



Master of Science
**SPORT BUSINESS,
MANAGEMENT AND POLICY**

Delivered by a Triple-Accredited
Business School



The Sport Business, Management and Policy MSc commences with a 15 credit Critical Reading, Writing and Literature Research module, followed by eight 15 credit units, finishing with a 15 credit Methodological Approaches to Research and 30 credit Professional Project.

Core units:

Sport Policy and
Politics

Sport Event
Management

Business
Analytics

Sports Marketing

Sport Business
and Management

International
Strategic
Management

Sport Law

Critical
Perspectives in
Entrepreneurship

Critical Reading, Writing and Literature Research

This unit introduces the skills required to succeed throughout the rest of the course. The primary aim of this unit is to develop critical thinking, reflective writing and other added study skills, including analysis and referencing, to a master's level. This allows the ability to research and investigate strategic opportunities for organisational improvement.

Sport Policy and Politics

This unit will introduce students to the key theoretical approaches to sport policy analysis and the concepts of sport politics, for example soft power and governance. Indicative topics include the political use of sports mega-events, the political economy of sport, the 'virtuous cycle' of sport, sport development in an international context and moral dilemmas in global sport policy (match-fixing, gambling and doping).

Sport Event Management

Developing students' knowledge of sporting events, this unit will critically examine the management of events and how they could be enhanced to improve the experience for fans. Content covered could include the global sports event industry, the international complexity of sports event management, sports event governance, sports event stakeholders, sociological issues and their impact on sports events, fans and fandom, event experience and digital fan engagement.

Business Analytics

This unit is designed to equip students with the skills needed to analyse typical business data. Students will be introduced to the concept of self-service business intelligence and the impact this will have on their future career progression. The overarching theme of the unit will be to consider the core principles of business analytics: how can organisations make sense of data? How can data be harnessed to effectively support the decision making process? In what ways can actionable information be created and communicated from data?

Sports Marketing

This unit explores the two main strands of sports marketing: the marketing of sport at both the professional and grassroots levels and marketing through sport, including the use of sports sponsorship as a vehicle for building brands. The first part of the unit will introduce students to key marketing theories and how these relate to the unique case of sport. In particular, it will explore sport consumer behaviour, segmentation, products and brands in sport, pricing and marketing communications. The second part focuses on marketing through sport, examining the theory and practice of sports sponsorship. Throughout the unit, students will examine contemporary case studies from a range of sports and countries, reflecting the diverse and global nature of sports marketing.

Sport Business and Management

Focused on the application of mainstream business and management concepts to sport, this unit will introduce students to the key debates and theoretical and practical approaches to sport business and management. Students will explore areas such as HR management, strategic analysis, marketing, public relations and risk management within a sporting context.

International Strategic Management

The primary aim of this unit is to help students formulate and implement international strategy at company and business organisational levels. A strategy is a plan of action designed to meet objectives (the 'game plan'). Management, meanwhile, is concerned with the implementation of that game plan. There needs to be a seamless fit between strategy and management – but often there is not. Strategy and management should both cascade through and align with the entire organisation. The unit's focus is on two key organisational questions:

- how should the CEO build his or her organisation going forward?
- how should the general manager build the business – classic company and business strategy?

Sport Law

Introducing students to the key debates, concepts and theories within this area of study, this unit will explore the theoretical and practical application of law to sport. Themes covered could include the governance of sport; the operation of the Court of Arbitration for Sport and *lex sportiva*; Olympic law; the regulation of doping and match fixing; stadium and spectator regulation; commercial and intellectual property protection and the control of violence.

Critical Perspectives in Entrepreneurship

This unit will critically explore the drivers of entrepreneurship in multiple contexts: economic; social; political and geographical. Students will consider the issues of intersectionality and demography in relation to the study of entrepreneurs, while also looking at links to sustainability, innovation and alternative growth. Typical themes include entrepreneurship theory; policies, institutions and national systems supporting entrepreneurship; civic and third sector entrepreneurship and the dark side to entrepreneurship.

Methodological Approaches to Research

This unit will explore critical thinking, reflective writing and other study skills, including analysis and referencing. Distinguishing the key debates in the philosophy, ethics and epistemology of science to justify the relationship between philosophical approaches and choices of qualitative and quantitative methods is examined. Having determined how the research is relevant to the topic, formulating an appropriate methodology and research question to investigate is required.

Professional Project

This unit involves conducting an in-depth research project on a chosen area of study, bringing together and employing all of the skills learned in previous units. Successfully completing this unit will result in clear links drawn between the literature in the field and the development of research objectives and design of a clear conceptual framework. Moreover, the collection, presentation, discussion and appraisal of data is evaluated; and an overall reflection academically and professionally is required.