

Sports Business Management BSc (Hons)

“This course embraces enthusiasm and will produce effective and efficient sport managers to work as operational, supervisory and middle managers within the sports industry.”

Mark Piekarz, Course Leader

Study Sports Business Management at Worcester

Sports Business is a growing and dynamic sector of the world economy, playing a vital role in the quality of people's lives. As a result, there is a growing demand for talented, well-equipped professionals in this field, who can help deliver high quality sports services and products.

This qualification builds upon the excellent reputation that the University of Worcester has in both undergraduate and postgraduate sport-related courses. You will examine the role of sport in both a local and global context and look at how the generic skills involved in business management are applied to this dynamic industry. You will establish a sound knowledge base in the key issues underpinning sports management, such as the areas of risk management and sustainability, together with developing the skills of entrepreneurship, problem-solving and the use of new technologies.

In addition to understanding the fundamentals of Sports Business Management, you can also develop a range of other practical sports skills, particularly those relating to coaching.

Career Opportunities

The course provides a sound basis for careers in sports facility management, events management, sports development, health promotion, the fitness industry, outreach work, marketing, sports research and sports entrepreneurship.

It is also an ideal base for postgraduate study.

UCAS Code

Sports Business Management BSc (Single Honours) **CN62 BSc/SBM**

For the latest information and UCAS codes, see pages 206-213 or visit www.ucas.com

Application Enquiries

Tel: 01905 855111 or
email: admissions@worc.ac.uk



Additional Information

Single Honours only.

Entry Requirements

- 280 UCAS Tariff points
- Please see pages 198-200 or www.worcester.ac.uk for further details
- A Criminal Records Bureau Disclosure may be required for some modules

Assessment

Wide range of assessment types, including case study analysis, problem-solving, coursework assignments, individual and group presentations, business management, report writing and project planning.

Selection of Modules

- Sport Business Environment
- Risk Management
- Financial Concepts
- Marketing Concepts
- Business Decision-Making
- Sport Event Management
- Sponsorship & Fund-raising
- Operational Sport Management
- Work Placement Research
- Research Methods
- Strategic Sport Event Management
- Sport Strategy in Action
- Contemporary Issues
- Independent Study
- International Business Strategy

For a complete list of available modules, please visit our website.