



UNIVERSITY
OF LONDON

2023

Postgraduate Certificate in

International Sports Management

In collaboration
with:



london.ac.uk/sports-management

World class. Worldwide.

Join the World Class

1 Industry focused

The programme benefits from the input, knowledge and experience of leading practitioners, academics and thought leaders within the sport industry.

2 Quality of learning

The academic rigour and industrial relevance of the programme is enhanced with expertise from the World Academy of Sport, an organisation valued globally for the quality of sports education it provides to the dynamic and broad international sports sector.

3 Access a wealth of resources

Study online from anywhere in the world, at your own pace. You'll have access to a variety of interactive learning resources that foster an engaging and motivating learning experience.

4 Employability and career progression

Your qualification will help open doors to a range of exciting opportunities and accelerate your career in sports management.

5 A mark of excellence

Earn an internationally recognised qualification from the University of London. The University has a track record of teaching, innovation and research dating back 160 years.

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Key dates

Applications open:

7 November 2022

Application deadline:

12 January 2023

Registration deadline:

24 January 2023

Programme begins:

February 2023

A world-leading partnership



Dr Oscar Mwaanga

Programme Director

'The Postgraduate Certificate in International Sports Management has been an incredible success since it launched just three years ago. The programme has received global recognition for its academic excellence and industry focus, and alumni and industry leaders have been quick to sing its praises.

The most recent Student Experience Survey showed that 77 per cent of students were satisfied with the programme – well above the UK sector average. This is a remarkable achievement, and I am immensely proud of our team and our partner the World Academy of Sport for making it happen.'

A trusted name in global education

The University of London is one of the world's leading universities, internationally recognised for its high academic standards. This reputation is based on the outstanding teaching and research of our 17 member institutions.

Among our former students are six Nobel Prize winners, including Nelson Mandela and Charles Kao, a pioneer in the development of fibre optics. Graduates have made and continue to make significant contributions worldwide.

London made global

Founded in 1836, the University of London is one of the oldest and most prestigious universities in the UK and is internationally regarded as a centre of academic excellence. In 1858, we made our degrees available to study anywhere in the world.

Today, we have more than 45,000 students in 190 countries, studying on over 100 degree, diploma and certificate programmes.

World-leading sports education partner

The World Academy of Sport has partnered with many of the world's leading international sports federations (IFs), government institutions and major events organisers on the provision of sports management education.

From its work with all future Organising Committees of the Olympic and Paralympic Games, through to its coach development with IFs and support of emerging athletes at the school level, the World Academy of Sport is a known innovator across the sector. Due to its work in the sector and the relationships it has built, the World Academy of Sport can truly be described as 'World Sports' Education Partner'.

Why study the PGCert in International Sports Management?

The PGCert in International Sports Management aims to provide students with an in-depth understanding of the latest sports management strategies and develop the skills needed for the professional management of organisations and projects within the dynamic sports industry.

The programme scored a brilliant 77 per cent for overall student satisfaction in the 2021–2022 Students Experience Survey (SES) which is significantly above the University's average at 69 per cent.

On top of that, our student body constitute the largest number of Olympians and sports federation leaders on any post graduate sports management programme in the world.

Benefits of the programme

Upon completion of the programme, you will be able to:

- critically engage with and apply a range of management functions including strategic planning, marketing, finance and events and facilities management
- 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.

In some countries, qualifications earned by distance and flexible learning may not be recognised by certain authorities or regulators for the purposes of public sector employment or further study. We advise you to explore the local recognition status before your register.

Programme statistics



40 Nationalities



25 Sports

Students by region



31% Europe



28% Americas



22% Africa



16% Asia



3% Oceania

How you study



Dr. Ato Kenya Rockcliff

Module Coordinator for the Sports event management and International sports development module

Dr Rockcliff has been involved in social development through sport for over 16 years as an educator and over 17 years as a Sport for Development practitioner under the Caribbean Sport and Development Agency (CSDA)

He is currently a scholar at the University of Trinidad and Tobago since 2010.



Programme modules

The PGCert in International Sports Management consists of four modules (two core and two elective).

For further information on the modules offered, please visit: london.ac.uk/sports-management

Individual modules

All modules are also available to be studied on an individual basis. You can apply to take up to three modules (subject to availability) on a stand-alone basis without being registered for the PGCert.

If you then successfully apply to progress to the PGCert, you will

be credited with any individual modules completed within three years of your registration.

Online support

The programme is delivered online and there is no requirement to come to the UK as part of your studies. Our flexible programme allows you to work around your own schedule and leads to a globally recognised, academically sound and industry focused qualification that is highly valued by sports organisations.

