



**UNIVERSITY
OF LONDON**

Programme Specification 2025–2026

International Sports Management

PGCert
Individual modules

Important document – please read

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Important information regarding the Programme Specification

About this document

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The Programme Specification gives a broad outline of the structure and content of the programme, the entry level qualifications, as well as the learning outcomes students will achieve as they progress. Some of the information referred to in this programme specification is included in more detail on the University of London [website](#). Where this is the case, links to the relevant webpage are included.

Where links to external organisations are provided, the University of London is not responsible for their content and does not recommend nor necessarily agree with opinions expressed and services provided at those sites.

For queries about any of the programme information provided, whether here or on the website, registered students should use the *Ask a question* button in the [student portal](#). Otherwise, the *Contact Us* link at the bottom of every webpage should be used.

Terminology

The following language is specific to the **International Sports Management** programme:

Module: Individual units of the programme are called modules. Each module is a self-contained, formally structured learning experience with a coherent and explicit set of learning outcomes and assessment criteria.

Individual module: An individual module is a stand-alone independent short course that is studied and assessed without being registered for a related qualification.

Session: Session 1 starts in January or February. Session 2 starts in September. Each module will run in both sessions (subject to availability) and students can start in either session.

Limited-text presentation: A collection of individual slides containing information on a topic, created using an application, including but not limited to Microsoft PowerPoint.

Coursework: Within these regulations, this refers to any and all elements of assessment excluding the examination.

Key revisions made

Programme specifications are revised annually. The quality committee of the University of London, as part of its annual review of standards, confirms the programme structure and the educational aims and learning outcomes, and advises on any development in student support.

Where there are changes which may impact on continuing students, these are listed below. For all new students, the programme and general information provided in this document is correct and accurate and will be applicable for the current year.

Significant changes made to the Programme Specification 2025–2026

Internet access and computer specification – updated to reflect minimum computer requirements.

Programme title and qualifications

Postgraduate Degrees of the University of London may be classified. The award certificate will indicate the level of the academic performance achieved by classifying the award. The classification of the degree will be based on the ratified marks from the completed assessments.

The classification system for these awards is as follows:

Distinction; Merit; Pass.

Specific rules for the classification of awards are given in the [Programme Regulations](#), under Scheme of Award.

Programme title

International Sports Management

Qualifications

Postgraduate Certificate in International Sports Management

Individual modules

There is also provision for individual modules of the programme to be studied on a stand-alone basis. All modules from the International Sports Management programme may be studied on a stand-alone basis.

It is possible to apply to take up to three credit-bearing modules (45 credits), subject to availability, on a stand-alone basis without being registered for the PGCert.

Credit for stand-alone individual modules (a maximum of 45 credits) will be considered provided that the application for the PGCert is made within three years of the completion of the relevant modules. Neither progression nor credit is automatic.

Qualification title may be abbreviated as follows:

Postgraduate Certificate – PGCert

Level of the programme

The Framework for Higher Education Qualifications of UK Degree-Awarding Bodies (FHEQ) forms part of the UK Quality Code for Higher Education of the [Quality Assurance Agency for Higher Education](#) (QAA).

The qualification is placed at the following Levels of the Framework for Higher Education Qualifications (FHEQ):

PGCert Level 7

Individual modules are offered at Level 7.

Relevant QAA subject benchmarks group

See the [QAA website](#) for information about quality assurance.

Awarding body

University of London

Registering body

University of London

Academic direction

University of London

Accreditation by professional or statutory body

Not applicable

Language of study and assessment

English

Mode of study

Flexible and online study

Programme structures

The PGCert International Sports Management consists of four modules (each worth 15 UK credits), as follows:

- Two core modules:
 - Financial management in sport
 - Sports strategy, governance and leadership
- Two elective modules from a choice of the following:
 - Sports marketing, sponsorship and media
 - International sport development
 - Sports events management
 - Sports entrepreneurship

Individual modules

All modules are available to be studied on an individual basis.

Full details of the Scheme of Award are included in the [Programme Regulations](#).

Maximum and minimum periods of registration

The maximum and minimum period of registration, from a student's effective date of registration, are:

	Minimum	Maximum
Postgraduate Certificate	One year	Two years
Individual modules	Six months	Two years

Students will retain the period of registration initially given to them on registration if the maximum registration period for their qualification changes during their studies.

Study materials are made available after registration and on payment of the applicable fee.

Credit value of modules

Further information about the credit systems used by universities in the UK and Europe is provided by the [Quality Assurance Agency](#) and the [European Credit Transfer and Accumulation System](#).

