

MSc International Sports Management

Craig Hopkins

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ONLINE



BRUSSELS



DUBAI



JAMAICA



LONDON



MELBOURNE



MIAMI



SYDNEY



TORONTO



About me...

- Passionate about sport and how the off pitch/court works
- Two BA (Hons) degrees and a Masters all around sport and marketing
- Worked across sports industry and education
- Worked with the PGA (Professional Golfers Association) delivering their business modules
- SFHEA, CMBE, MLoL and MSET
- Former professional basketballer and now coaching
- Been lecturing sports business and management across FE and HE

Email: c.hopkins@gis.sport

Virtual office hours: 10am – 5pm

Expected response time: 2 working days



Craig Hopkins

MSc International Sports
Management Course Leader



Course Leader Support

- Committed to maintaining high-quality course materials and a supportive, engaging learning experience.
- Contact me with any course concerns, progress issues, or personal matters.
- 1:1s and tutorials available via MS Teams.

Course Aims

- Build skills to manage effectively in the international sports industry
- Develop autonomy as an active learner
- Understand financial implications of managerial decisions
- Gain tools to create coordinated marketing strategies
- Analyse the business environment and strategic considerations in sports management



Module Diet (Part Time Study)

Year 1

Semester 1

30 Credits
Global Sports
Marketing and
Digital
Communications

Semester 2

30 Credits
Managing Global
Strategy

Semester 3

15 Credits
Global Sports
Leadership

Year 2

Semester 1

30 Credits
Global
Sustainable
Sports Operation

Semester 2

30 Credits
Entrepreneurship in
Sport
Or
Contemporary Issues in
Sport

Semester 2/3

45 Credits
Applied
Professional
Project

Module Diet (Full Time Study)

Semester 1

30 Credits
Global Sports
Marketing and
Digital
Communications

30 Credits
Global
Sustainable
Sports Operation

Semester 2

30 Credits
Managing
Global Strategy

45 Credits
Applied Professional Project

30 Credits
Entrepreneurship
in Sport
Or
Contemporary
Issues in Sport

Semester 3

15 Credits
Global Sports
Leadership

Optional Modules



**CONTEMPORARY ISSUES
IN SPORT**



**ENTREPRENEURSHIP IN
SPORT**

Assessment Submission

Assessments should be submitted for marking within **GIS Collab**.

We strongly suggest that you try to **submit all assessments by the submission deadline**.

Work submitted after the deadline without an extension will not be marked.



Marking and Feedback



To successfully pass a module you must achieve both an **aggregate module mark of at least 50%** and meet the **individual assessment threshold pass mark of 40%.**

Feedback provided within **15 working days** of the submission date.

Feedback provided in a variety of ways including in text comments or audio commentary.

Assessment Support

- Your tutors are here to support you in achieving your academic goals.
- If you are struggling with assessments, please **get in touch** with us as soon as possible to provide support.
- If you are struggling to meet an assignment deadline, students can **apply for Mitigation**

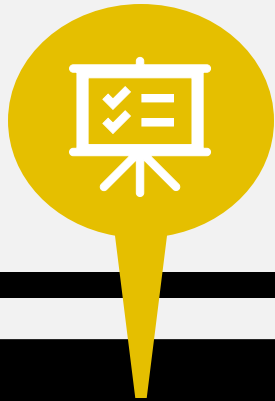


Learning Online

How you will learn

Online Learning

Access to a mix of interactive digital learning resources which allow you to study at your own pace



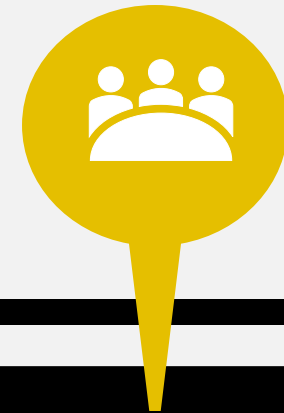
Live Sessions

Live online sessions support you during your studies, providing an opportunity to chat with your academics and fellow students.



Guest Sessions

Access to industry guest speaker sessions, bringing content to life



Accessing the GIS online platforms

From September and once you have fully enrolled, you'll receive an email confirming your GIS login details. You can find access and navigation guides to support you in finding your way around the GIS platforms on our webpages

If have not received your login credentials or if you would like help to navigate your learning resources, please contact: assist@gis.sport



Locating your live session schedule


Your 'live session' timetable can be found on **GIS Collab** within your module pages -> 'Module Information'

Welcome


This module runs over a 12-week period and combines self-paced digital learning with live interactive sessions. You will explore key topics through a variety of online resources, including interactive digital learning packages, readings, and activities, all designed to fit around your schedule. These digital materials are complemented by live consolidation sessions, giving you the opportunity to connect with your peers and academic team in real time.

To stay on track, it's important that you engage with each week's content as it becomes available and attend the live sessions where key themes will be reinforced and discussed. Your understanding will be assessed throughout the module using quizzes, interactive discussions, and by participating in collaborative learning activities.


In addition, you will complete and submit one or more formal assignments. Guidance and support for these assessments, along with key module information can be found below.




