

Programme Specification

1	Awarding body	University of London				
2	Teaching Institution	Birkbeck College				
3	Programme Title(s)	MSc Sport Management				
4	Programme Code(s)	TMSSPORM_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 is to provide students with a deeper understanding of management, marketing, governance and regulatory issues within the business of sport. 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 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 sports management programmes. The programme also co-exists, and supports, the Birkbeck Sport Business Research Centre.</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 your first language or you 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 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 are each 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.</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	Programme Description
	<p>The MSc Sport Management programme has eight taught modules and a 12,000 word dissertation. The aim of the MSc Sport Management 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 organisations, such as professional sport clubs, governing bodies, media organisations, sport-related businesses, members of supporters' organisations, and local government officials with responsibilities in the leisure field, as well as people with a general interest in the sport and media industries.</p>

19	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	BUMN002H7	Sport Governance	15	Compulsory
7	MOMN035H7	Sport Marketing	15	Compulsory
7	MOMN081H7	Sport Event Management	15	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core
7	N/A	Option module – from closed list, see below	15	Optional
7	N/A	Option module – free choice from any postgraduate modules in the Department of Management	15	Optional
Part-Time programme – 2 years				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	BUMN002H7	Sport Governance	15	Compulsory
7	BUMN014H7	Sport Policy and Development	15	Compulsory
7	BUMN001H7	Sport Economics and the Design of Competitions	15	Compulsory
7	MOMN081H7	Sport Event Management	15	Compulsory
7	N/A	Option module – from closed list, see below	15	Optional

Year 2				
Level	Module Code	Module Title	Credits	Status*
7	MOMN035H7	Sport Marketing	15	Compulsory
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory
7	N/A	Option - Free choice from any 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:				
Level	Module Code	Module Title	Credits	Status*
7	MOMN080H7	International Sport Law	15	Optional
7	BUMN110H7	Sport Labour Markets	15	Optional
Indicative list of modules for free options:				
Level	Module Code	Module Title	Credits	Status*
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	Varieties of Capitalism and 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
Full-Time programme - January 2023 start – 1 year*				
Level	Module Code	Module Title	Credits	Status
Spring and Summer terms 2023				
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory
7	BUMN110H7	Sport Labour Markets	15	Compulsory
7	MOMN080H7	International Sport Law	15	Compulsory
7	BUMN002H7	Sport Governance	15	Compulsory
7	MOMN081H7	Sport Event Management	15	Compulsory
Autumn term 2023				
7	BUMN001H7	Sport Economics and the Design of Competitions	15	Compulsory
7	BUMN059H7	Sport in Society	15	Compulsory
7	MOMN035H7	Sport Marketing	15	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core

Year of entry: 2022/23



*Please note there are some minor variations in the January start programme due to revisions in modules running from 2023/4. Sport Policy and Development will not be available and has been replaced by Sport in Society, and International Sport Law and Sport Labour Markets must be taken on this route in place of option selections.

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

24	Programme Director	Sean Hamil
25	Start Date (<i>term/year</i>)	Autumn 2012
26	Date approved by TQEC	Spring 2011
27	Date approved by Academic Board	Summer 2011
28	Date(s) updated/amended	September 2022 (for 2022/23)