

# Sports Management MSc



This course provides professional preparation for management or leadership positions in a variety of sport, recreation and health promotion areas.

The course is aimed at professionals working in sports organisations and in sport management who want to expand their management skills and knowledge to improve their career prospects, or graduates aspiring to work in sports business or management.

The course will provide you with a sound understanding of sport management, and will encompass the study of key management disciplines including economics, financial management, marketing, human resource management and research methods.

A significant proportion of the programme is vocationally focused and student driven. The Professional Placement enables you to demonstrate your professional sports management competencies through continuing professional development activities, and the Dissertation provides opportunities to negotiate a suitable project that meets the intended learning outcomes of the module in your area of sports management interest.

The course is supported by excellent facilities, including a £2.5 million indoor sports centre, a floodlight synthetic pitch (to FIH standards), an exercise physiology suite (BASES accredited), two further sports science laboratories, nutrition laboratory, teaching rooms, gymnasium and dance studio. The School also hosts the Motion Analysis Research and Rehabilitation Centre (MARRC), a £2million facility.

## How to Apply

For all taught postgraduate and PG Cert programmes, please apply directly to University of Worcester. You can download an application form, or can contact the Admissions office on 01905 855111 / [pg-admissions@worc.ac.uk](mailto:pg-admissions@worc.ac.uk)

Please post your completed application form to:  
Admissions Office  
University Of Worcester  
Henwick Grove  
Worcester  
WR2 6AJ

Alternatively you can apply online for postgraduate programmes at University of Worcester via the [Prospects online directory](#) of postgraduate programmes. There is no fee for using the online application service.

When we receive your application form, your details will be passed to the Masters Programme Leader who will contact you to arrange an informal interview. You may include additional material, such as references, in support of your application or bring them with you to interview.

You can apply for postgraduate taught courses and PG Certs at any time, but preferably as early as possible before the start of the academic year, which begins in September.

# Study options

Full or parttime options

Flexible modular scheme means you can study at your own pace

Choice of pathway

Opportunities to be awarded the title 'International Masters' - In order to achieve an 'International' award you must complete your Professional Practice in an International Sport & Physical Education setting, and your Advanced Independent Study is required to have an 'International' Sport & Physical Education focus.

## Get in touch

### Admissions Office

01905 855111

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

### Entry requirements

Students will normally have a 2:1 classification in a sport related degree.

Students who hold a sport-related degree classification of either 2:2 (or below), or, a non-sport related degree will be considered on a case by case basis and may be required to submit a portfolio of evidence to demonstrate sports management experience.

If English is not your first language, you will be expected to have reached a sufficient standard on admission to the course (e.g. IELTS 6.5, with a minimum of 6.0 in each element).

### Admissions procedures

All applicants will be interviewed.

Due to the nature of the programme, all students must complete a criminal records bureau enhanced disclosure check prior to the start of the course.

### Mature Students

UW values diversity in its student body and applications from mature students are very welcome. Students with few or no formal qualifications should contact the Registry Admissions Office (01905 855111) or the Course Leader (01905 855270) with details of their age, any work undertaken, including caring or organised voluntary work, and any other relevant experience.

### Accreditation of Prior Learning

Candidates with an acceptable academic background and/or relevant work experience may apply for Accreditation of prior learning (APL) and experience (APEL). It is advisable for candidates to discuss this with the Course Leader initially. The programmes follow the UW Policy for Accreditation of Prior Learning (2007).

Please contact the Registry Admissions Office for further information or guidance on 01905 855111.

## Modules

Sports Marketing and the Environment  
Entrepreneurship in Sport  
Dissertation  
Professional Practice  
Leading and Managing People in Sport  
Research Methods

## Assessment

### Assessment

A wide variety of assessment methods are used including: written assignments, data handling assignments, case study, oral presentation and defence, integrative curriculum project, portfolio, business plan, group presentation and an Dissertation

## 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 MSc in Sport Management is designed to enhance your personal career, whether this is for existing employment, or helping to open up new sport career pathways. The programme can develop more specific sport management disciplines, particularly in relation to marketing and leadership, or it can be used in a more general manner, as a base to develop new, or support existing entrepreneurial enterprises.

A range of career options include sport facility management (public, voluntary and private), sport research, sport development and sport business enterprises.

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<http://www.worcester.ac.uk/courses/sportsmanagementmsc.html>