SPORT BUSINESS MANAGEMENT
BA (Hons)

ARE YOU STIRLING?
WHY STUDY SPORTS BUSINESS MANAGEMENT?

Sport business is a dynamic and competitive industry, involving globally recognised brands and hugely popular products, services, and events. 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 company to enhance their business.

COURSE DETAILS

There are three key components: sport management and technical expertise; business enterprise; and market awareness. Each of these components is represented throughout the course, utilising the expertise of both Stirling Management School and the Faculty of Health Sciences and Sport.

Our course integrates core business management skills with an understanding of the strategies, policies and practices of sport business, including knowledge of key contemporary issues such as marketing and branding, sponsorship and finance, sport event management, globalisation, regulation, corporate social responsibility, and sport’s role in consumer culture.

Years 1 and 2 are designed to provide you with a broad grounding in the subjects of business, management and sports studies within the global environment. You will study two core modules per semester, leaving the flexibility to choose from a range of options across Stirling Management School and the wider University.

Years 3 and 4 provide you with theory and applications of sport business management including: marketing; managing the consumer experience; policy; governance; events management; project management; and financial/business modelling.

REASONS TO CHOOSE THIS COURSE

1 EXPERT TEACHING TEAM
Access to teaching staff who are experts in their field and have excellent links with industry.

2 EXCELLENT FACILITIES
We’re ranked 1st in Scotland and 4th UK for High Quality Sports Facilities (Times HE Student Experience Survey 2017).

3 TRANSFERABLE SKILLS EMPLOYERS WANT
The flexibility of our course structure, combined with a focus on personal and professional development, is designed to help you achieve your career ambitions, which could include sport venue management, project management of sporting events, or management of a sport retail business.

WE’RE RANKED 1ST IN SCOTLAND & JOINT 4TH IN THE UK FOR HIGH QUALITY SPORTS FACILITIES

(Times HE Student Experience Survey 2017)
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
- Sport Marketing

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

CAREER OPPORTUNITIES

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

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.

SPORT BUSINESS MANAGEMENT

MINIMUM REQUIREMENTS

YEAR 1 ENTRY – FOUR-YEAR HONOURS
SQA Highers:
- AABB – one sitting
- AAAB – two sittings
GCE A-levels:
- BBB
IB Diploma:
- 32
BTEC (Level 3):
- DDM

YEAR 2 ENTRY – THREE-YEAR HONOURS
SQA Adv Highers:
- ABB
GCE A-levels:
- ABB
IB Diploma:
- 35

Essential Subjects
To include Sport related subjects and/or Business.

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

PART TIME, ADVANCED ENTRY AND STUDY ABROAD OPTIONS AVAILABLE

5 QS STARS
TEACHING EMPLOYABILITY INTERNATIONALISATION
2016
## TYPICAL TIMETABLE

<table>
<thead>
<tr>
<th>YEAR</th>
<th>SEMESTER</th>
<th>SUBJECT 1</th>
<th>SUBJECT 2</th>
<th>SUBJECT 3</th>
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<td>1</td>
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<td>Introduction to Sports Studies 1</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></td>
<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>
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<td>Financial &amp; Business Modelling (Sports)</td>
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<td>Managing the Consumer Experience</td>
<td>Developing Sustainable Events</td>
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<tr>
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<td>7</td>
<td>Sport Governance</td>
<td>Project Management (Sports)</td>
<td>Work-based Project – Sports Management</td>
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<tr>
<td></td>
<td>8</td>
<td>Professional Development &amp; Practice</td>
<td>Work-based Project – Sports Management</td>
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</tr>
</tbody>
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### COMPULSORY MODULES

The Global Business Environment: An Introduction; Introduction to Sports Studies 1; The Management Challenge: An Introduction; Introduction to Sports Studies 2; Fundamentals of Business and Management; Sports Studies – Issues and Concepts; Operations Management; The Historical Development of Sport; Sports Policy; Financial & Business Modelling (Sports); Sport Marketing; Managing the Business of Sport; Managing the Consumer Experience; Developing Sustainable Events; Sport Governance; Project Management (Sports); Professional Development & Practice; Sports Management – Work-based Project.

### OPTIONAL MODULES

In semesters 1-4 students can select 20 credits per semester from a list of available modules delivered by the University of Stirling Management School and the wider University. All course modules are compulsory within semesters 5-8.

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**CONTACT**

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ARE YOU STIRLING?