

# BSC SPORT BUSINESS MANAGEMENT

Learn to succeed in the ever-expanding sport business. This course is for those who are passionate about sport and want to develop the management, business and leadership skills required for career success in sports-related businesses.



## WHAT IS THIS COURSE ABOUT?

Our BSc (Hons) Sport Business Management is unique in being the only degree in the country to have dual industry accreditation and endorsement from both the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) and the Chartered Management Institute (CMI). These accreditations recognise its excellence, both for careers in sport and the wider business sector. It is for those who are passionate about sport and want to develop the management, business and leadership skills required for career success in this expanding and varied sector.

Sport is a truly global and fast-moving industry. BSc (Hons) Sport Business Management reflects its diversity by focusing upon developing both your knowledge of the wider landscape and crucial employability skills. On this course, you'll examine fundamental business skills and apply them to the sports industry. These include management, leadership, strategy, marketing, human resources, finance, events, and entrepreneurship.

## KEY INFORMATION

**96 UCAS tariff points Typical offers:** CCC at A Levels, MMM at BTEC or Access 23-45 D/M with min 6D  
And GCSE English Language at grade 4 or grade C or above

Applicants with other qualifications and/or experience will be considered on an individual basis



Level 4	Level 5	Level 6
<p>Introduction to Sport Business Management (Immersive)</p> <hr/> <p>Foundations in Sport Development</p> <hr/> <p>Introduction to Accounting and Finance</p> <hr/> <p>Introduction to People Management</p> <hr/> <p>Introduction to the Management of Sport</p> <hr/> <p>Organisations in Sport and Physical Activity</p>	<p>Event Management in Sport and Physical Activity</p> <hr/> <p>Engaging in Employability: Sport Business Management</p> <hr/> <p>Accounting and Finance for Enterprise</p> <hr/> <p>Advertising and Promotion</p> <hr/> <p>Research and Critical Inquiry in Sport</p> <hr/> <p>People Management for Enterprise</p>	<p>Honours Project</p> <hr/> <p>Strategic Sport Management</p> <hr/> <p>Business Reality</p> <hr/> <p>Leadership, Management and Mentoring in Sport</p> <hr/> <p>Graduate Employability in Sport</p> <hr/> <p>Reflective Business Portfolio</p>

## COURSE SNAPSHOT

“During the first year you will learn the principles of business management within the sports industry. You will also learn about people management, finance and marketing in business. The second year teaches you the skills around sport events management, sport governance and innovation in sport. In the third year you will learn about sport development and how strategic management applies to the sports industry. You’ll also engage with employability in sport and learn how to further enhance your CV for your future career.”

## HOW ARE YOU ASSESSED?

You’ll write essays, give presentations, produce reports and there is the odd exam. As you’d expect you’ll be assessed in practical activities within industry settings.

## CONTACT

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