



Loughborough
University
London

Institute for
Sport Business

lborolondon.ac.uk/sport-business

Our achievements



**RANKED 4th
IN THE UK**

GUARDIAN UNIVERSITY
GUIDE 2020

QS WORLD RANKINGS
BY SUBJECT 2019
**1ST IN THE
WORLD FOR SPORT
RELATED SUBJECTS**


**GOLD
TEACHING
EXCELLENCE
FRAMEWORK**

Welcome

The UK operates one of the most dynamic and forward-thinking sports markets in the world. Supporting over 450,000 jobs and generating £20bn for the economy over the last five years, London is becoming the new hub for sport business, as experts suggest more money will be invested into the sport industry over the coming years.

One thing that all students notice when they join the Institute for Sport Business is the ambitious, collaborative community we have established on campus. We are committed to helping our students to achieve great things, and work hard to support our students to build strong career plans, alongside the skills and experience they need to succeed in today's job market.

Our students and staff enjoy working together on various projects and activities throughout the year, which aim to benefit communities and organisations across the world. We have a strong network of industry partners and encourage all

of our students to collaborate with a range of organisations during their studies.

Whether your goal is to launch your own sport business, or support the success of an existing sport organisation, the Institute for Sport Business is dedicated to making your future career ambitions a reality.

I hope to welcome you to the campus soon.

Best regards,

Professor James Skinner

Director of the Institute for Sport Business



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“I’ve had the opportunity to network with some of the UK’s best sports technology start-ups and I’ve even got to work with Chelsea Football Club to improve their fan-engagement strategy.”
—

Charlie

Sport Business and Leadership MSc





Outstanding campus

Loughborough University London operates inside an 9,000m² collaborative learning space, providing state-of-the-art equipment and materials to ensure knowledge, research and creativity can thrive.

As a postgraduate student with us, you will gain 24-hour access to all of our facilities, including our campus library, which holds over 9,000 books, journals and papers. A further 50,000 resources can also be found online.

You will also have access to cutting-edge technology, including over 120 laptops available to hire, high-powered CAD computers, wide format printers, 3D printers, laser cutters and much more.



**WORKING WITH MORE
THAN 30 ORGANISATIONS
FOR OUR UNIQUE
COLLABORATIVE PROJECT
MODULE**



**QS GRADUATE
EMPLOYABILITY
RANKINGS 2020
1ST IN THE UK FOR
EMPLOYER-STUDENT
CONNECTIONS**





Maximising your employment prospects

Studying a postgraduate-level qualification is not just about your academic programme or area of research.

We offer a comprehensive package of guidance and support that is positioned at the core of every postgraduate's learning experience. Students can expect workshops on future career destinations and networking with potential employers alongside real-world experience from activities such as our Collaborative Project.

From interview master classes to inspiring guest lectures, and from company site visits to organisation-based dissertation projects, we will provide you with the tools and experiences you need to secure your future career goals.

Research degrees

Students undertaking a research degree with Institute for Sport Business will have the opportunity to work with world-class researchers in the field and gain first-hand experience of real-life problem solving.

—
“Loughborough has given me countless opportunities to visit high performing sport environments and liaise with a range of key influencers in sport. I’ve never experienced this before and it’s a great opportunity.”
—

Jaqueline

Sport Business Doctoral Researcher



Sport Business, PhD

£ See website (UK/EU), £22,350 (International)*

🕒 3 years full-time, up to 6 years part-time

🎓 An honours degree (2:1 or above) or equivalent overseas qualification.
IELTS: 6.5 overall, with a minimum of 6.0 in each component.

By undertaking a PhD with the world's premier university for sports-related subjects (QS World Rankings by Subject 2019), you will have the opportunity to work with top researchers and industry leaders, and gain first hand experience of real life problem solving. You will receive a comprehensive package of training and support to continue into a professional research career, or to progress into a variety of roles with regional, international and multinational sport businesses and enterprises.

Research by the Institute for Sport Business focuses on money, morality and meaning, and the implications of these factors on sport business. As such, the Institute maintains an interest in the following research topics:

Sport consumer engagement

- Fan and consumer experiences
- Sport product and service evaluation
- Athlete and player support and welfare.

Sport enterprise performance

- Leadership and organisational systems
- Innovation and culture
- Technologies, data, analytics and futures.

Sport social innovation

- Sport development and peace
- Social impact, capital and legacy
- Sport and (C)SR.

Master's degrees

Our teaching is delivered by world-class academics, influential thought leaders and inspiring industry professionals with commanding knowledge of the business of sport.

—
"I have enjoyed the range of different teaching styles and activities included across my modules, from guest lecturers, company site visits and interactive lectures."

—
Lauren

Sport Business and Innovation MSc



Sport Analytics and Technologies MSc

£ £10,900 (UK/EU), £25,500 (International)*

🕒 1 year full-time, up to 4 years part-time

🎓 An honours degree (2:1 or above) or equivalent overseas qualification.
IELTS: 6.5 overall, with a minimum of 6.0 in each component.

This programme

Our Sport Analytics and Technologies MSc will develop your understanding of data-driven decision-making and strategy formulation, and how statistical analysis and data visualisation assist in identifying sport business trends and solutions.