Where credits are assigned to modules of a programme, credit indicates the amount of learning carried out in terms of the notional number of study hours needed, and the specified Framework for Higher Education Qualifications of UK Degree-awarding Bodies (FHEQ) level indicates the depth, complexity and intellectual demand of learning involved. The details below indicate the UK credits and the European Credit Transfer and Accumulation System (ECTS) values.

For the International Sports Management programme, credits are assigned to the modules as follows:

- 15 UK credits or 7.5 ECTS credits for all core and elective modules.

The award of Postgraduate Certificate is comprised of 60 UK credits or 30 ECTS credits.

One UK credit equates to a notional ten hours of study.

Recognition of prior learning

Recognition of prior learning is a generic term for the process by which we recognise and, where appropriate, award credit for learning that has taken place elsewhere before entry onto this programme of study. Where the prior learning covered a similar syllabus to a module/course studied elsewhere, credit will be awarded as if the student took the University of London module/course.

See the [General Regulations](#) (Section 3) for more rules relating to prior learning.

Prior learning will not be recognised or accredited for this programme.

Entrance requirements

Applicants must submit an application in line with the procedures and deadlines set out on the [website](#).

All entrance requirements are set out in detail on the programme page under the [Entry Requirements](#) tab.

We consider qualifications from around the world. Details are available [here](#).

English language requirements

All applicants must satisfy the English language requirements for the programme. These are set out in detail on the programme page under the Entry Requirements tab. All teaching is in English. Therefore, students need to have the required level of written and spoken English to cope with their studies right from the start.

Where an applicant does not meet the prescribed English language proficiency requirements but believes that they can demonstrate the requisite proficiency for admission the University may, at its discretion, consider the application.

Internet access and computer specification

Students will require regular access to a portable computer with an internet connection to use the University of London's online resources and systems.

Students must be able to download and install software to their Windows or MacOS device to include secure examination browsers for online assessment purposes (if offered on their programme of study). Depending on the security settings for each assessment students may be required to have full administrator rights on their computer to install and run the software needed to take part in the assessment. Full administration rights are likely to apply to a computer that they own but not to one provided by their employer, for example.

Computer requirements

The portable computer must have at least the following minimum specification:

- Windows: 10 and 11 on 64-bit platforms
- MacOS Big Sur (version 11) and higher
- CPUs newer than 2011 (Intel Sandy Bridge (Core i3, i5 and i7 or newer))
- OpenGL 2.0 graphics driver
- Local storage for the recording of proctored examinations (75MB per hour)
- Web camera & microphone (internal or external)
- A broadband internet connection capable of streaming live video

Minimum device requirements are subject to change and older operating systems may become obsolete over time.

It should also have the following applications installed:

- Word processor (for Microsoft Word documents)
- A PDF reader (e.g. Adobe)

Certain modules have additional requirements, such as:

- A media player (such as VLC) to play video files
- Video and audio recording capability (to record audio and save recordings to a digital format)
- A slideshow presentation programme (e.g. Microsoft PowerPoint) capable of saving to PDF

Where applicable, students will be provided with any additional requirements for the assessment platform in advance of their assessment.

Certain services **will** require a mobile device for Multi-Factor Authentication (MFA). This is a key security feature that adds an extra layer of protection for students' account and data, requiring two or more steps to verify their identity when logging in. This may include accepting a sign-in notification on their smartphone or entering a unique code sent via SMS

or phone call to their mobile device. It is the student's responsibility to ensure that their mobile device meets the specified requirements for MFA.

Please note: full mobile access is not available for all programmes. Proctored assessments will not work on any smartphone, tablet, Chromebook, Linux Operating Systems or other mobile device of any kind.

Students with specific access requirements

The University of London welcomes applications from disabled students and/or those who have access requirements. The University will make every effort to provide reasonable adjustments to enable those with a disability, learning difficulty or access requirements to have the same opportunity as all other students to successfully complete their studies.

The University is committed to managing the application procedure and the programme itself to ensure that services are accessible for all students and that an inclusive environment is created. Students with a disability, or others who may need access arrangements to assist in taking examinations, should complete the relevant section of the application form, or contact the [Inclusive Practice Manager](#). A separate room or other arrangements may be considered.

Requests are considered by a University panel, whose purpose is to ensure that students with disabilities and/or specific access requirements are neither advantaged nor disadvantaged by such arrangements when compared with other students. These considerations remain separate from the academic selection processes.

For further information, see [Inclusive Practice Policy](#).

Sources of funding and scholarships

Information about potential sources of funding and scholarships is updated annually and where available is included in the prospectus web pages.

For further information see the [website](#).

Educational aims and learning outcomes of the programme

The Postgraduate Certificate in International Sports Management aims to give students an in-depth understanding of state of the art thinking in key areas of sports management, and provide them with the skills, knowledge and expertise to apply these theories and ideas to sports management.

