

Sports Business Management

(Master's) Twinning Program with

Leeds Beckett University (U.K.)

15
Glorious Years

**International School of
Management Studies**





Master's in Sports Business Management

Sports is now big business: changing people's lives, shaping communities, and having an impact on economies all over the world. You can start working in sports and advance your career to a senior management position or be motivated to seek a new and exciting career opportunity in the sports business, which can be provided in the UK and worldwide.

As part of your course you'll:

- ▶ Gain an understanding of the industry and the business principles that underpin it.
- ▶ Have the opportunity to work with industry partners in the Managing Creativity & Innovation option module.

This course has been designed to introduce you to the key principles and processes of sports business management, with the opportunity to tailor your studies to your individual needs and career aspirations through making considered assessment choices and, also, through the negotiated focus of the Major Independent Study.

Why Choose This Course?



- ▶ Study a diverse course that caters for both experienced sports management professionals and those looking to begin their career in the industry.
- ▶ Utilize the university's strong sporting links to work alongside the likes of Leeds United, Leeds Rhinos and Yorkshire Carnegie.
- ▶ Be among the first students to take advantage of the university's new state-of-the-art Carnegie School of Sport.
- ▶ Take advantage of the university's sport volunteering opportunities, which have previously included global events such as the Olympics, World Athletics Championships and Commonwealth Games.

Industry Link

From Footballers to Cricketers to Olympians, Leeds holds a golden name in the world of sports and due to its glory, it has many guest lecturers who will bring you in contact with cutting-edge practitioners and professionals in the sports industry, inspiring your learning, enhancing your networks and boosting your career prospects.



Subjects Taught

FIRST YEAR

Core Units

- Strategic Leadership and Management
- Strategic Change Management
- Research Methods

Specialized Units

- Strategic Marketing Management
- Strategic Human Resource Management
- Creativity, Innovation and Entrepreneurship

SECOND YEAR

Core Units

- Global Perspectives in Sport Marketing
- Sport Business Research Skills
- Analytics for Data Driven Decision Making
- Independent Project



Optional Modules (Any one of the following)

- Professional Practice in the Sport Industry
- Personalized Leadership and Management
- Economic & Financial Decision Making in Sport
- Managing Creativity & Innovation Consumer Experiences
- Brand Management & Sport Sponsorship Media & Digital Transformations

Alternate Courses

- MA Sports Development Management
- Msc Sports Marketing Management

University for Progression

Leeds Beckett University - Headingley Campus, England, United Kingdom.



Special Facilities

Leeds Beckett University has outstanding sports facilities at both the Headingley Campus and the world-famous Emerald Headingley Stadium, which is an international base for professional cricket, rugby league and rugby union teams.



Maintenance Funds

To obtain a successful Visa in the UK, students need to show maintenance funds towards the living cost of 1 year, apart from the fees to be paid to the university. As per current UK Visa and Immigration rules you must show that you have: £1,334 per month for living costs if you are studying in London for the majority of your study; £1,023 per month for living costs if you are studying anywhere else in the UK other than London for the majority of your study. The funds have to be shown in student's or parent's account for a consecutive period of 28 days.

Certification Included

BTEC Pearson - Extended Diploma in Strategic Management & Leadership

Post 1st Year

Certification Awarded

MSc in Sports Business Management

Post 2nd Year

Fee Academics

1st Year

4,30,000/-

2nd Year

GBP 8777 (INR 8,80,000/- approx.)*

currently charged fees, may change as per university guidelines.

Including Registration Fee

50,000/-


Work Permit in the UK

Students completing a Master's Degree are permitted to stay and work in the UK for two years as Post Study Work Visa (PSW) holders under current UK Border Agency (UKBA) rules.

Sports Facilities @ Leeds Beckett University



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 www.ismspune.in



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