



SPORT BUSINESS MANAGEMENT

BA (Hons)



ARE YOU STIRLING?



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.

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.

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

(Times HE Student Experience Survey 2017)

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.

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 and Management
- Sports Studies – Issues and Concepts
- Operations Management
- The Historical Development of Sport

Year Three:

- Managing the Consumer Experience
- Sports Policy
- Financial and 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 and 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.

5 QS STARS



**TEACHING EMPLOYABILITY
INTERNATIONALISATION**

2018

SPORT BUSINESS MANAGEMENT

stir.ac.uk/160

N8U6

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: stir.ac.uk/av

**PART TIME, ADVANCED ENTRY
AND STUDY ABROAD
OPTIONS AVAILABLE**

TYPICAL TIMETABLE

YEAR	SEMESTER	SUBJECT 1	SUBJECT 2	SUBJECT 3
1	1	The Global Business Environment: An Introduction	Introduction to Sports Studies 1	Any module
	2	The Management Challenge: An Introduction	Introduction to Sports Studies 2	Any module
2	3	Fundamentals of Business and Management	Sports Studies – Issues and Concepts	Any module
	4	Operations Management	The Historical Development of Sport	Any module
3	5	Sports Policy	Financial and Business Modelling (Sports)	Sport Marketing
	6	Managing the Business of Sport	Managing the Consumer Experience	Developing Sustainable
4	7	Sport Governance	Project Management (Sports)	Work-based Project – Sports Management
	8	Professional Development and Practice	Work-based Project – Sports Management	

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 and Business Modelling (Sports); Sport Marketing; Managing the Business of Sport; Managing the Consumer Experience; Developing Sustainable Events; Sport Governance; Project Management (Sports); Professional Development and 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.

CONTACT

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ARE YOU STIRLING?