When you register, we will give you access to the Student Portal. You can then access your University of London email account and other key resources including the following:

- The Student Guide provides information which is common to all students and gives useful information about your relationship with the University of London through to graduation.
- The Virtual Learning Environment (VLE) offers online learning support, access to the student café and discussion areas, past examination papers and other study materials.
- The Online Library provides access to over 100 million academic electronic items comprising ebooks, e-journals, conference proceedings etc. In addition, students can request items that are not held in the library via the Inter-Library Loans service with the British Library. All registered students have free access to the University of London's Online Library at: onlinelibrary.london.ac.uk
- Senate House Library provides free reference access for all registered distance and flexible learning students.

Study materials

All essential resources, activities, videos, discussions and support are provided through the VLE. This allows you to fit your studies around your work commitments. There is no need to purchase additional textbooks.

Time commitment

The flexible approach to learning allows students to complete the PGCert in a minimum of one academic year to a maximum of five years.

Individual modules can be completed in a minimum of six months to a maximum of two years.

Assessment

The format and mode of assessment for this programme may change due to events or circumstances beyond our control. Students will be informed of their assessment arrangements via their VLE, once confirmed. For the latest information on examinations, please visit: london.ac.uk/exams

World Academy of Sport Study Centres

To enhance your learning experience the option exists for students to combine their online studies with face-to-face tuition. Initially, this will be available through accredited World Academy of Sport study centres.

If prospective students are interested in exploring World Academy of Sport study centre opportunities, please contact: info@worldacademysport.com



Conrad Francis

Current student,
Sri Lanka/ Australia

'The University of London provides a high-quality learning experience, and the faculty and lecturers come with vast experience and immense knowledge. Inputs from the lecturers at the University has changed my way of thinking, and my approach towards the various module topics has been different. Collaborating with like-minded professionals from specialised areas of sport and being able to discuss various topics through the portal discussion forum was a big plus.'

“As a player, you won’t get to know that the financial aspect of sport is equally important. It’s important to give back and to develop the game, no matter which sport one is playing – to make sure that you have the right policies and that you’re taking care of the players. This course has put me in a position where I can put these systems and structures in place. It’s a great learning experience, and I would definitely recommend it.”

Venkatesh Prasad
Graduate, India

How to apply

Getting started

Please refer to the Postgraduate Certificate in International Sports Management webpages for details on how to apply:
london.ac.uk/sports-management

Fees

The total fee payable to the University of London for 2022–2023 can be found at: london.ac.uk/sports-management

On average, fees incur a five per cent year-on-year increase. For the latest

information on programme fees, please visit: london.ac.uk/fees

Please note: student fees shown on our website are net of any local VAT, Goods and Services Tax (GST) or any other sales tax payable by the student in their country of residence. Where the University is required to add VAT, GST or any other sales tax at the local statutory rate, this will be added to the fees shown during the payment process. For students resident in the UK, our fees are exempt from VAT.



Simon Cartwright

Lead Tutor on the Sports Strategy, Governance and Leadership module

Simon is the senior director at Adidas, currently leading strategy and execution around the Olympic Games.

He is a renowned sports industry executive with over 27 years of experience working in several senior roles including vice president and senior director positions.

Entrance requirements and further information

What qualifications do you need?

For the PG Certificate route, you would need:

- an undergraduate degree (e.g. a bachelor's) that is considered at least comparable to a UK Second-Class honours degree, from an institution acceptable to the University

or

- successful completion of an undergraduate degree with any final classification (e.g. bachelor), from an institution acceptable to the University plus two years of acceptable work experience*

or

- at least five years of acceptable work experience* in a sports-related management role

or

- other qualifications such as professional awards will be considered on an individual basis.

For individual modules, you would need:

- successful completion of an undergraduate degree with any final classification (e.g. bachelor), from an institution acceptable to the University

or

- two years acceptable work experience*



or

- other qualifications such as professional awards will be considered on an individual basis.

*Acceptable work experience is to be considered on an individual basis once a formal online application has been submitted.

English language requirements

You must satisfy the English language requirements for the programme.

For more information on the requirements please visit:

london.ac.uk/sports-management

If you do not meet the English language proficiency requirements but believe that you can demonstrate the requisite proficiency, the University may, at its discretion, consider your application.

Computer requirements

The University of London sets minimum basic computer requirements because your study resources are provided via the Student Portal and it is vital that you can access this regularly.

For this programme, you will need regular access to a computer with an internet connection. You will also need Adobe Flash Player to view video material and a media player (such as VLC) to play video files. You will need to be able to record audio and save recordings to a digital format. You are also required to have Microsoft PowerPoint or a similar slideshow presentation programme capable of saving to PDF.

For more information about computer requirements, please visit: **bit.ly/computer-reqs**



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For further information on the range of programmes we offer, please visit our website (london.ac.uk) or contact us at:

The Student Advice Centre

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Telephone enquiries: +44 (0)20 7862 8360

Online enquiries: sid.london.ac.uk



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