



UNIVERSITY OF
LIVERPOOL

MSc

Sports Business and Analytics

Study mode

Full-time

Duration

12 months

Apply by: **28 August 2026**

Starts on: **21 September 2026**

About this course

The Sports Business and Analytics MSc will provide you with a master's level understanding of sports as a global business and the role that analytics plays in decision making.

Introduction

The programme explores sports businesses and organisations, their decision-making processes, and the stakeholders, along with the challenges and opportunities facing the business of sport. You'll look at sport through the lens of a wide range of disciplines including economics, finance, marketing, and analytics. Sport analytics takes a central role in the programme and the importance of analytics to decision-making in sport is at the forefront. As well as developing programming skills, the influences of data and analytics in shaping contemporary sports business are explored. The school's sports research and executive education delivered by the Centre for Sports Business is world-leading and this new programme will utilise the Centre's expertise in analytics and other disciplines:

Our MSc in Sports Business and Analytics offers a unique and comprehensive approach, combining expertise in sports data with essential business applications. This is a rare opportunity, as no other programmes at Russell Group Universities offer this blend of skills

The Management School has a range of funding opportunities for outstanding master's students, including the [**Management School Excellence Scholarship**](#) which offers tuition fee discounts of 50%. Eligibility and more information can be found on the School's [**scholarship pages**](#).

Who is this course for?

The programme is suited to individuals with ambitions to work in sports and sports-related sectors, in roles where data and information are essential to decision-making. Such roles could be across different parts of the organisation, where data and information can improve performance and outcomes.

What you'll learn

The programme will provide you with the opportunity to study for a master's degree in a Russell Group University which has an excellent reputation and network within Football, Cricket, Rugby and other sports based on its provision of high-quality education in the business of sport over the past 15 years.

Accreditation

The University of Liverpool Management School is one of an elite group of institutions worldwide to hold the gold standard triple accreditation from AACSB, AMBA and EQUIS.

You will have access to a specialist, in-house [**postgraduate careers team**](#) and have access to one-to-one career guidance, workshops, seminars, and employability initiatives. Graduates from our Sports Business and Analytics MSc course will have the skills to pursue careers in sports with roles in operations, strategy, business development, sales, management and analytics.

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Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

Semester one

During the first semester, you will undertake three compulsory modules of 20 credits each (60 credits in total).

COMPULSORY MODULES

- **ULMS857 Sport Marketing and Sponsorship**

Marketing and sponsorship are two of the key commercial drivers of the sports industry. They also differ substantially in both conceptualisation and practical implementation in comparison to other industries. This module introduces students to these fundamental differences, along with the unique management approaches, communication platforms, organisational processes associated with the marketing and sponsorship activities in professional sport. A key part of the module is also to introduce students to the concept of social marketing, drawing attention to the potential for commercially relevant, yet socially impactful marketing and communications practice.

- **ULMS725 Introduction to Programming and Analysis**

This module introduces students to the fundamentals of using R Studio or similar tools for programming and data analysis. Specifically, the course will cover the basics of R Studio, web scraping, data management, regression modelling, machine learning methods, and data visualisation. Students will learn to apply these methods to sports contexts and critically evaluate which techniques best suit specific data-driven operational questions. Through this module, students will gain hands-on experience curating and analysing their own datasets using advanced methods. They will apply these skills in sports-related scenarios and critically assess the appropriateness of various techniques for different research and decision-making challenges.

- **ULMS856 The Global Context of Sports Business**

The evolution of sport into a global structure of social and commercial interaction requires future sports business practitioners to have a robust, reflective understanding of the globalisation of sport – including its history, determining features, influences, and contemporary issues for future practice. This module is designed to introduce students to the complex, multi-domestic environment in which sports business exists. The political, social, economic, and technological significance of sport relative to contemporary issues of

governance, ethics and sustainability in the business of sport is of critical importance to this module. Additionally, the internationalization of major sports brands into overseas markets necessitates enquiry into the commercialisation and consumption of sport in both local and international contexts. These topics also act as a primer for later modules in marketing, and sports business practice. International case studies in the business of sport, and guest speakers will be used to punctuate theoretical discussions, and help illustrate core concepts for students. The central aim here is to provide students with an overview of the global sport arena, whilst also equipping them with a critical lens in which to evaluate the practice and impact of sports business. This approach helps to lay the foundations for future modules.

