

BSC (HONS) IN SPORTS MANAGEMENT

Loughborough University validates this contemporary three-year Sports Management degree course and provides students with the opportunity to learn the knowledge and expertise required to be a successful professional within the industry. Sports Management roles are integral to the growing and developing sporting environment. Our course is designed to provide expert knowledge of the Sports Management field, allowing students to gain a comprehensive understanding of this fast-growing sector, both nationally and internationally.

Sports Management practitioners require a blend of knowledge combining both an appreciation of sport as well as the unique applied management topics that support and produce successful professionals ready to enter the industry following successful completion of the course. You will learn alongside industry experts and gain sought-after skills to successfully promote, manage and lead sporting organisations and events while appreciating contemporary issues and the modern context of sport. You will learn these core skills across multiple contexts, considering grassroots through to mega-events and elite competitions.

Awarded By:



COURSE CONTENT

Our course is designed to offer students the opportunity to gain valuable knowledge and understanding of the specific theories, concepts and principles of practice from strategic planning, marketing, finance, ethics and social responsibility, ready for work within the Sports Management industry.

Our teaching spaces and facilities support the learning of students through lectures, seminars, guest speakers and industry visits, as well as peer-group learning and independent study. Students on this programme, have additional access to world-class facilities and opportunities including:

- World class sporting facilities and teams
- National and international trips and visits to stadiums and sporting events
- Additional study spaces, including access to Loughborough University Library
- Access to further sport specific volunteering opportunities within sports development
- Opportunities to engage with, gain guidance and advice from professionals within industry

The course focuses on developing skills required for industry. You will undertake placements during your second year, with the opportunity to work with Loughborough performance sports academies

and our close industry connections locally and nationally, all allowing the application of theory in an industry setting.

You will undertake various assessments, including professional discussions, portfolios, marketing campaigns, essays and presentations. All modules and assessments are aligned to the skills and competencies required within industry, equipping you well for the world of work.

MODULES

YEAR 1

- Research and Academic Skills
- Introduction to Sports Management and Finance
- Introduction to Sports Marketing
- Introduction to Event Management
- Introduction to the Social Sciences of Sport
- Foundations of Sports Development

YEAR 2

- Employability and Placement
- Research Methods
- Managing within the Sports Industry
- Digital Marketing
- Applied Sports Development and Events Management
- Contemporary Issues in Sport

YEAR 3

- Research Project
- Business Enterprise
- Global Sports Marketing
- Emerging Themes in Sports Management
- Issues in Sport and Health

ENTRY REQUIREMENTS

[96 UCAS points](#).

GCSE or equivalent English Language and maths at grade 4/C or above.