Sport Management
Loughborough University’s School of Sport, Exercise and Health Sciences is renowned as an internationally recognised centre of excellence for the study of sport, exercise and health through the social and natural sciences.

The wide-ranging expertise of our staff informs teaching across our degree courses, ensuring that our students learn about issues of global significance, and helping them prepare for employment or further study.

Combining excellence in teaching with ongoing investment in buildings, laboratories, facilities and equipment, the School provides students with a truly stimulating multidisciplinary learning environment.

The option of a professional placement year on all our undergraduate courses gives you the chance to gain invaluable work experience and a possible introduction to your future employer. There are also opportunities to study abroad with one of our partner universities, broadening your horizons and gain a global perspective.

Loughborough University is famous as one of the UK’s top sporting universities and the School of Sport, Exercise and Health Sciences is the home of cutting edge research in such diverse areas as molecular biology, physiology, nutrition, biomechanics, economics, pedagogy, psychology, sociology and sport management.

This winning combination makes Loughborough the ideal place to study Sport Management.
Inspiring winners since 1909

Loughborough University’s long sporting heritage continues to provide unrivalled sporting opportunities for students. The University has been named University of the Year for Sport for the second time in The Times and Sunday Times Good University Guide 2017, winning the prestigious title in honour of its unparalleled role in the triumph of the British Olympic and Paralympic teams in Rio.

Students here have won the British Universities and Colleges Sport (BUCS) championship title for 40 consecutive years, finishing more than 1,800 points clear of our nearest competitor.

The campus has the country’s largest concentration of world-class training facilities across a wide range of sports, including an indoor athletics centre, outdoor stadium and a 50m swimming pool. National and regional centres for many sports are located on campus, including national performance centres for athletics and cricket. Many of these are based at SportPark, a state of the art £15 million development that houses many of the country’s top national governing bodies including swimming, volleyball, and wheelchair basketball.

The University is justly proud of its reputation for sporting excellence, having produced athletes and coaches of the calibre of Sebastian Coe, Paula Radcliffe, Steve Backley and Clive Woodward. The University was also proud to serve as the Official Preparation Camp Headquarters for Team GB prior to the London 2012 Olympic Games.

Sports Development Centre

The University runs the most comprehensive sports development programme in the UK and boasts unrivalled sporting excellence. Highly qualified coaches support Loughborough’s sports teams and individual athletes competing at national and international levels. The SDC works in partnership with the School of Sport, Exercise and Health Science to provide advanced facilities and expertise.

www.lboro.ac.uk/sport

A unique sporting university

“The Sport Management degree was the perfect opportunity to mix my passion for sport and interest in business.”

— Lewis
BSc Sport Management
Study with us
The School of Sport, Exercise and Health Sciences is a great place to study, boasting access to first-class facilities, the expertise of our internationally-renowned teaching staff, and a lively community of around 1,500 students.

Outstanding facilities
The School boasts a range of facilities including bespoke training and testing equipment, the latest physiological, molecular and environmental technologies, two climatic chambers, and an £8 million development housing 27 laboratories, including specialist labs for physiology and biomechanics.

As a student with us you will benefit from all the facilities and support services that the University campus has to offer, including: round the clock access to computers, extensive and newly refurbished library facilities and the widest range of sports facilities for the widest range of sports.

Athena SWAN
The School of Sport, Exercise and Health Sciences is committed to addressing gender inequalities in science and to improving career progression for female academics. This commitment has been recognized in 2012 by an Athena SWAN Silver Award.

BSc Sport Management

Sport is a global and expanding industry, that unites commercial, public and third sector stakeholders, there are exciting opportunities for graduates that understand the sports industry, in addition to the business, finance and management sectors.

Our BSc Sports Management degree is co-taught by the School of Sport, Exercise and Health Sciences (currently ranked 1st in the world for sports-related subjects) and the School of Business and Economics (one of the UK’s leading business schools) to equip you with vital skills in marketing, organisational management, and accounting. The degree will provide you with a thorough grounding in the key strategic challenges and opportunities for sport by developing your understanding of sports organisations, sport governance, sport policy, sport marketing and sport economics.

Year 1
Areas studied include an introduction to sport management, critical perspectives in sport, the leisure market, principles of marketing, accounting and behaviour in sporting organisations plus optional module choices in sport coaching and in sport and social sciences.

Year 2
Areas studied include research skills, sport management in practice, sport law, equity and inclusion, economic analysis of sport, sport marketing, accounting and human resource management in sport organisations plus optional module choices in coaching or sport and social sciences.

Optional placement/study year
Professional placement and/or overseas study.

Final year
In your final year you will undertake a dissertation in your chosen area of sport management, applying your research methods knowledge and drawing on your experience of sport management concepts and knowledge learnt through your studies, your placements and other networks you have engaged with. Areas studied include sport policy and governance, strategic sport marketing and economics, and further optional modules including leadership and managing change, advanced sport coaching, and contemporary issues in sporting cultures.

“"This course hones a number of important skills for career development – most significantly the ability to present to peers. Furthermore, I have acquired the ability to critically access and analyse information, due to gaining a deeper understanding of theory through this course.”

