



COURSE SPECIFICATION

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| Course Aim and Title | MSc International Sport Management |
| Intermediate Awards Available | Postgraduate Certificate (PGCert) Postgraduate Diploma (PGDip) |
| Teaching Institution(s) | <ul style="list-style-type: none">• UCFB Etihad Campus (Face to Face)• UCFB Wembley (Face to Face)• Online |
| Alternative Teaching Institutions (for local arrangements see final section of this specification) | n/a |
| UEL Academic School | Royal Docks School of Business and Law |
| UCAS Code | n/a |
| Professional Body Accreditation | n/a |
| Relevant QAA Benchmark Statements | QAA Master's Degree Characteristics Statement (2015) |
| Additional Versions of this Course | Online and part-time |
| Date Specification Last Updated | September 2021 |

Course Aims and Learning Outcomes

The main educational aims of the course are to:

- To unite, inspire and equip the current and future leaders of the global sports industry, with the skills knowledge and network to take the world of sport to continually new heights
- Enable students to focus on the skills needed to work effectively as a manager in the international sports industry and enable them to become active, autonomous learners
- Equip students with a range of research skills necessary to carry out effective research in international sports management and encourage independent learning
- Encourage students to develop a critical awareness of the financial implications of managerial decisions
- Equip students with the tools to develop an effective coordinated international marketing strategy
- Identify the current business environment and the strategic considerations facing sports managers when developing a strategic plan in the international sports industry
- Develop the skills necessary to successfully manage a sporting venue and sporting events
- Produce a research project that can be in conjunction with a key stakeholder in the sport industry which offers insight into a key management issue within an international sports context
- Engage with and critically evaluate current themes in international sports management
- Create an environment in which students are able to relate theory to practice, solve problems, apply new and existing skills and show a critical awareness of the emerging issues facing the international sports industry

What you will learn:

Knowledge

- Evaluate a range of traditional and contemporary models of leadership.
- Critically analyse a range of professional sport business and strategic management frameworks through both academic and practice-based learning.
- Critically analyse sustainable development principles applicable to the international sports industries.
- Evidence a range of professional sports marketing knowledge through both academic and practice-based learning.



- Draw on key research theories and principles appropriate to marketing in traditional and digital sports marketing environments.
- Explore and critically review components underpinning sound reflective processes in leadership.
- Demonstrate a critical understanding of the connection between commercialisation of sport and its juridification.
- Critically analyse a range of contemporary issues in sport.
- Comprehend key business development and business modeling theories and principles to apply them in a sporting context.

Thinking skills

- Critically apply leadership behaviours to live global case studies.
- Critically assess the nature of cross-cultural leadership with particular reference to diversity and inclusion.
- Demonstrate an applied understanding of the nature, role and importance of geo-economics and geo-politics in strategic planning and decision making whilst critically evaluating evidence and synthesising relevant and viable strategies.
- Critically assess the role of stakeholders (both internal and external) within sports event management.
- Apply analytical processes to the evaluation of marketing opportunities across diverse global markets.
- Critically appraise a sporting organisation's digital communications strategy and use of social media channels.
- Articulate high levels of expertise in selecting methodologies and in conducting an applied project that addresses sport industry complexities and issues.
- Apply cognitive skills of critical reasoning, interpretation and debate with regards to published literature and research.
- Demonstrate a critical awareness of theoretical perspectives relevant to debating/discussing contemporary issues in sport.

Subject-Based Practical skills

- Undertake relevant cognitive and behavioural leadership tests available online.
- Communicate effectively both in writing and electronically as well as showing listening skills, the ability to present and negotiate with team members.
- Synthesise their own analytical tools from first principles, using the existing frameworks as reference points, inspect philosophies, principles and processes of sport management in an area of applied study from a multi-competency approach.
- Engage in critical thinking, analysis, synthesis and decision-making.
- Demonstrate a critical awareness of financial and management accounting information relevant to strategic decision making.
- Critically analyse and synthesise theories, organisations and practices within the global sports industry.
- Act entrepreneurially within a marketing context to generate, develop, and communicate global sports marketing ideas and strategies.
- Critically evaluate and provide solutions to the challenges facing the sports industries.
- Develop awareness of contemporary sports issues, problems and situations and consider the implications of them within a managerial context.
- Critically apply negotiation skills to a live scenario.



Skills for life and work (general skills)

- Critically appraise and apply the role of reflection in own leadership practice.
- Effectively develop the skills necessary to produce informative and business standard documents using a full range of digital application.
- Identify and apply project management skills for change and implementation.
- Provide analysis and critical application of management practices in the sports and event industries.
- Conceptualise and think critically, including the analysis, evaluation and presentation of marketing information.
- Construct simple digital communication and social media channels.
- Demonstrate an ability to effectively plan, design, monitor and present an applied investigation.
- Demonstrate an effective use of computer-aided research skills.
- Effectively develop the skills necessary to produce a legal contract.

Learning and Teaching

Being taught in a working international sports environment presents several opportunities for students to reflect on the material covered in lectures, seminars and webinars. A diverse range of learning and teaching approaches are utilised, as appropriate to each module, this ensures the students develop the necessary skills to prepare them for a management role in the international sports industry.

