

Course Specification

Course Summary Information		
1	Course Title	MSc International Sport Management
2	Course Code	PT1289
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	

6	Course Description
	<p>The global sports market is estimated to be worth between £400 billion and £500 billion and is growing at a significant rate year on year. According to Deloitte, sport business related activity will significantly outpace the average rate of growth in the wider economy well into the next decade. In terms of industries, sport now ranks among the top 15 mainstream activities in the UK economy including telecommunications, legal services and utilities.</p> <p>The MSc International Sport Management course will provide the academic expertise and contacts to help students develop an exciting professional future in this growing industry. Combining theory and practical application this course will draw heavily from executive international sport leaders, such as Manchester City Football Group, Edgbaston, Birmingham City Football Club and ESL to name a few, to cover multiple aspects such as technology and digital innovation, marketing, events, operations and analytics.</p> <p>Given the aforementioned, and input from industry, this course is designed with the scientific (MSc) nature to enhance students with the necessary numeracy and analytic skills to see students excel and progress in the global sports industry.</p> <p>Underpinning the philosophy of the course are the following purpose and objectives:</p> <p><i>Purpose</i> To inspire and equip postgraduate students with further expertise to develop a high level of academic skills leading to experienced employment and career development within the fast growing 'International Sports industry domain'</p> <p><i>Objectives</i></p> <ul style="list-style-type: none"> - Technical: to furnish students with the practical skills and expertise to add high value within the Sports industry - Behavioural: to nurture the appropriate levels of energy and internal/external 'customer-centric' behaviours to create innovative products and services - Cognitive: to provide students with high levels of critical reasoning and problem-solving capabilities that will ensure they stand out among their competitive set - Be truly international: to provide students with international experiences, making this course unique in the marketplace

All modules balance a range of relevant theory and concepts with practical application and throughout the course students reflect and apply this content into real life scenarios – enabling students to enhance and critique their learning. In short, this is a course designed to be the catalyst for students to forge a hugely successful career in the international sports industry.

Why Choose Us?

- The course provides and immerses students in the true international nature of the industry through course content, assessments and visiting out in the field (practice).
- You will gain a professional outlook and real-world experience by interacting with a multitude of sporting professionals and international sport organisations
- You will learn from academic experts of BCU across the Department of Strategy Management & Marketing (SMM)
- Birmingham will be hosting the 2022 Commonwealth Games and students will be ideally placed to take advantage of all the opportunities this will bring in the lead up to and during the event
- You will be provided with access to and support while using essential resources, such as journals and academic databases as well as training in relevant IT applications (SPSS and EXCEL).
- Students will study in our state-of-the-art City Centre Campus in the UK's second city
- You will have the opportunity to go on a field trip, to a European destination, which will link into the course module Managing International Sport Events.*
- Birmingham City University has just launched the UK's first Centre for Brexit Studies, and the recent researching all aspects of the UK's vote to leave the EU, including the impact it has on the sports industry

*Note – Students unable to travel on the field trip will be provided with an alternative method of assessment for the module

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Science International Sport Management	7	180
7b	Exit Awards and Credits Awarded		
	Postgraduate Diploma International Sport Management	7	120
	Postgraduate Certificate International Sport Management	7	60

8	Derogation from the University Regulations
	Not applicable.

9	Delivery Patterns			
Mode(s) of Study		Location(s) of Study	Duration of Study	Code(s)
Full Time		City Centre	12 Months	PT1289
Part-Time		City South	24 Months	PT1290

