

Sport Management BA (Hons)

UCAS Code: SMO1 | Duration: 3 years | Full-time | Hope Park | 2026/2027

Placement year opportunities available



Course Overview

The global sports industry is vibrant and expanding, encompassing sectors such as properties (leagues, teams, athletes), rights (media and marketing rights), mega-events, and content packaging (branding, sponsorship, broadcasting). You will explore these areas in detail on our Sport Management degree.

Sport also plays a key role in government policy, with initiatives designed to boost participation, deliver economic benefits, and attract sport-related tourism. Understanding these strategies is a core part of studying sport management.

Our growing desire for healthier lifestyles and loyalty to sports teams fuels the global sports industry, creating a diverse and dynamic range of career opportunities. This sport management course equips you with the knowledge, skills, and professional insight needed to succeed in this exciting field.

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 2026/2027 are £9,790 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/

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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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 and globalisation. You will also study coaching and sport psychology. You will also study coaching and sport psychology, and you will also have a practical block, where you will study the various aspects of facilities management.

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 also have the opportunity to undertake placement hours, gaining real-world experience in a sport management setting.

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

You will be taught in lectures, workshops and seminars, and small-group tutorials. You will also take part in a field trip to the University's outdoor education centre in Snowdonia National Park, Wales.



ASSESSMENT AND FEEDBACK

Your assessments will be varied, and suited to all learning styles. Alongside essays, reports and exams, there will be practical work, presentations, debates and problem-solving activities.

Written feedback will be provided for all assessments. Tutors are also happy to discuss feedback points with students in one-to-one meetings.



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