

COURSE SPECIFICATION

Course Aim and Title	MSc in Football Business & Football Agency
Intermediate Awards Available	Postgraduate Certificate (PGCert) Postgraduate Diploma (PGDip)
Teaching Institution(s)	Global Institute of Sport (GIS)
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	School of Health, Sport and Bioscience
UCAS Code	N/A
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	QAA Bench Mark Statement for Master's Degrees in Business & Management (2023)
Additional Versions of this Course	Part Time (Sep & Jan)
Date Specification Last Updated	August 2025

Course Aims and Learning Outcomes

Course Overview

The MSc Football Business and Football Agency is designed for graduates and industry practitioners with an interest in the business of football, and those seeking to develop specialist knowledge of the football agency industry. The programme covers key themes such as football fan engagement, leadership in football clubs and football operations management, agency management, FIFA agency regulation, and the application of professional practice within the football business environment.

This course is designed to give you the opportunity to:

Knowledge and understanding

- Demonstrate comprehensive knowledge of the global football industry, including its governance structures, financial and legal frameworks, operations management and the commercial strategies that underpin club and league operations.
- Apply strategic, marketing, and stakeholder management principles to effectively lead football business initiatives, with a critical understanding of global market trends, fan engagement, digital media and ethical considerations within the football context.

Skills

- Demonstrate the knowledge and skills required to manage and lead within the football business environment, including strategic planning, financial and operations management, fan engagement, stakeholder communication, and the application of industry-specific regulations and global market insights to inform decision-making in a dynamic and competitive context

Critical perspective

- Demonstrate a critical awareness of current issues in football business, informed by leading-edge research, independent learning, and the application of critical thinking and problem-solving skills to analyse complex situations, evaluate evidence, generate sustainable solutions, make informed decisions, and reflect on outcomes

Application

- Apply relevant theory and knowledge to complex situations in football business, including leadership and strategy, fan relationship management, supporter behaviour, revenue generation, operations management and

innovation in football products and services, while recognising their interconnection with wider areas of football and sports management

Values

- Demonstrate a professional and ethical approach to football business management by applying core values such as integrity, inclusion, cultural awareness, social responsibility, and fan-centric thinking, while promoting innovation, sustainability, and long-term strategic vision within the global football industry

What you will learn:

Knowledge

- Design and justify an applied professional project that addresses a clearly defined issue or opportunity within the sport industry
- Analyse and apply fan engagement theories by demonstrating understanding of fan behaviours, needs, and motivations
- Compare strategic plans for future stadium development, innovation, and long-term viability
- Evaluate the characteristics of a high-performing environment across both football clubs and organisations

Thinking skills

- Critically evaluate relevant theories, evidence, and professional practices to inform project development and decision-making
- Assess digital and physical touchpoints for enhancing fan experience
- Analyse and apply metrics to measure the effectiveness of engagement strategies.
- Critically analyse the multi-faceted role of a football stadium as a venue, business, and community asset
- Assess diverse revenue generation strategies specific to stadium commercial operations (e.g., ticketing, hospitality, retail)
- Appraise the effectiveness of specialist departments within football clubs and organisations and how they function within high-performing environments

Subject-Based Practical skills

- Analyse complex sport industry issues critically and rigorously, using both published literature and your own data to make recommendations for future practice
- Evaluate the operational challenges facing football-related organisations.
- Investigate and evaluate the culture, leadership and talent management across both clubs and organizations

- Justify strategies for implementing a strategy, to change the culture, leadership and talent management pathways across a club or organization
- Design and justify an inclusive, innovative, and measurable football fan engagement strategy

Skills for life and work (general skills)

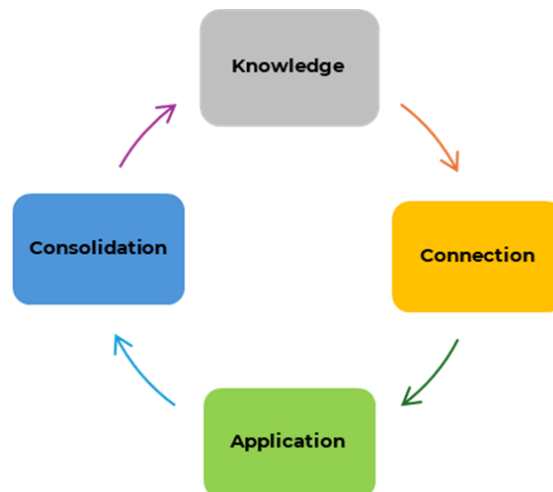
- Critical reflect on personal and professional learning, identifying the impact of the project on self, others, and the organization
- Design and justify an inclusive, innovative, and measurable football fan engagement strategy

Learning and Teaching / Assessment

At GIS, our learning and teaching approach is structured, student-focused, and designed to support the delivery of high-quality education across all disciplines. It reflects our commitment to creating meaningful learning experiences that integrate theory, promote active engagement, and foster reflection and personal growth.

