

# Sport Business Management BSc (Hons)



This course allows you to examine sport at both a national and global level, whilst developing a range of business and entrepreneurial skills to help you work and compete in this exciting sector.

Sport businesses are a growing and dynamic sector of the world economy. These businesses can range from the familiar sport facility manager, to the growing number of small, niche sport tourism operators who cater for the needs of travellers wanting to experience various sporting events that take place around the world. This growth has meant that there is a healthy demand for talented professionals in this field, who can deliver and manage high quality sport services and products.

This course builds upon the excellent reputation that the University of Worcester has in both undergraduate and postgraduate sport related courses. Sport is examined at both a national and global level, whilst developing a range of skills to help you work and compete in this growing sector. In addition, this course has many innovative elements, such as developing your expertise in entrepreneurship, problem-solving and risk management.

The programme also has a strong element of work-based learning which can help you gain work experience and additional qualifications, which can play an invaluable role in enhancing your employability.

## UCAS code

UCAS is the central organisation through which applications are processed for entry onto full-time undergraduate courses in Higher Education in the UK.

**Sports Business Management BSc (Hons) CN62 BSc/SBM**

For the latest information, check the UCAS website at <http://www.ucas.com>

## Study options

Single Honours only

## Get in touch

### Admissions Office

01905 855111

[admissions@worc.ac.uk](mailto:admissions@worc.ac.uk)

### Mark Piekarz

Course Leader

[m.piekarz@worc.ac.uk](mailto:m.piekarz@worc.ac.uk)

280 UCAS Tariff points including GCSE English and Mathematics at Grade C or above  
A Criminal Records Bureau Disclosure may be required for some modules

## Modules

Sport Business Environment  
Marketing Concepts  
Financial Concepts  
Risk Management  
Foundations in Sport Management  
Research Methods  
Work Placement Research  
Operational Sport Management  
Sponsorship & Fundraising  
Sport Event Management  
Business Decision Making  
Contemporary Issues  
Sport Strategy in Action  
Strategic Sport Event Management  
International Business Strategy

## Assessment

Wide range of assessment types including:

Case study analysis  
Problem solving  
Coursework assignments  
Individual and group presentations  
Business management  
Report writing  
Project planning.

## Mark Piekarz

Course Leader, Sport 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.”

## Academic department

[Institute of Sport & Exercise Science](#)

“We are proud of our strong reputation for sporting excellence. Our mission is to enhance the knowledge, skills and understanding of our students so they can continue to make a meaningful contribution to society at all levels.”

Mick Donovan, Head of Institute

## Employability

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.

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<http://www.worcester.ac.uk/courses/sport-business-management-bsc-hons.html>