



UNIVERSITY OF
LIVERPOOL

MSc

Sports Business and Management

Study mode

Full-time

Duration

12 months

Apply by: **28 August 2026**

Starts on: **21 September 2026**

About this course

The MSc Sports Business and Management offers students a master's level understanding of the global business of sport – its organisations, stakeholders and the disciplines which make it operate successfully – with a business focus on the challenges and opportunities within the global sports business.

Introduction

Our MSc Sports Business and Management is ranked 1st in the UK, 3rd in Europe, and 14th in the world in the [2023 SportBusiness Postgraduate Rankings](#).

The programme provides students with the opportunity to study an MSc Sports Business and Management in a Russell Group University which has an excellent reputation and network within football, horse racing, cricket, rugby and other sports based on its provision of high-quality education in the business of sport over the past 15 years.

The MSc Sports Business and Management programme was designed in consultation with industry employers, including Liverpool and Everton Football Clubs, St. Helens RFLC (Rugby League) and Deloitte, to identify and incorporate the skills required by industry both now and in the future.

Modules cover the global context of sports business, sports marketing and sponsorship, sports operations and events, and leadership in sport.

In the capstone 'Sports Business Practice' module students will have opportunities to visit Premier League Football Clubs as well as high-profile sports businesses from

cricket, rugby and other sports. Students will have access to excellent sports business speakers to enhance their understanding of the practical aspects of working in the global sports business market.

The Management School has a range of additional 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](#).

Accreditation

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

Accreditation in detail



AACSB

AACSB Accreditation Standards require a high quality teaching environment, a commitment to continuous improvement, and curricula responsive to the needs of businesses. This achievement means that the Management School meets specific standards of excellence. It also means it's committed to on-going improvement in delivering high quality education.

AMBA

[AMBA](#) is the highest standard of achievement in postgraduate business education. MBA students and graduates, business schools and employers all

recognise it as a gold standard. AMBA's rigorous criteria and assessment process ensure that only programmes that demonstrate the highest standards in teaching, learning and curriculum design; career development and employability; and student, alumni and employer interaction achieve accreditation.

EQUIS

The School is also accredited by [EQUIS](#), which is the leading international system of quality assessment, improvement and accreditation of higher education institutions in management and business administration. Institutions that are accredited by EQUIS must demonstrate not only high general quality in all dimensions of their activities, but also a high degree of internationalisation and corporate connections.

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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

Please note the structure of this programme remains subject to approval following exciting developments for our September 2025 students. If you receive an offer for this programme, you will be advised of any amendments that are made prior to the programme's start date.

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.

- **ULMS859 Sports Operations and Events**

This module will provide students with a critical understanding of the concepts and theories of operations and event management with regard to sports organisations. It will enable students to evaluate the operation of sports facilities, stadia, arenas and events through case studies, guest speakers and visits. Additionally, students will undertake a simulation exercise that enables them to apply operations theory and evaluate their own operations practice.

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

This module provides a comprehensive examination of sports marketing, sponsorship-linked marketing, and strategic partnerships, essential for sports business from a management perspective. Students will develop a deep understanding of marketing strategies tailored to the sports sector, including the creation, execution, and management of sponsorship partnerships.

Incorporating a focus on modern business analytics and marketing technology, the module introduces students to the tools and techniques that drive decision-making and performance measurement in sports marketing. Students will reflectively and critically engage in debates around how data analytics, digital platforms, and marketing technology are transforming fan engagement, brand exposure, and sponsorship ROI, ensuring they are equipped to navigate the future of sports marketing and sponsorship.

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

Semester two

Please note the structure of this programme remains subject to approval following exciting developments for our September 2025 students. If you receive an offer for this programme, you will be advised of any amendments that are made prior to the programme's start date.

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

- **ULMS898 Sports Leadership and Personal Development**

This module will consider leadership in sport from a number of perspectives, critically examining a range of leadership theories to help make sense of leadership practice within the global sport industry. This will include the exploration of leadership cultures and the notion of responsible leadership will be explored in the context of student's own values and through evaluation of cases of recent scandals and examples of the 'dark side of leadership' within sport. Additionally, the module will enable students to consider their career aspirations and reflect on the attributes they need to develop in order to be successful within their future career.

- **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 ultimate 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.

- **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 though 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.