This learning and teaching model promotes purposeful, engaging, and inclusive learning through a combination of **microlearning** and **active learning** strategies. It emphasizes structured delivery, allowing students to engage with content in manageable and meaningful ways that promote deeper understanding, learner autonomy, and practical skill development.

Figure 1. GIS Learning and Teaching Cycle (2025):



1. Knowledge (Core foundation)

Knowledge is developed and assessed through:

- Core academic literature, journals, books, and models aligned with module content and learning outcomes.
- Introduction to key concepts, definitions, and principles.

- Structured explanations of topics to provide foundational understanding.
- Contextual knowledge needed to support deeper exploration and application.

2. Connection (Thinking Skills – helping bring theory to life)

Critical thinking and analytical skills are developed and assessed through:

- Case studies
- Videos and animations
- Podcasts and audio explanations
- Interactive simulations or clickable definitions
- Guest speakers (live or recorded)

These tools help students connect theoretical knowledge to real-world contexts, encouraging deeper cognitive engagement.

3. Application (Practical Skills – putting learning in practice)

Practical and professional skills are developed and assessed through:

- Activities that bridge theory and practice or challenge existing assumptions
- Interactive tasks, problem-solving exercises, and hands-on learning
- Opportunities to apply concepts in real or simulated environments.
- Practice-based activities that reinforce understanding through experimentation.
- Tasks that promote reflection and active participation

4. Consolidation (Reinforcement - Skills for Life and Work)

Transferable and lifelong learning skills are developed and assessed through:

- Knowledge checks, reflections, quizzes (Declarative Knowledge)
- Collaborative opportunities to discuss, debate, and refine learning with peers and tutors (Procedural Knowledge)
- Live and classroom sessions that promote critical thinking and synthesis for long-term knowledge retention and personal development (Conditional Knowledge)
- Peer-to-peer learning and knowledge sharing to enhance communication and teamwork.

Work or Study Placements

N/A

Course Structure

All courses are credit-rated to help you to understand the amount and level of study required.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
7	TM7036	Football Fan Engagement	30	Core	Y
7	TM7037	Football Operations Management	30	Core	Y
7		Leading Football Clubs & Organisations	30	Core	Y
7	SG7036	Applied Professional Project	30	Core	Y
7		Footballer and Agency Management	30	Core	Y
7		Football Agency FIFA Regulations and Practice	30	Core	Y

The overall credit-rating of this course is 180 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

None

Typical Duration

It may be possible to move from full-time to part-time study to accommodate any external factors such as financial constraints or domestic commitments. Students making use of this flexibility should note that this may impact the overall duration of their study period. We advise that you contact your tutors or the Academic Services Team to discuss any mode of study change requests.

The duration of this course is one calendar year full-time and two calendar years part-time.

The time limit for completion of a Postgraduate course is two years in full time mode, and four years in part time mode after first enrolment on the course. Where a student changes mode of study, the time limit for completion of a course will be recalculated on a pro-rata basis. The maximum length of study is 5 years for postgraduate students from first enrolment on the course.

Further Information

More information about this course is available from:

- The GIS web site (<https://gis.sport/>)
- The course handbook
- Module study guides
- [UEL Manual of General Regulations](#)
- [UEL Quality Manual](#)

All GIS are subject to thorough course approval procedures before UEL allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

- **Technology** – Students are required to have access to a laptop, desktop computer or mobile device to support learning and assessment. The costs will be dependent on your choices. The GIS virtual learning environment is compatible with mobile devices, including tablets. However, students will need a reliable internet connection in order to view the content as part of their course.
- **Books, Journals and Periodicals** – Books will be available to access within the GIS and UEL e-library. If students wish to purchase books they can do so, however this is not a requirement of the course.

- **Accommodation and Travel** – If students are required to attend face to face learning as part of the course, or opt to attend in person events, students are responsible for arranging their own accommodation and travel, if it is required. Costs will be dependent on student choice of accommodation and travel.

Alternative Locations of Delivery

This course is also taught online by the Global Institute of Sport (GIS) and is awarded by the University of East London.

Students will have the opportunity to enhance their studies by attending GIS Global Summits throughout the duration of their studies, held at locations such as UK, Miami, Melbourne and Toronto. Further information on dates and activities available as part of the summits will be provided during your studies. Additional costs will apply to participate in Global Summit activities