— Luke
BSc Sport Management

Typical offers
A level: AAB
IB: 35 (6,6,5 HL) with 5 in Mathematics and English at SL
BTEC Level 3 National Diploma: D*D plus an A Level at grade B, or BTEC Level 3 National Extended Certificate D plus AB in two A Levels. BTEC National Extended Diploma will not be acceptable as a stand-alone qualification and will only be accepted in conjunction with one or more A Levels as per the above requirements. BTEC (Sport) will not be accepted alongside A Level Physical Education / Sports Science.
GCSE: Majority A/B (7/6) Grades at GCSE including minimum Grade B/6 in Mathematics and English Language.

www.lboro.ac.uk/ssehs/undergraduate

QS WORLD UNIVERSITY RANKINGS BY SUBJECT 2019
1ST IN THE WORLD FOR SPORTS-RELATED STUDY
CO-TAUGHT BY THE SCHOOL OF BUSINESS AND ECONOMICS
AMONG JUST 1% OF SCHOOLS IN THE WORLD TO HOLD AACSB, EQUIS AND AMBA ACCREDITATION

Placement opportunity
Study abroad
Additional award

*DPS/DIntS: Diploma in Professional Studies/Diploma in International Studies.
Placements and careers
Loughborough University is ranked among the best universities for graduate employment and, having strong collaborative relationships with leading companies, our graduates are consistently targeted by the UK’s top recruiters.

Outstanding placement opportunities
The graduate job market is highly competitive, so first-hand practical work experience can help you stand out from the crowd. This is why we offer our students the opportunity to take advantage of our professional placement scheme.

Many students have found their placement gave them invaluable experience that enhanced their studies and employment projects.

Examples of recent placement destinations include:
• Consultant - World Taekwondo
• Integrity Analyst - Genius Sports
• Sports Data Researcher - Sportcal Global Communications Ltd
• Assistant Client Manager – Octagon
• Sports Planning Consultancy Intern – 4Global Consulting Ltd
• Event & Business Support Executive – iSportconnect
• Marketing Intern – Birmingham City Football Club
• Project Support Intern – London Sport

Graduate destinations
Our graduates have found employment in variety of commercial and non-commercial organisations in the sports sector in roles as diverse as sports development, volunteer management, sales & marketing, operations, product and brand management, sponsorship strategy and communications. They have also gone on to pursue graduate positions with non-sport sector organisations in a variety of management, marketing, finance and accounting roles.

Our graduates have gone on to pursue a diverse array of exciting and rewarding careers with a wide range of employers, including:
• Account Marketing Graduate – Adidas
• Sports Club Development Officer – Anglia Ruskin University
• Sports Management – Corinthian Sports
• Netball Co-ordinator – English Netball Association
• Sports Coach and HR Assistant – Global Premier Soccer, USA
• Marketing Executive – Sunderland Football Club
• Sponsorship Executive – Team Sky
• Media PR Assistant – UK Anti-Doping
• Corporate Banker – Barclays
• Department Manager - Decathlon
• Sports Manager and Athlete Representative - Global Sporting Connections
• Planning and Performance Analyst - Cancer Research UK

“The chance to also carry out a placement year in work sold the Sport Management degree at Loughborough for me, and it was ultimately a fantastic opportunity to gain extra knowledge and understanding and to put my learning into practice.”

— Lucy Anna
BSc Sport Management
Loughborough University is renowned for offering a life-changing student experience, recently ranking first in the Times Higher Education Student Experience Survey 2018. We asked Sport Management student Emily Brookes to sum up her own “Loughborough Experience”.

“My experience of studying at Loughborough University has been absolutely amazing, and has most definitely exceeded all my expectations. I was firstly attracted to the Sport Management course because it offered students the chance to study a broad variety of modules. Once the academic year begun, I was quick to learn that the teaching staff at Loughborough are always willing to help their students, and do their best to make sure that they provide support to those who are struggling with the difficulty of some modules. The modules on the Sport Management course are assessed through a range of different methods, such as presentations, poster making and essay writing. Not only does this variation make things more interesting, but it also allows students to develop a number of transferable skills relevant to securing their future jobs. Furthermore, I was lucky enough to be given the opportunity to study abroad for a year at the University of Colorado in Colorado Springs. I definitely consider this experience to be the highlight of my overall education, because it allowed me to immerse myself into a different culture, and develop new friendships with people from all across the globe. In addition to the academic side of Loughborough University, the social aspects are also great. The campus is extremely sociable and has a strong community feel to it, which means that students are able to meet a range of new people throughout their university life, whether that be within their residential halls, or through their sports teams and societies.”

An outstanding campus
The University is based on a superb 440 acre campus – the largest single-site green campus in the UK. Boasting pleasant open spaces, gardens and sports areas, our campus is equipped for every aspect of student life, with high quality accommodation, shops, health services, student support centres and our award-winning Students’ Union. You will join a vibrant campus community of over 20,000 students and staff from over 100 countries.

More than sport
In your spare time, there is something for everyone. You can join in with our Rag charity fundraising, community Action volunteering, the Media Centre, music and arts activities, and over 100 different clubs and societies.

Find out more: www.lboro.ac.uk/about/students-union

Loughborough life
A busy market town in the East Midlands, Loughborough boasts great travel links and is situated between three nearby cities of Leicester, Nottingham and Derby. The town has a variety of entertainment on offer, including theatre, comedy, cinema and restaurants serving up global cuisine, alongside pubs, delis, bars and coffee shops.

For more information go to: loveloughborough.co.uk

The #LboroFamily
Coming to university is about so much more than just getting a degree – it is a brand new opportunity to build friendships, take part in once-in-a-lifetime experiences and create lasting memories. One thing that makes Loughborough so special is the close-knit community spirit that runs through our campus. Whether it’s within halls of residence, clubs and societies or Schools and departments, take a look at what it means to be part of our #LboroFamily.
This brochure was written several months in advance of the academic year to which it applies (2020). Every effort has been made to ensure that the information contained within is accurate at the time of publishing, but updates (for example to course content) are likely to occur due to the time between publication and the course start date. It is therefore important to visit our online prospectus at www.lboro.ac.uk/study before applying to check for any updates, as this will be the most up-to-date repository of information.