

MSc in Sport & Recreation Business Management – Core Course Outlines

Social, Cultural, and Political Environments of Sport Management

This course offers an overview of the economic, political and social environment within which sport and recreation has developed. Focussing on the past twenty years in particular, the course examines the development of the sport and recreation business in the midst of globalisation. The course will consider such topics as social class and social mobility, consumerism, citizenship and social diversity and the place of sport and recreation in modern lifestyles. The main objective of the course is to develop a deeper knowledge and understanding of the various forces and actors that operate on sport and recreation in contemporary societies.

Organisation Structures, Cultures and Behaviours in Sport Management

This subject develops a framework for understanding the relationship between management and organisational theories and the management of sporting and recreation organisations. It examines organisational structures, decision processes and leadership in private, public and third-sector organisations responsible for the delivery of recreation services, and focuses on the impact of organisational processes on the individual.

Operational and Financial Systems in Sport Management

Efficient operational and financial systems are essential to any organisation in the sport and recreation sector, irrespective of its position in the public, private or voluntary sector. Control of the operational and financial processes and ensuring their efficient and effective use require an understanding of both the concepts and practices of operations financial and management accounting, and of the contribution of these processes to management decision-making. This module examines the application of theoretical concepts to a range of operations relevant to the delivery of sport and recreation services.

Marketing and Strategic Planning in Sport Management

The aim of this course is to develop a critical understanding of marketing principles, strategic aspects of marketing and strategic management in the sport and recreation industry. This module examines the key issues involved in marketing sport and recreation products and services and compares influences on the strategic development and marketing of public and commercial sector organisations. Students will critically analyse current marketing practice, the effectiveness of marketing strategies and the strategic management of change. It will enable students to develop skills in strategic analysis and the application of theoretical models to a range of sport and recreation businesses.

Sport Development and Social Policy in Sport Management

This module provides students with a critical understanding of theories of social policy and their relevance to an understanding of public policies for leisure. It will provide students with an understanding of the assumptions underpinning various perspectives that underpin social policy, theories of

government and quasi-government and their application to leisure policy and planning. It will examine the strengths and weaknesses of a range of recent sports development initiatives and examine issues relating to the definition of outcomes and approaches to monitoring and evaluating such initiatives.

Dissertation

The Dissertation is a major study demanding of the student a high level of individual application and commitment to research and enquiry. It provides the student with the opportunity to identify, reflect on and explore a topic that has implications for his/her own professional development, with a variety of possible outputs to reflect this diversity. The Dissertation will involve a critical interrogation of the relationship between professional practice, academic theory and the design, ethics and interpretation of research.