

Sport Management Masters FAQs:

Question: I have not studied sport management before. Should I apply?

Answer: This course is designed for people who are passionate about sport and want to work in the sport industries. If you want to work in the sport industries, then this is the course for you. Also, if you have (paid or unpaid) experience in the sport industries or the management of sport and want to upskill, the Sport Management Masters provides you with this opportunity.

Question: I have already completed an undergraduate degree in Sport Management. Should I do this Masters?

Answer: The Loughborough University Masters in Sport Management is an intensive 1 year postgraduate course for students who have not studied sport management for their undergraduate degree. So if you have already completed a 3 or 4 year degree in sport management, then you probably do not need this Masters.

Question: I have already completed an undergraduate degree in Management/Business/Economics. Should I do this Masters?

Answer: The Loughborough University Masters in Sports Management is skills based. This means that it teaches the core skills and business functions for managers, but in relation to the sports industry. If you want to upskill and broaden your knowledge in the specific context of the growing global sport industries, this course is an option for you. Just note that you will find familiar some of the basic management concepts, but this will surely facilitate your learning about sport.

Question: Do you have links with the sport industry? Are there opportunities to get “practical experience” during the course?

Answer: Yes. The course is designed to immerse students in the contexts and issues that sport organisations face. Real world case studies and guest lectures from industry representatives are part of the course.

The course has a focus on applied sport management skills. These are integrated in the different modules of the course. You will be able to do practical case studies in relation to different contexts such as events or marketing, for example.

Our Sport Management students can also benefit from access to the Coaching and Volunteering Academy, an extra-curricular programme of training and volunteering in areas such as marketing and media that will also provide practical experience for those participating.

As well as this, the Loughborough campus is a sporting paradise. There are a huge variety of sports organisations on campus and in the nearby community that you can gain experience from. During the year our students might be offered different opportunities to volunteer or to participate in real life projects with industry partners

through our Applied Sport Management Lead. Please note these opportunities change from year to year and cannot always be guaranteed as they depend on the needs of our internal and external industry partners.

Question: How is the course taught?

Answer: Sport management is all about people, and so there is a lot of interaction on this course. There are traditional lectures, which form the major part of the teaching, but there are also group work situations.

Question: What assessment techniques are used?

Answer: Each module has a variety of assessment methods. Modules use a different combination of group presentations, academic posters, reports, essays, in class tests and exams to assess learning. This programme puts an emphasis on developing group working skills, which are fundamental in the industry. Therefore you can expect a good amount of group and collaborative assessments in the course.

Question: How many students take the course and where are they from?

Answer: Each year we have around 70-75 students from over 20 different countries. Our course is a vibrant community of global students. You will be able to create and develop networks that, hopefully, will be with you for the rest of your life. Students come from almost the five continents, from China to South Korea, the USA, India, Brazil and many more.

Question: What does the research project involve?

Answer: Together with your supervisor you will choose a research question, and work to answer it. You will create new knowledge which is useful for people and organisations involved in the sport industries. The project is an individual piece of work in which you will be guided by a supervisor. Popular topics involve questions around sporting integrity, good governance, marketing, fan engagement, social media use, funding issues for sports, elite sport management, and the economics of professional sport leagues. Projects are often done in the context of a specific case study of your interest, although this is not a requisite. The final project that you will hand in for assessment is a 7000-8000 words piece of work in which you present the research process, your findings and the significance of what you found.

Question: Where can I find work after I graduate?

Answer: Sport is indeed a global sector, and our graduates work all over the world. Our graduates work in professional leagues, national governing bodies, commercial brands, sport development organisations, policy making roles and in research roles at sport departments. A degree in sport management also provides many transferable skills which can be used in the healthcare, fitness, tourism and

education sectors. Many graduates also work in these sectors. We maintain a LinkedIN group that will give you the opportunity to keep in contact with your course mates and other students of the course in the past. Job offers are often posted in that forum.

Question: Does the course offer internship opportunities?

Answer: Unfortunately, we are unable to offer formal internship opportunities during or after the course, given the size of our cohorts. However, you will have plenty of extra-curricular opportunities to develop applied skills in a practical context, as explained above.