The programme is intended to broaden and deepen the understanding of appropriate management at all levels in the sports eco-system, including sports teams, fans, sports federations, governments and cities hosting events, as well as international sports organisations. At the same time, the programme will give those wishing to enter the industry unique insights into the management challenges and opportunities that the sports industry faces.

The programme will provide students with practical and academically derived theories, frameworks and tools to allow them to contribute to addressing these challenges in an analytically rigorous manner. Drawing on the expertise and experience of leading practitioners from industry, particular focus will be applied to the fast-changing dynamics of the sports industry, and the requirement for innovative solutions that this market environment needs. There will also be emphasis on the increasingly global nature of sports markets, and the wide-ranging approach to problem solving that this necessitates.

Subject specific – knowledge and understanding:

Students will, upon completion of the PGCert, be able to:

- describe and analyse the structure and main stakeholders of the sports industry within an international context;
- describe, explain and critically review the key challenges facing the sports industry;
- describe, explain, and illustrate in particular contexts the need for effective and evidence-informed approaches to cross functional management within the sports industry;
- analyse the societal impacts of sport;
- identify and explain best practice management models;
- apply these best practice management models to maximise the contribution that sport makes in social development.

Intellectual and transferable skills:

Students will, upon completion of the PGCert, be able to:

- critically engage and apply with a range of management functions including strategic planning, marketing, finance and events and facilities management;
- devise and effectively communicate creative solutions that are explicitly informed by research and practice within the context of complex organisations and entrepreneurial environments;
- plan and undertake systematic research into sport-related business and management issues, making selective and critical use of a range of business data, research sources, and appropriate methodologies;
- take a critical international and professional perspective that is demonstrably informed by knowledge and expertise in issues including the relations between sport and businesses, societies, and the environment.
- be a critically reflective problem-solver who applies data, theories, models, concepts, frameworks and evidence, gained from both course content and independent study, to the student's own organisation and to other contexts and situations.

Learning, teaching and assessment strategies

All modules of the programme facilitate an industry-informed and reflective approach to supporting the professional development of students. The learning and teaching strategy employed throughout the modules is one of engagement in learning activities that draw together relevant literature and practice in real world contexts. Throughout the programme, participants will be encouraged to explore new areas of innovation and the evolving sports context.

The learning for each module will be delivered through eight topics which will each span two weeks. It is expected that students will spend approximately 7.5 hours per week per module, meaning that each topic will be covered in approximately 15 hours, thus providing a student commitment of about 120 hours for each module.

Students are expected to read all essential readings for each topic and can expect these readings to support their success in assessment. Further readings provide the opportunity for more in-depth study or to contextualise to different sports sectors.

All participants receive comprehensive learning materials in a variety of e-formats for use with different electronic devices.

Where appropriate, students will be encouraged to go beyond the reading provided and locate, critically use, and reference, sources and data from their own sporting, national and/or organisational contexts.

Criteria and methods for the selection of relevant sources and information from their own sporting, national and/or organisational contexts will be explored in the learning activities.

Each module on the programme, whether taken as part of the PGCert or on an individual basis, includes formative assessment in addition to a variety of summative assessment methods, providing further opportunity for feedback from peers. This will consist of short quizzes following the essential readings plus, in some cases, literature searches, blog posts and article summaries.

One of the core modules, *Financial management in sport*, will be examined through one two-hour unseen examination, whereas the other core module and all elective modules will be assessed through a variety of coursework elements of different weighting.

Students are assessed on their effective and appropriate professional communication, subject-specific knowledge relevant to module learning outcomes and the critical application of appropriate theories and methodologies to practice.

Assessment methods

All assessments are submitted online via a University of London platform. Students must ensure that their device is kept up to date and complies with [University Computer Requirements](#).

Modules will be assessed by examination and coursework. Each module is assessed through either a two-hour unseen written examination or a combination of coursework elements of different weighting, consisting of a range of assessment types including reports, policy documents, limited-text presentations and (recorded) oral presentations. All modules are equally weighted.

An examination is defined as an element of assessment that takes place in a controlled environment. Students will be given details of how the modules on their programme are assessed, the specific environment or location that is permitted and the time allowed for the assessment.

The time-limited assessments will take place in January and June each year. All examinations take place on the same dates and at specific times in line with the published timetables.

Online examinations are proctored remotely except for students who study at a Recognised Teaching Centre for which examinations are normally held at established examination centres worldwide.

Please refer to the fees schedule for information about fees payable to examination centres (if applicable to the programme of study) and for the examination.

Individual modules

Students registered on a stand-alone individual module will be examined in the same way as students studying for a qualification.

Full details of the dates of all examinations are available on the [website](#) and Student Portal.

