

COURSE SPECIFICATION

Course Aim and Title	MSc in International Sports Management
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

This programme is designed for graduates and industry practitioners with an interest in global sports management, and those seeking to develop expertise in the strategic and commercial aspects of international sport. The programme covers key themes such as branding and sports sponsorship, managing global strategy, global sports marketing and digital communications, economics and finance in sport, global sports consulting, and the application of professional practice through an applied project.

This course is designed to give you the opportunity to:

Knowledge and understanding

- A systematic and deep understanding in the field of international sports management and relevant knowledge about key topics (sports marketing, sustainable operations, economics, global strategy and consulting), their external context, how they are managed and the detailed relationship between these and their application to practice.
- Comprehensive understanding of appropriate techniques sufficient to allow detailed investigation, research or advanced scholarship into relevant sports management issues.

Skills

- An excellent command of subject-specific academic and professional skills relevant to the appropriate field of sports management as well as consistent proficiency in generic skills and attributes.

Critical perspective

- A critical awareness of current issues in sports management which is informed by leading edge research and practice in the field as well as by a proactive and independent approach to learning

Application

- Application of relevant knowledge to a range of complex situations (economics and finance, sports marketing, digital communication and global strategy, operations and sustainability) taking account of its relationship and interaction with other areas of sports management.
- Ability to evaluate and integrate theory and practice in a wide range of situations.

Values

- An ability to take an international perspective to managing global strategy, including understanding the impact of globalisation on businesses, societies and the environment and the ethical implications.
- An ability to manage, lead and consult with a strong sense of global social responsibility, appreciating the contradictory challenges this presents in complex sports management environments.

What you will learn:

Knowledge

- Design and justify an applied professional project that addresses a clearly defined issue or opportunity within the sport industry
- Critically analyse global sports markets using strategic frameworks
- Demonstrate an understanding of key economic and financial principles on sports clubs and organisations, including market structures, revenue generation, and financial regulation
- Critically evaluate the information required to design and inform a global consultancy project
- Critically appraise operational management theories and practices and its strategic importance within the global sports industry
- Demonstrate a critical understanding of global sports marketing principles, including cultural influences, consumer behaviour, and international market dynamics

Thinking skills

- Critically evaluate relevant theories, evidence, and professional practices to inform project development and decision-making
- Evaluate leadership approaches and governance structures that support strategic change, showing in high-performance environments
- Develop strategies for engaging diverse international stakeholders in sport
- Critically evaluate the impact of business decisions and economic factors that underpin the sport industry and impact key sport stakeholders
- Critically appraise a range of strategic options available to a sporting organisation when faced with a business challenge
- Evaluate concepts, models and current thinking applicable to health & safety management and crowd safety principles in sports facility settings.
- Assess the role of stakeholders in optimising operational management plans of sports organisations

- Critically analyse and evaluate segmentation, targeting, and positioning strategies for global sports markets, considering ethical, cultural, and digital factors

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
- Design innovative solutions for strategic growth in sports organisations
- Apply financial tools and digital platforms to analyse financial statements, assess club valuations, and support investment decisions for a sports club
- Design innovative and sustainable financial strategies for a sports club, demonstrating entrepreneurial thinking and responsiveness to industry trends
- Produce a management report based on analysis of key information and feedback, in response to an issue facing the sporting organisation
- Interpret and judge the application of sustainable development policies in the sports industry
- Design and develop a data-driven digital communication strategy using CRM tools and social media optimisation to engage international sports audiences
- Produce and present a global sports marketing plan that integrates community values, entrepreneurial thinking, and cross-cultural collaboration

Skills for life and work (general skills)

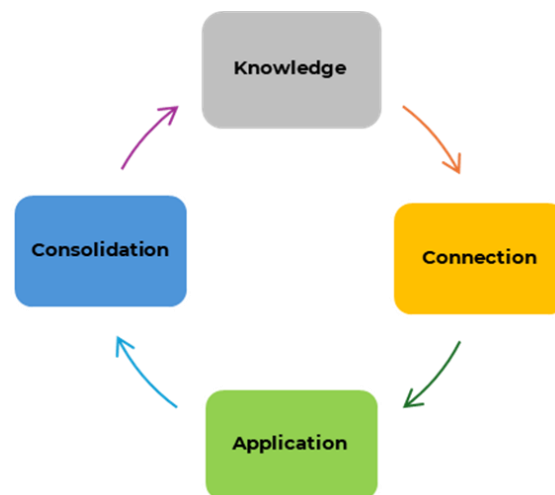
- Critical reflect on personal and professional learning, identifying the impact of the project on self, others, and the organization
- Effectively apply leadership and management skills to a sports management problem and show how to work effectively in a team

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 leaning 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:

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| 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	SG7037	Managing Global Strategy	30	Core	Y
7		Sport Economics & Finance	30	Core	Y
7	TM7040	Global Sports Marketing and Digital Communications	30	Core	Y
7	SG7036	Applied Professional Project	30	Core	Y
7	TM7038	Global Sports Consulting & Analysis	30	Core	Y
7	TM7041	Operations Management & Sustainability in Sport	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