Sport is embracing digital technologies to improve performance and shake-up tired and redundant business practices. The sports media provides valuable content and audiences for broadcasters, companies and sponsors. Thus understanding the importance of how technology is shaping the business of sport is essential for future sport business professionals and entrepreneurs. New technological applications in the business of sport requires graduates with new knowledge and skills to navigate this rapidly changing sector.

You will develop a critical understanding of the dynamics of the sport analytics and media sectors. You will use your analytical skills to evaluate and reflect on the innovation process and the behaviours required to manage innovation in the sports digital and media industry.

Our modules cover a wide range of topics to prepare you for your future career. The programme will provide you with knowledge of the technologies driving sport digital and media development, and other related activities. You will have the opportunity to develop advanced networking skills and will work in collaboration with others in order to compete in today's global sport business environment.

*Fees correct for 2020/21 entry. For more details visit lborolondon.ac.uk

Sport Business and Innovation MSc

£ £10,900 (UK/EU), £25,500 (International)*

🕒 1 year full-time, up to 4 years part-time

🎓 An honours degree (2:1 or above) or equivalent overseas qualification.
IELTS: 6.5 overall, with a minimum of 6.0 in each component.

This programme

Our Sport Business and Innovation MSc provides an understanding of key management and marketing principles, and will be introduced to the development of business strategy and sports governance.

This programme provides you with opportunities to develop innovative solutions to real problems that are currently facing sport businesses today, allowing you to gain a competitive advantage when applying for positions in the sector.

Our students will examine the rapid growth in the business of sport and its accompanying impacts in an era of significant social, economic and technological change. Through this examination you will be able to identify industry trends,

understand customer needs, and establish and evaluate the organisational practices required to remain competitive in a global sport marketplace.

This programme will enable you to develop the critical analysis skills required to evaluate and reflect on the innovation process and the behaviours required to manage innovation in the sports industry.

An MSc in Sport Business and Innovation prepares you for career paths in the fields of sport, business and business innovation. Opportunities may include careers in commercial sporting organisations, international governing bodies and the not-for-profit sector. You will also acquire the skills required to establish your own sport enterprise if desired.

*Fees correct for 2020/21 entry. For more details visit lborolondon.ac.uk

Sport Business and Leadership MSc

£ £10,900 (UK/EU), £25,500 (International)*

🕒 1 year full-time, up to 4 years part-time

🎓 An honours degree (2:1 or above) or equivalent overseas qualification.
IELTS: 6.5 overall, with a minimum of 6.0 in each component.

This programme

This programme is designed for individuals looking for leadership and management positions within the sport business industry. You will visit a number of influential sport leadership environments, and receive guidance from top leaders in the field.

Our students will immerse themselves in the business of sport, enhancing their leadership capacity and business acumen in relation to the complex and rapidly emerging global sport business environment.

Our Sport Business and Leadership MSc will develop your leadership and business skills that have specific application to the challenges

confronting sport organisations at a global, national and local level.

Studying a master's in Sport Business and Leadership will prepare you for careers in middle and senior leadership positions in a range of sectors, including commercial, not-for-profit and international sporting organisations. You will also have access to training and development to establish your own sport enterprise.

Sport Marketing MSc

£ £10,900 (UK/EU), £25,500 (International)*

🕒 1 year full-time, up to 4 years part-time

🎓 An honours degree (2:1 or above) or equivalent overseas qualification.
IELTS: 6.5 overall, with a minimum of 6.0 in each component.

This programme

This programme will provide you with a robust understanding of the key principles of marketing and the study of sport business, so that you can compete as a marketer in the ever-evolving sport industry.

Through world-class teaching from our academics, you will develop a complex understanding of the latest sport marketing and business management techniques. You will discover the latest sport marketing tools used by real organisations in the industry, and will analyse and evaluate some of the challenges faced by sport marketers today.

You will discover how to create successful sport marketing strategies, using market research, targeted marketing techniques and marketing communications knowledge, using project management and campaign monitoring skills.

Alongside teaching of sports marketing theory and practice, you will gain hands-on experience of project planning and industry collaboration, through practical modules such as the Collaborative Project and Design Innovation Project.

Graduating from Sport Marketing will provide you with job opportunities in brand management, marketing communications, social media marketing and digital marketing.



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*“The opportunities and networking that I’ve
been exposed to have been invaluable.”*
—

Harriet Eastham
Sport Analytics and Technologies MSc



How to apply

*Applications for all of our programmes must be made online,
via the Loughborough University Application Portal.*

1

CHOOSE A PROGRAMME

2

CHECK THE ENTRY REQUIREMENTS

3

ESTABLISH THE COSTS

4

CHECK OUR SCHOLARSHIPS, BURSARIES AND FUNDING OPTIONS

5

BEGIN THE APPLICATION PROCESS ONLINE



lborolondon.ac.uk/apply



Apply now

Like what you see at Loughborough University London?

Submit an application online: lborolondon.ac.uk/apply



Chat to us

Join a live discussion with staff and students and receive instant responses to your questions by joining one of our regular webchats.

Find out more: lborolondon.ac.uk/webchats



Email us

E: London@lboro.ac.uk

Follow us

Keep up to date with all of our latest news and events by following us on social media.



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