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

Choose one:

- **ULMS719 Advanced Management Research**

This optional module provides students with the opportunity to develop knowledge and understanding of the multi-level processes involved in

organisational and managerial practices, with a focus on business analysis, strategic decision-making, and practical application. The module includes common training in data analysis, research, and proposal development, equipping students with the essential skills to undertake in-depth investigations and present information coherently to support recommended courses of action. Students will have the flexibility to pursue one of several project options: business planning, consultancy reports, industry analysis or empirical investigation. The individual assignment allows students to critically evaluate and synthesise relevant theories, models, and practices of management, applying them to a specific area of research within their MSc programme.

- **ULMS790 Dissertation**

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

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

Teaching and assessment

How you'll learn

On our MSc Sports Business and Management, modules are taught using the latest active learning techniques. These include the use of real-world case studies from the world of professional sport, authentic assessment tasks that mimic sports organisation activities and requisite outputs, business scenario and negotiation simulations, use of interactive participation software, and lecture capture. We also ensure that each module has a distinctive contribution from an industry guest speaker, and host a broader “in conversation” series where C-suite executives from the sports industry contribute to engaging discussions with faculty and students.

The principal forms of teaching are lectures and seminars with lectures normally being supported by material such as hand-outs and presentations. Seminars allow for a more detailed discussion of a topic under the direction of a tutor. You are normally expected to prepare work in advance for seminars and may be expected to present work or give presentations.

Following semester two you will complete either a dissertation or the Strategic Business Research for Sport project with the support of an academic supervisor. This final project enables students to specialise in an area of the sports business discipline to deepen their knowledge, understanding and capabilities in this area.

Teaching time will account for an average of 10 hours per week and you should anticipate an additional 24 hours of self-directed study and group work per week.

How you're assessed

In semester one and two, you will take modules totalling 120 credits. The dissertation or research project completed during the summer period is worth 60 credits and students will be supported by their academic supervisor.

Students are required to complete 180 credits to achieve a full MSc.

Subject to meeting specific criteria outlined by the University, students will graduate with a Pass, Merit or Distinction.

Assessment tasks are varied and some may be designed specifically to meet the learning outcomes of a particular programme of study, but students can expect to be assessed via coursework, essay, group work, presentations, case studies, negotiation exercises, reports and examinations. The weighting of individual components will vary from one module to another. All assessment information is included within the module specification.

Liverpool Hallmarks

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.

The Liverpool Curriculum framework sets out our distinctive approach to education. Our teaching staff support our students to develop academic knowledge, skills, and understanding alongside our **graduate attributes**:

- Digital fluency
- Confidence
- Global citizenship

Our curriculum is characterised by the three **Liverpool Hallmarks**:

- Research-connected teaching
- Active learning
- Authentic assessment

All this is underpinned by our core value of **inclusivity** and commitment to providing a curriculum that is accessible to all students.

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Careers and employability

You will have access to a specialist, in-house postgraduate careers team, offering personalised one-to-one careers guidance, workshops, seminars, and employability initiatives to support your career development.

Graduates from our Sports Business and Management MSc course have gone on to secure roles with a range of prestigious organisations, including Red Bull, Cobalt, the Professional Footballers Association, Deloitte LLP, the German Football Association, PFC Levski Sofia, UEFA, and Procam Television Holdings Ltd. They have taken on positions such as Commercial Manager, Live Sports Trader, Commercial Executive, Scout Analyst, Senior Marketing Manager, Production Assistant, and Business Development Executive.

Employment outcomes are strong, with 87% of graduates finding employment within six months of completing the programme. Popular job titles include Social Media and Sponsorship Manager, Digital Project Officer, Social Media Executive, and Project Administrator. Employers of recent graduates include Sports Side, All Star Tennis, Everton FC, Liverpool FC, JSW Sports, Liverpool John Moores University, and Decathlon. Graduates have found roles across Liverpool, London, throughout the UK, and internationally in locations such as India, Japan, China, and Ohio.

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

TOEFL iBT

88 overall, with minimum scores of listening 19, writing 19, reading 19 and speaking 20. TOEFL Home Edition not accepted.

Duolingo English Test

125 overall, with writing not less than 125, speaking and reading not less than 115, and listening not below 110

Pearson PTE Academic

61 overall, with no component below 59

LanguageCert Academic

70 overall, with no skill below 65

PSI Skills for English

B2 Pass with Merit in all bands

INDIA Standard XII

National Curriculum (CBSE/ISC) – 75% and above in English. Accepted State Boards – 80% and above in English.

WAEC

C6 or above

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 component below 5.0	12 weeks	On campus and online options 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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