



Programme Regulations 2022–2023

International Sports Management

PGCert
Individual modules

Important document – please read
This document contains important
information that governs your
registration, assessment and
programme of study

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Alternative Assessments during the Coronavirus (COVID-19) Outbreak

In line with our current General Regulations, the University may offer you alternative assessments where necessary. This includes holding timed assessments available to download and upload online in place of examinations. Please note that this statement replaces any published information relating to assessments or examinations in any of our materials including the website. Previously published materials relating to examinations should therefore be read in conjunction with this statement. The University of London continues to work towards supporting the academic progression of all its students. The University also continues to be mindful of the health and wellbeing of its students during this pandemic, whilst protecting the academic standards of its awards.

1 Structure of the programme

1.1

The following named qualification is awarded under the International Sports Management programme:

Postgraduate Certificate in International Sports Management (PGCert)

Qualification structure

1.2

The PGCert International Sports Management consists of:

Two core modules; and

Two elective modules

Individual modules

1.3

All modules from the International Sports Management programme may be studied on a stand-alone basis.

1.4

We may decide that you must successfully complete one module on a stand-alone basis before we will allow you to register for the PGCert.

2 Registration

Effective date of registration

2.1

Your effective date of registration will be

1 February

Appendix A: Programme structure

Appendix B: Module outlines

Core modules

Financial management in sport [ISM010] 15 credits

Modern sport organisations require professional management utilising financial management skills and techniques. This module provides learners with the ability to apply the various concepts of the broad discipline of Financial Management, in a realistic manner, in any modern sport context or organisation. By introducing and applying a range of appropriate techniques, based on recognised financial theories, this module develops a critical awareness and appreciation of the role of Financial Management in modern sport organisations.

The aim of this module is to develop capabilities in the broad area of Financial Management in managers, or those individuals who aspire to be effective managers of sport organisations. Learners will gain a deep insight and develop an appropriate understanding of and capability in the application of financial management techniques and principles in sport organisations.

Assessment: one two-hour unseen written examination (90%) and participation and/or contribution to forum discussions (10%)



the reasons why fans engage with particular sports, attend sporting events or subscribe to paid sports content. Marketing also helps to understand other key revenue sources for sports organisations, such as sponsorship and media rights.

This module takes the core principles of marketing; analysing sports markets, evaluating the brands and differential advantages of sports organisations and how these meet the needs and wants of sports fans, and critically appraising the challenges and opportunities in implementing sports marketing strategies through the sports marketing mix; services, people, processes, promotion, prices and place. The module also focuses specifically on the role of sponsorship and media for sports organisations.

The module aims to provide students with the tools and concepts to critically evaluate the key roles and functions of marketing for sports organisations. Students will analyse fans as customers and appreciate the distinctive challenges of marketing in a sports context. Particular emphasis will be placed on fan-

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This module will consider a range of issues relating to successful sporting event management, from bidding and developing the event to assessing the risks and planning the event through to staffing of events and evaluation of the event's success. The module will also focus on the creation of sustainable events and on designing in the legacies to maximise the contribution made by the event. This module will combine both critical perspectives and real life application, using practical examples based on major sporting events including the Olympics and Paralympic Games, to provide an understanding of the importance and role of major events and best practice on how to run major sporting events.

The module aims to evaluate the multi-faceted nature of major sporting events and to provide an understanding of the challenges and opportunities of planning major events and the processes with which students will engage in effective event development and management. The module considers the development of sustainable events and the role of people, including volunteers, in delivering the event and in enhancement of the skillset required to stage major sporting events which achieve the aims of all stakeholders.

Assessment: One limited-text presentation and accompanying 2,500-word report (90%), and participation and/or contribution to online forum discussions (10%).

Sports entrepreneurship [ISM130] 15 credits

The rationale behind this module is to provide students with the knowledge and approaches that will foster entrepreneurial activities