Modules

Compulsory modules	Credits
<u>SPORTS MARKETING AND SPONSORSHIP (ULMS857)</u>	20
<u>INTRODUCTION TO PROGRAMMING AND ANALYSIS (ULMS725)</u>	20
<u>THE GLOBAL CONTEXT OF SPORTS BUSINESS (ULMS856)</u>	20

Programme details and modules listed are illustrative only and subject to change.

Semester two

During the second semester, you will undertake three compulsory modules of 20 credits each (60 credits in total).

COMPULSORY MODULES

- **ULMS897 Sports Finance and Economics**

This module aims to give students an understanding of the key elements of finance and economics and how they impact upon sports organisations. In terms of finance, the module will focus on the balance sheet, breaking it down into the main assets that are used by a sporting institution and the alternative means through which those assets are financed. The concept of profitability and breakeven (for private and non-profit making organisations) from the income statement will be used to identify the main revenue streams and

costs involved in running a sporting institution along with the differences between profit and cash flows. This will enable students to analyse the financial statements of a sports based business through the use of financial metrics and key performance indicators. Additionally, ownership models will be analysed with the emphasis between those which focus on sporting versus financial achievements. Different techniques and models will be used to show how to value a sporting institution, along with the risks of using some of these models. The module will also provide students with a better understanding of the main analytical techniques to understand some key issues in sports economics. Sports economics will be used as a laboratory to study general economic problems. While the module does not require any previous knowledge in econometrics and quantitative analysis, the aim is for students to learn to interpret some of the main results found in relevant research papers on the different aspects of sports business.

- **ULMS744 Sports Data Analytics in Practice**

This module provides students with real-world experience by simulating the work typically undertaken for a sports organisation. Over the semester, students will engage with a complex case study, culminating in delivering a professional report and presentation designed for senior executives.

- **ULMS726 Methods for Managerial Decision-Making in Sports**

This module provides students with essential tools and knowledge for data-driven decision-making in sports management. It covers regression analysis, machine learning, forecasting, simulation, and data visualisation. The module explores the role of sports analytics across various sports and organisations, enabling students to identify and address key managerial challenges effectively. This module equips students with the skills to apply data-driven techniques in sports management. By focusing on regression analysis, machine learning, forecasting, simulation, and data visualisation, it helps managers make informed decisions in a sports context.

OPTIONAL MODULES

- **ULMS899 Sports Strategy and Governance**

This module considers what strategy is and what it means for the different types of sports organisations. The global sports sector comprises a large and diverse range of organisations; from for-profit companies such as Nike and Adidas through to major media companies including Sky and Netflix. Beyond this, there is a larger proportion of non-profit organisations, such as governing bodies, clubs and leagues. The module covers the goals of the organisation; vision, purpose and values; tools and techniques for strategic planning, and the ways in which resources and capabilities of the organisations can be developed. The module also focuses on the governance structures of sports organisations, the trade-offs which are made in adopting different governance structures and the way in which these can impact on the

effective operation of sports. The module will further look at different sport governance policy and principles and examine how effectively these are being used.

Modules

Compulsory modules	Credits
<u>SPORTS FINANCE AND ECONOMICS (ULMS897)</u>	20
<u>SPORTS DATA ANALYTICS IN PRACTICE (ULMS744)</u>	20
<u>METHODS FOR MANAGERIAL DECISION MAKING IN SPORTS (ULMS726)</u>	20

Optional modules	Credits
<u>SPORTS STRATEGY AND GOVERNANCE (ULMS899)</u>	20

Programme details and modules listed are illustrative only and subject to change.

Final project

You will complete your course with a final 60-credit applied research project or dissertation.

For your final project you will be supported by an academic supervisor

- **ULMS790 Dissertation**

Conduct an academically oriented research project based on a case, organisation, or context of their choice.

Modules

Compulsory modules	Credits
<u>DISSERTATION (ULMS790)</u>	60

Programme details and modules listed are illustrative only and subject to change.

