

# Sport Management BA (Hons)

UCAS Code: SMO1 | Duration: 3 years | Full-time | Hope Park | 2025/2026

Placement year opportunities available



## Course Overview

The global sports industry is dynamic and growing. The industry has many sectors, including: properties (leagues, teams, athletes), rights (media and marketing rights), mega-events and content packaging (branding, sponsorship, broadcasting). You will study these areas in depth.

Sport is also an area of government policy. From initiatives aimed at increasing participation in sport, through to reaping the economic benefits of hosting sports events and attracting sport-related tourism, sport has become a serious focus of government attention.

The sport industry, is ever-increasingly fueled by our desire for healthier lives and our strong cultural devotion to the teams that we support. In this context, the range of careers within the industry has become more diverse and complex. This course will give you the skills needed for a career in this exciting industry.

## Entry Requirements

This course follows the standard University entry requirements. Please see the website for further information.

## Fees and Additional Costs

The tuition fees for 2025/2026 are £9,535 for full-time undergraduate courses. On top of your tuition fees, you will need approximately £200 to cover the cost of any fieldtrips and to buy core textbooks for the degree.

You will also need to consider the cost of your accommodation each year whilst you study at university. Visit our accommodation webpages for further details about our Halls of Residence: [www.hope.ac.uk/halls/](http://www.hope.ac.uk/halls/)

Applicants will need access to a computer if course delivery is switched to online. The University has a laptop lending service if remote study is necessary.



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## CONTACT

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# Sport Management BA (Hons) Curriculum

## Year One

Your first year of study will give you an introduction to the study of sport management. You will be introduced to the business of sport, sport marketing, sport policy, the sociology of sport, coaching and teaching, and sport psychology.

You will be introduced to the underlying principles of business management and marketing, and their relationship with the global business context, and will study such topics as: business management theory and practice, economics, analysing business and marketing environments, and introduction to organisational behaviour.

## Year Two

In your second year, you will explore such topics as branding and advertising in sport, sport and the law, events, sport for development, the Olympics, sport economics, globalisation. You will also study coaching and sport psychology.

You will be introduced to the dynamic relationship between a variety of business

functions and management. This will allow you to consider the operational challenges facing contemporary organisations. You will also explore such topics as enterprise, operations management, finance and human resource management.

## Year Three

In your final year, you hone your subject-specific research interests by completing a dissertation in sport. You will also engage in critical analysis of such topics as brand heritage, sponsorship, ethics, digital marketing and online social networks, betting, and retailing.

You will take on more strategic, global and contemporary perspectives. You will adopt a more strategic lens, through which to consider the nature and scope of business and management in an ever-changing, increasingly global and dynamic context. Among key topics will be strategic management, business sustainability and contemporary business issues.

## COURSE STRUCTURE

Teaching on this degree is structured into lectures, seminars and tutorials. You will also have practical sessions both on campus and at Plas Caerleon, the University's Field Centre in Snowdonia National Park, Wales.

You will also have the opportunity to have a one-to-one meeting with your tutor each week. In your first year of study, there are approximately 12 teaching hours each week, which reduces to approximately 10 teaching hours in your second and third years.

On top of teaching hours, you are also expected to spend a number of hours studying independently each week, as well as studying in groups to prepare for any group assessments that you may have.

## ASSESSMENT AND FEEDBACK

You will have a number of assessments, including written exams, essays, reports, laboratory logs/diaries, portfolios, case studies, presentations and a literature review. In your final year you complete a dissertation research project. You will be given written feedback on all of your assessments, and you will have the opportunity to discuss this with your tutor in more detail.



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