Module Information
An overview of your module including the expected learning outcomes and learning plan.



Assessment Guidance
Here you will find information related to this module's assessment.



Academic Resources
Access key Academic Services policies and resources here.



Online Classroom
Engage in scheduled live sessions and module related discussions with staff and peers.



#	Date	Time	MS Teams
2	08/10/2024	6pm	Join here
4	22/10/2024	6pm	Join here
CWRK1	TBC	2pm	
8	19/11/2024	6pm	Join here
10	03/12/2024	6pm	Join here
CWRK2	TBC	2pm	

Academic Resources

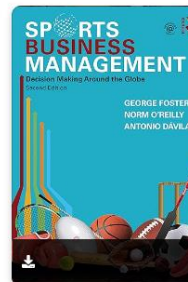
Access your digital library and course reading material through UEL's open access database **via GIS Collab**.

This will incorporate details of free to access subject portals; research materials and a growing directory of open access journals and books

Here you will also be able to search for books, journals and articles to enhance your wider knowledge and support completion of your assignments.

BOOK LIBRARY

(Click on the  books to read more details and click on  to download)



Getting the most from your studies



Try and stay on top of your weekly content and resources so you don't fall too far behind

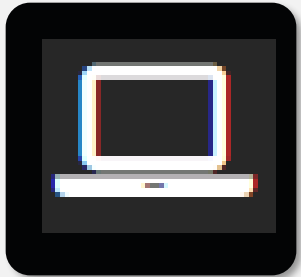


Engage with the content, resources and live sessions and discussion forums – it supports knowledge development and understanding and is shown to impact your academic performance



Stay in touch! Let us know if you are struggling with the academic content, have any questions or would like to access any of the wider support available

Support Services and Student Voice



IT Support

assist@gis.sport



Global Careers

globalcareers@gis.sport



Academic Skills

J.Bush@gis.sport



Student Support

studentsupport@gis.sport



Academic Services

academicservices@gis.sport

Academic Skills Support



**Study Skills
Development**



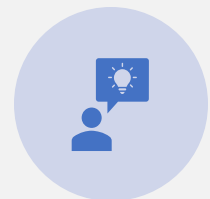
**Presentation
Skills**



**Personalised
Feedback/Goal
Setting**



**Academic
Writing Support**



**Critical Thinking
& Analysis**



Research Skills



**James Bush
Academic Skills
Tutor**

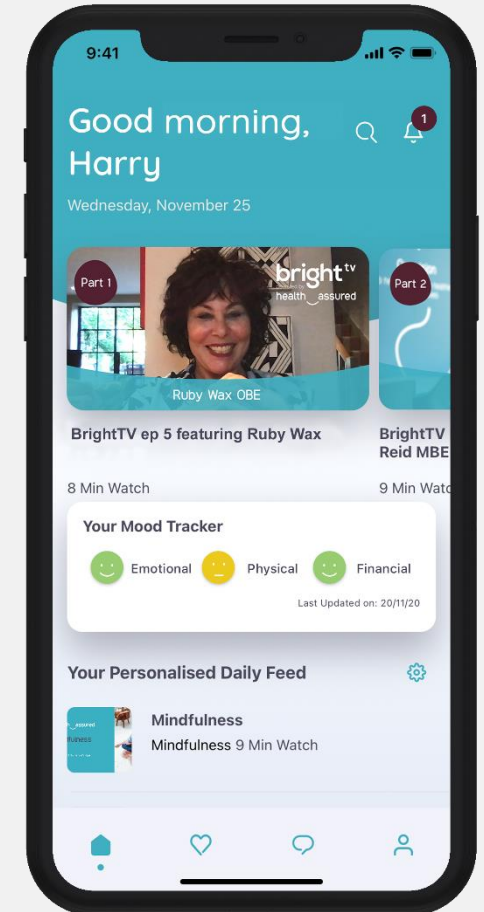
Health Assured

As a GIS student, you have access to Health Assured, a 24/7 Student Assistance Programme offering free counselling and confidential advice for support with:

- **Confidential emotional support**
- **Work-Life Solutions**
- **Legal Guidance**
- **Financial Resources**

Call the 24/7 helpline for free: **0800 0280199** (informing them you are a current GIS student)

Download the **Wisdom App** on iTunes or Google Play



Course Representatives

- Advocate for your peers
- Gather feedback
- Address various challenges that can affect your academic experience
- Ensure these concerns are effectively communicated and resolved.
- Represent student views

Interested in becoming a Course Rep?

Get in touch!



Student Feedback

- Shape your own experience and learning journey.
- You can actively contribute to fostering positive change.
- Engage by:
 - becoming a course representative,
 - participating by sharing your experiences in our focus groups, surveys, workshops, and events.



Communication



Check your GIS student email regularly as this is how we will communicate important information to you, including key dates and deadlines as well as exciting upcoming events and opportunities



It is really important that you keep in touch with each other, particularly for group work, presentations and networking activities

You may wish to set up a WhatsApp group to facilitate this



Thank you!

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