



MSc Sports Management

The Department of Sports Studies is offering an exciting new degree in Sports Management that will help you develop your career in the sports industry. It has been designed to meet the industry's need for well-qualified managers who can combine management and financial skills with specialist knowledge of sport.

Taught by staff with consultancy and research experience, this MSc reflects the current industry trends and employer needs.

Your studies will include: sports management, marketing, finance, law, ethics and policy.

You will have the chance to work on case studies, gain expertise from people in the business, and work closely with a sports organisation.



The University of Stirling is Scotland's leading university for sport and the first choice for students who wish to combine sport and study.

The University is home to various sports organisations, offers first-class sports facilities and provides an excellent teaching environment.

- **1st** in Scotland and **3rd** in the UK for studying sport (*Guardian*, 2006)
- **1st** in Scotland for sports facilities and services (*The Good University Guide*, 2008)
- Student and graduate medal winners in the 2006 Commonwealth Games



Why Stirling, why now?

The sports industry is growing in the UK, driven by both performance and participation agendas. The next 10 years and their legacy, through the Olympics and Commonwealth Games, will offer huge opportunities for employment. The University of Stirling and the Department of Sport Studies are central to sports policy, coaching and science in Scotland.



Learning to further your career

Mode of Study

You can study this programme either full-time or part-time to Postgraduate Certificate, Postgraduate Diploma or MSc level.

Who Can Apply?

It is expected that you will usually have either a first degree at 2:2 Honours level in any subject, or will have experience in sports management/ administration. Application forms can be found online at: www.stir.ac.uk

For more information see: www.sports.stir.ac.uk

Contact: **Karen Caldwell** on T: **01786 466498** or E: karen.caldwell@stir.ac.uk

MY STIRLING

“This is one of the most exciting periods for Scottish sport with the Commonwealth Games and their legacy set to transform the opportunities for everyone in the community. The MSc in Sports Management at Stirling provides an excellent grounding in the challenges and opportunities in this field. I am positive that graduates from this course will be among those who will provide the leadership in Scottish sport for many years to come.”

DEREK CASEY, Interim Chief Executive,
Glasgow 2014 Commonwealth Games