10	Entry Requirements
The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ .	

11	Course Learning Outcomes
1	Synthesise and apply the theories, concepts and principles of practice from the generic management areas of operations, finance, leaderships, and marketing to international sport
2	Employ strategic planning and development skills in analysing and evaluating the development needs and intentions of sport organisations and communities
3	Summarise the application of the environment (macro and micro) attached to sport and the impact on management and regulation
4	Critically appraise insights into the organisations and structures responsible for sport and the political ramifications arising from these
5	Evaluate critical issues in the sport industry and revise strategies in a strategic responsive nature
6	Apply knowledge, skills, behaviours, attitudes and attributes for successful working in the industry and working with others in a professional manner
7	Interpret and construct strategic views of sport management emphasising the complexity and dynamics of the international contexts
8	Assemble, calculate and interpret comprehensive data sets to provide strategic enquiry and insights into the international sports industry

12	Course Requirements																																							
12a	<p>Level 7:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 140 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MAN7096</td><td>International Sport Marketing and Sponsorship</td><td>20</td></tr><tr><td>MAN7095</td><td>Managing Finance and Budgets in International Sport</td><td>20</td></tr><tr><td>MAN7097</td><td>Strategy and Leadership in International Sport</td><td>20</td></tr><tr><td>MAN7088</td><td>Big Data Analytics</td><td>20</td></tr><tr><td>MAN7089</td><td>Managing International Sport Events</td><td>20</td></tr><tr><td>BUS7048</td><td>Major Project</td><td>40</td></tr></table> <p><i>In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MAN7091</td><td>Crisis Management in International Sport</td><td>20</td></tr><tr><td>MAN7092</td><td>Critical Issues, Law and CSR in International Sport</td><td>20</td></tr><tr><td>MAN7093</td><td>Managing Equality, Diversity and Inclusion in International Sport</td><td>20</td></tr><tr><td>MAN7094</td><td>Esports Management</td><td>20</td></tr><tr><td>MKT7044</td><td>Strategic Brand and Communications Management</td><td>20</td></tr></table>	Module Code	Module Name	Credit Value	MAN7096	International Sport Marketing and Sponsorship	20	MAN7095	Managing Finance and Budgets in International Sport	20	MAN7097	Strategy and Leadership in International Sport	20	MAN7088	Big Data Analytics	20	MAN7089	Managing International Sport Events	20	BUS7048	Major Project	40	Module Code	Module Name	Credit Value	MAN7091	Crisis Management in International Sport	20	MAN7092	Critical Issues, Law and CSR in International Sport	20	MAN7093	Managing Equality, Diversity and Inclusion in International Sport	20	MAN7094	Esports Management	20	MKT7044	Strategic Brand and Communications Management	20
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12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Full time

Level 7

SEMESTER ONE	SEMESTER TWO	SEMESTER THREE
Core International Sport Marketing and Sponsorship 1 (20 credits) Managing Finance and Budgets in International Sport Strategy and Leadership in International Sport	Core Big Data Analytics (20 credits) Managing International Sport Events (20 credits)	Core Major Project (40 credits)
Optional None	Optional Strategic Brand and Communications Management (20 credits) Critical Issues, Law and CSR in International Sport (20 Credits) Esports Management (20 credits)	Optional Crisis Management in International Sport (20 credits) Managing Equality, Diversity and Inclusion in International Sport (20 credits)

Part time

Level 7

SEMESTER ONE (Year 1)	SEMESTER TWO (Year 1)	SEMESTER THREE (Year 1)
International Sport Marketing and Sponsorship (20 credits) Managing Finance and Budgets in International Sport (20 Credits)	Big Data Analytics (20 credits) Managing International Sport Events (20 credits)	One choice of option from: Crisis Management in International Sport (20 credits) Managing Equality, Diversity and Inclusion in International Sport (20 credits)
SEMESTER ONE (Year 2)	SEMESTER TWO (Year 2)	SEMESTER THREE (Year 2)
Strategy & Leadership in International Sport (20 Credits)	One choice of option from: Strategic Brand and Communications Management (20 credits) Critical Issues, Law and CSR in International Sport (20 Credits) Esports Management (20 credits)	Major Project (40 credits)

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 7

Workload

15% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	270
Directed Learning	224
Private Study	1306
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	53%
Exam	18%
In-Person	29%