BA (Hons) Sport Business Management

A winning formula
Why Study Sport Business Management?

Students who study Sport Business Management will experience a professionally focused curriculum delivered with the support and use of ‘real life’ contexts and realistic sports-based working environments; an integrated learning experience facilitated through staff teams employing a variety of different delivery modes; opportunities to enhance and develop a range of relevant personal skills including problem solving, decision making and reflective skills; and engagement with a consultancy project, working with a sport business company to help solve a real-world business challenge.

The Course

Core Modules
Year One:
- The Global Business Environment: An Introduction
- Introduction to Sports Studies 1
- The Management Challenge: An Introduction
- Introduction to Sports Studies 2

Year Two:
- Fundamentals of Business & Management
- Sports Studies – Issues and Concepts
- Operations Management
- The Historical Development of Sport

Year Three:
- Managing the Consumer Experience
- Sports Policy
- Financial & Business Modelling (Sports)
- Developing Sustainable Events
- Managing the Business of Sport
- Project Management (Sports)

Year Four:
- Sport Governance
- Sport Marketing
- Work-based Project – Sports Management
- Professional Development & Practice

Why choose Stirling?

The reputation of our research at the University of Stirling Management School was recognised in the 2014 Research Excellence Framework, where the School was placed in the UK’s top 25 institutions for Business and Management, out of 101 business schools. In Scotland, the School was ranked in the top five. 64% of our research outputs were classified as world-leading and internationally excellent in terms of their originality, significance and rigour and we were ranked 14th in the UK in terms of research impact with over 60% of our research impact judged to have outstanding reach and wide-ranging impact on the policies of public, private and governmental organisations.

Preparation for work
You will have numerous opportunities to develop appropriate work-related skills at every stage of your studies, including the Professional Development and Practice module in Semester 8 which helps you prepare for entering the workplace.

Will I get a job when I graduate?
On graduation students will be able to apply sound analytical techniques, underpinning scientific principles and management skills to the challenges faced by the sports related industries. There are many opportunities across a range of sport business organisations, including project management of sporting events, sport venue management, or management of a sport retail business.

INTO University of Stirling
INTO University of Stirling offers an International Foundation programme for those international students who do not meet the required academic and English-language criteria. These courses offer a route to study at the University of Stirling through an excellent teaching and learning experience located in the high-quality study facilities on campus.

International Foundation
Successful completion of the International Foundation in Business, Finance, Economics and Marketing to the required standard provides direct entry to year two of this degree.

UCAS Code: N8U6

Minimum requirements
Year 1 entry - Four-year Honours
SQA Higher:
ABBB - one sitting
AABB - two sittings
GCE A-level:
BBB
IB Diploma:
32
BTEC (level 3):
DDM

Year 2 entry - Three-year Honours
SQA Adv. Higher:
ABB
GCE A-level:
ABB
IB Diploma:
35

Other qualifications
HNC/HND:
Year one minimum entry
Scottish HNC/D
Bs in graded units

Advanced entry
Advanced entry is possible with an HNC/D in Business or a Sport related subject. Please consult our Advanced Entry pages for more information.

Access courses and other UK/EU and international qualifications are also welcomed

Additional information
General entrance requirements apply.
Please visit: http://stir.ac.uk/av

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### Typical timetable

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<tr>
<th>Year</th>
<th>Semester</th>
<th>Module 1</th>
<th>Module 2</th>
<th>Module 3</th>
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<tr>
<td>1</td>
<td>1</td>
<td>The Global Business Environment: An Introduction</td>
<td>Introduction to Sports Studies 1</td>
<td>Any module</td>
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<td>2</td>
<td>The Management Challenge: An Introduction</td>
<td>Introduction to Sports Studies 2</td>
<td>Any module</td>
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<td>4</td>
<td>Operations Management</td>
<td>The Historical Development of Sport</td>
<td>Any module</td>
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<td>5</td>
<td>Managing the Consumer Experience</td>
<td>Sports Policy</td>
<td>Financial &amp; Business Modelling (Sports)</td>
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<td>6</td>
<td>Developing Sustainable Events</td>
<td>Managing the Business of Sport</td>
<td>Project Management (Sports)</td>
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<tr>
<td>4</td>
<td>7</td>
<td>Sport Governance</td>
<td>Sport Marketing</td>
<td>Work-based Project – Sports Management</td>
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<td>8</td>
<td>Professional Development &amp; Practice</td>
<td>Work-based Project – Sports Management</td>
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</tbody>
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For further information on Admissions:

Student Recruitment and Admissions  
T: +44 (0) 1786 467046  
E: recruitment@stir.ac.uk

Visit us  
http://stir.ac.uk/

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