p>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. 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>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.</p>
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19	<p>Programme Structure</p>			
<p>Full-Time programme – 1 year</p>				
<p>Year 1</p>				
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
<p>Part-Time programme – 2 years</p>				
<p>Year 1</p>				
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	MOMN080H7	International Sport Law	15	Compulsory
7	BUMN014H7	Sport Policy and Development	15	Compulsory
7	N/A	Option module – from closed list, see below	15	Optional

Year 2				
Level	Module Code	Module Title	Credits	Status
7	MOMN028H7	Corporate Governance	15	Compulsory
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory
7	N/A	Free choice from all PG modules offered by the Department of Management	15	Optional
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core
Indicative list of modules for closed options:				
7	MOMN081H7	Sport Event Management	15	Optional
7	BUMN110H7	Sport Labour Markets	15	Optional
Indicative list of modules for free options:				
7	MOMN039H7	Corporate Responsibility	15	Optional
7	BUMN100H7	Digital Business	15	Optional
7	MOMN083H7	Accounting and Financial Management	15	Optional
7	MOMN082H7	Strategic Management (Postgraduate)	15	Optional
7	BUMN003H7	Comparative Employment Relations	15	Optional
7	MOMN008H7	The Dynamics of Global Capitalism: Theory and Practice	15	Optional
7	MOMN076H7	Development Policy	15	Optional
7	BUMN070H7	Economics for Managers	15	Optional
7	BUMN114H7	Environmental Economics	15	Optional
7	MOMN074H7	Globalization: forces, players and management	15	Optional
7	MOMN038H7	Intellectual Capital and Competitiveness	15	Optional
7	BUMN004H7	International Human Resource Management	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)	Autumn term 2013
²²	Date approved by TQEC	Spring term 2013
²³	Date approved by Academic Board	Summer term 2013
²⁴	Date(s) updated/amended	August 2022 (for 2022/23)