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Careers and employability

You will have access to a specialist, in-house [**postgraduate careers team**](#) and have access to one-to-one career guidance, workshops, seminars, and employability initiatives. Graduates from our Sports Business and Analytics MSc course will have the skills to pursue careers in sports with roles in operations, strategy, business development, sales, management and analytics.

You will have access to a specialist, in-house postgraduate careers team and have access to one-to-one career guidance, workshops, seminars, and employability initiatives. Graduates from our Sports Business and Analytics MSc course will have the skills to pursue careers in sports with roles such as:

- Sports data analyst
- Sports business strategist
- Sports marketing manager
- Sports operations manager
- Sports finance analyst
- Business development manager – Sports industry
- Sports sponsorship manager
- Sports event analyst
- Sports HR manager
- Customer insights analyst – Sports sector
- Sports technology consultant
- Sports researcher.

Career support from day one to graduation and beyond

Career planning

From education to employment

Networking events

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Fees and funding

Your tuition fees, funding your studies, and other costs to consider.

Tuition fees

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)

Full-time place, per year – £14,000

International fees

Full-time place, per year – £30,000

Fees stated are for the 2025/26 academic year. Tuition fees for the academic year 2026/27 will be announced soon.

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support.

- You can [pay your tuition fees in instalments](#).
- All or part of your tuition fees can be [funded by external sponsorship](#).
- International applicants who accept an offer of a place will need to [pay a tuition fee deposit](#).

If you're a UK national, or have settled status in the UK, you may be eligible to apply for a Postgraduate Loan worth up to £12,167 to help with course fees and living costs. [Learn more about paying for your studies](#).

Additional costs

We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the [additional study costs](#) that may apply to this course.

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Entry requirements

The qualifications and exam results you'll need to apply for this course.

Postgraduate entry requirements

We accept a 2:2 honours degree from a UK university, or an equivalent academic qualification from a similar non-UK institution. This degree can be in any subject discipline. Non-graduates with very extensive professional experience and/or other prior qualifications may also be considered.

International qualifications

Select your country or region to view specific entry requirements.

Many countries have a different education system to that of the UK, meaning your qualifications may not meet our entry requirements. Completing your Foundation Certificate, such as that offered by the [University of Liverpool International College](#), means you're guaranteed a place on your chosen course.

English language requirements

You'll need to demonstrate competence in the use of English language, unless you're from a [majority English speaking country](#).

We accept a variety of [international language tests](#) and [country-specific qualifications](#).

International applicants who do not meet the minimum required standard of English language can complete one of our [Pre-Sessional English courses](#) to achieve the required level.

IELTS

6.5 overall, with no component below 6.0

Duolingo English Test

125 overall, with writing not less than 125, speaking and reading not less than 115, and listening not below 110. For academic year 2025/26 only, we will also accept the production, literacy, comprehension and conversation score set: 120 overall, with no component below 105.

Pre-sessional English

Do you need to complete a Pre-sessional English course to meet the English language requirements for this course?

The length of Pre-sessional English course you'll need to take depends on your current level of English language ability.

Pre-sessional English in detail

If you don't meet our English language requirements, we can use your most recent IELTS score, or [the equivalent score in selected other English language tests](#), to determine the length of Pre-sessional English course you require.

Use the table below to check the course length you're likely to require for your current English language ability and see whether the course is available on campus or online.

Your most recent IELTS score	Pre-sessional English course length	On campus or online
6.0 overall, with no component below 6.0	6 weeks	On campus
6.0 overall, with no component below 5.5	10 weeks	On campus and online options available
6.0 overall, with no more than one component below 5.5, and no	12 weeks	On campus and online options

Your most recent IELTS score	Pre-sessional English course length	On campus or online
component below 5.0		available
5.5 overall, with no more than one component below 5.5, and no component below 5.0	20 weeks	On campus
5.0 overall, with no more than one component below 5.0, and no component below 4.5	30 weeks	On campus
4.5 overall, with no more than one component below 4.5, and no component below 4.0	40 weeks	On campus

If you've completed an alternative English language test to IELTS, we may be able to use this to assess your English language ability and determine the Pre-sessional English course length you require.

Please see our guide to [Pre-sessional English entry requirements](#) for IELTS 6.5 overall, with no component below 6.0, for further details.

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