Student support and guidance

The following summarises the support and guidance available to students:

- [Student Portal](#): for accessing student induction, study skills support, careers and employability resources, student wellbeing advice.
- University of London Careers Service – offers tailored careers and employability support to students whatever their course, wherever they are studying, and whether they are starting, developing, or changing their career. Support includes webinars led by careers consultants, employer and alumni panel events and a range of online careers resources.
- The Virtual Learning Environment (VLE): This gives access to materials (including lessons, activities and assignments) for each module studied. The VLE also includes a range of additional study resources such as:
 - Online student café and discussion areas – which allow students to communicate with each other.
 - Past examination papers and Examiners' commentaries - provide generic feedback from assessment.
 - Employability skills module – guidance for students on how to manage their career in the future, available through the VLE.
- Module subject guides for each module studied; these introduce and develop the topics.
- [Programme Regulations](#).
- [The Online Library](#): This provides a range of full-text, multidisciplinary databases where journal articles, book reviews and reports can be found.
- University of London library: Registered students may use the resources located within the Senate House library.
- A University of London email account and web area for personal information management.

Quality evaluation and enhancement

The University of London delivers the majority of its online and distance learning programmes through a collaboration between the University of London Worldwide and federation members of the University of London. However, some of the online and distance learning programmes draw solely on academic input from the University of London and are delivered without academic lead by a federation member. The policies, partnerships (where applicable) and quality assurance mechanisms applicable for the programmes are defined in the following key documents: The [Quality Assurance Schedules, Guidelines for](#)

[Examinations](#), [General Regulations](#) and, for each programme, programme specific regulations.

Awards standards

All University of London qualifications must comply with the Office for Students' (OfS) [Conditions of Registration](#) relating to quality and standards, which includes condition B5 ([sector-recognised standards](#)). This is to ensure appropriate standards for each qualification. In addition, every online and distance learning programme that is developed by a federation member of the University of London (or a consortium with representation by more than one federation member) will be developed to the same standard as would be applied within the institution concerned. Proportionate and robust approval procedures, including external scrutiny and student engagement are in place for all programmes. Learning materials are written and all assessments are set and marked by academic staff who are required to apply the University's academic standards.

Review and evaluation mechanisms

Some of the key mechanisms in place to assure the standards of all University of London qualifications and the quality of the student experience, include:

- Annual programme reports: produced for all programmes in order to review and enhance the provision and to plan ahead;
- Independent external examiners: submit reports every year to confirm that a programme has been assessed properly and meets the appropriate academic standards;
- Annual student performance, progression and completion statistics;
- Periodic programme reviews: carried out every 4-6 years to review how a programme has developed over time and to make sure that it remains current and continues to provide a good student experience.

Enhancements are made as necessary to ensure that systems remain effective and rigorous.

Student feedback and engagement

The principal channel for collecting feedback from students is the Student Experience Survey. Carried out every year, this collects feedback from the student body on a range of topics relating to the student lifecycle. The results are analysed externally and then considered in a number of different ways, including by the programme team, principal committees and the senior leadership team. Details of any resulting actions taken are published on the Virtual Learning Environment and the Student Portal.

Additionally, on completion of their programme of study students will be invited to take a survey that seeks to measure what they have gained from their studies.

There are also opportunities for students to get involved in governance. An undergraduate and postgraduate student member is appointed by the University to the majority of committees through an annual appointment round. Some programmes also recruit student members at the programme level. Students are frequently invited to take part in quality review processes such as Periodic Programme Reviews, Programme approval, Thematic Reviews, MOOC review panels and ad hoc focus groups. Opportunities such as these are advertised through social media and on the website. More information can be found on the [website](#).

Students can also apply to join the Student Voice Group, which meets four times a year to consider initiatives for enhancing student experience. Notes from these meetings are published on the Student Portal.

After graduation

Further study

Successful completion of the programme can allow students to progress to a higher-level qualification in both the subject area and potentially many other subject areas.

Graduate employment routes

Graduates from this programme go on to a range of different graduate employment routes. The qualification will help open doors to a range of exciting opportunities in sports management. Graduates of this programme are highly sought after for their contemporary and industry-specific management skills. With these abilities, international sports management graduates have been successful in taking up a wide range of senior management positions within the sporting industry.

The Alumni Community

Upon finishing a course of study, graduates automatically become part of the University of London alumni community, a diverse global network of more than one million graduates in over 180 countries, providing lifelong links to the University and to each other.

Alumni are encouraged to keep in touch after they graduate and to become active members of the alumni community; in return they receive a number of benefits and services, including an extensive programme of events and engagement opportunities.

More information is available on the alumni [webpage](#).

Follow the alumni community on social media: [Facebook](#), [Instagram](#), [LinkedIn](#)