Across the course students benefit from regular contact through lectures, seminars, workshops, tutorials and webinars. Proactive use of the VLE and mobile technologies engages students with the broader knowledge base upon which the course is built. Integration of theory and practice is consistently emphasised to support authentic learning, wherever possible utilising problem-based approaches, live case studies, and client challenges.

The core modules offer the students the opportunity to identify and reflect on their own leadership, develop marketing and communication plans in a global sports context, understand the importance of sustainable practices within sports operations, and utilise financial information to help inform strategic decisions. These provide the students with a strong foundation for employment in an international sporting organisation. Option modules provide flexibility for students to choose an area of interest within international sports management – contemporary issues, law and entrepreneurship, that they may wish to develop further in their research project.

For students on Campus:

The teaching and learning strategy is designed to be interactive and participative. To make the most of the module, all students are expected to prepare for, and engage with, the full range of learning opportunities and resources provided. Lectures are tutor-led and used to guide students through the key concepts. Seminars, discussions and workshops provide the opportunity to explore ideas in more depth and to apply ideas to real life situations through case studies and other activities by means of collaborative learning and discussion.

Progression through the module will also involve guided and independent study by the individual. This will take various forms including, but not restricted to, reading, case-study analysis and reflection. Self-study in areas of special interest to the student will be encouraged.

The assessment strategies aim to enhance student engagement through involvement in informal formative assessments in a seminar/workshop setting, building progressively to summative assessments. Informal feedback on these formative assessments will be provided to students within the seminars and workshops. Formal written feedback on the summative assessments will be provided

For Online Students:

This programme will be delivered via the online UCFB learning platform, where students work through structured lessons with information provided in each session based on the core module content, to introduce key information and concepts. In some cases, this replaces the



traditional format of a lecture and seminar. Concepts and ideas are then tested via case studies, reflective practice and online forums.

Learning will predominantly occur through online content; however, each module will have several live sessions that will be focused on the clarification and expansion of key concepts. These sessions are playing a key role in providing a platform fostering a community of learning between tutor and students.

Clear links will be made between online learning activities and discussion activities and formative support of the students' assessed work (feed forward) and detailed feedback on work that has been completed will be provided via virtual meetings between the student and tutor.

Students are expected to undertake independent study to enable them to achieve the learning outcomes by completing core and recommended readings, weekly tasks, and relevant research and scholarly activities.

Assessment

A range of assessment types are used across the course, as appropriate to each module. Assessment is predominantly continuous, employing items that will include academic essays, reports, presentations, portfolios, assessed seminar discussions. Applied assessment tasks are used as far as possible to enable students to link theory with practice, thereby assessing knowledge and understanding alongside subject-specific skills and key skills.

Work or Study Placements

n/a

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.



7 Equivalent in standard to a Master's degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

| Level | UEL Module Code | Module Title | Credit Weighting | Core/Option | Available by Distance Learning? Y/N |
|-------|-----------------|--|------------------|-------------|-------------------------------------|
| 7 | UD7012 | Global Sustainable Sports Operations | 30 | Core | Y |
| 7 | UD7013 | Managing Global Strategy | 30 | Core | Y |
| 7 | UD7011 | Global Sports Marketing and Digital Communications | 30 | Core | Y |
| 7 | UD7010 | Global Sports Leadership | 15 | Core | Y |
| 7 | UD7000 | Applied Professional Project | 45 | Core | Y |
| 7 | UD7001 | Contemporary Issues in Sport (attendance mode) | 30 | Optional | Y |
| 7 | UD7002 | Contemporary Issues in Sport (online mode) | 30 | Optional | Y |
| 7 | UD7005 | Entrepreneurship in Sport | 30 | Optional | Y |

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Additional detail about the course module structure:

n/a

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 180 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

n/a

Typical Duration

The expected duration of this course is 1 year full-time, 2 years' part-time

Further Information

More information about this course is available from:

- The UCFB web site (www.ucfb.ac.uk)
- The course handbook
- Course Leader
- Module Leader

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

- Accommodation and travel (face to face courses) – You are required to attend face to face classes as part of the course. You are responsible for arranging their own accommodation if it is required to support timely access to classes. Costs will be dependent on your choice of accommodation.
- Accommodation and travel (blended courses) – You are required to attend face to face classes to support learning in two modules. The face to face sessions are delivered in two, week-long blocks at one of the GIS campuses (you will identify the most suitable campus at application). You are responsible for arranging your own travel and accommodation to support timely access to classes during the study blocks. Costs will be dependent on your choice of travel and accommodation.
- Technology – You are required to have access to a laptop, desktop computer or mobile device to support learning and assessment. The costs will be dependent on your choices. For online and blended learning students, UCFB Online Hub is compatible with mobile devices, including tablets. However, you will need an internet connection in order to view the content as part of your course. UCFB also has an app which you can download from the app store on iOS and Android so that you can access content on the go. Simply search for 'UCFB Online Hub'.
- Kit (coaching courses) – GIS coaching kits (optional) - £100
- Stationery equipment – paper and pens are required. Costs will vary dependent on your choice.
- Books, journals and periodicals – books will be available to access in the UCFB and UEL library. If you wish to purchase books they can do so, however this is not a requirement.



- Printing – printing credits are required to print documents on UCFB sites. For the 2021/22 academic year, copies are 5p for black and white and 15p for colour.

Alternative Locations of Delivery

The course is awarded by the University of East London and is taught by UCFB in Manchester (Etihad Campus) and London (Wembley).