



Postgraduate Certificate in Sports Management

MQF/EQF Level 7

Course Outline

Duration: 6 months

Overall Course Objectives

The learning outcomes presented below have been defined in line with the descriptors for the Level 7 of the Malta Qualification Framework.

Knowledge:

- Has a comprehensive and critical understanding of the principal current research issues in the specialisation area;
- Possesses multi-disciplinary theoretical and practical knowledge of management within the domain of the specialisation area.

Skills:

- Demonstrates capability in using knowledge and skills of the specialisation area to adapt to the fast-changing business environment and to efficiently manage people and projects within the specialisation area;
- Possesses specialised problem-solving skills in the specialisation area required to develop new knowledge and procedures to solve practical problems;
- Develops new skills in response to emerging knowledge and techniques in the domain of the specialisation area including digital skills and use of modern technologies;
- Demonstrates specialised knowledge of management that includes reflecting on social and ethical responsibilities linked to execution of the managerial function.

Competencies:

- Demonstrates autonomy in the direction of personal development and lifelong learning applicable to the business environment;
- Manages and transforms work or study contexts in the field of specialisation that are complex and unpredictable and require new strategic approaches;
- Has the learning skills to allow continuation to study the specialisation area in a manner that may be largely self-directed or autonomous.

COURSE OUTLINE

Sports Business Management and Strategy

The module takes an in-depth examination of functional management and business practices within the contemporary environment of the multibillion-dollar sports industry. It also presents a comprehensive discussion of strategic management and its components as they apply to sports organisations. Upon completion of the module, students will demonstrate capability in using sport management knowledge and skills to manage people and projects efficiently within sports organisations and to develop competitive business strategies for a sports business.

Competencies

- Manage people and projects in sports organisations and transform sports businesses contexts that are complex and unpredictable and require new strategic approaches;
- Take responsibility for reviewing and creating guiding principles to help navigate functional and strategic business decisions in sports organisations;
- Have the learning skills to allow continuation to specialise further in sport management and develop practical skills of strategic management applied within the sport business industry.

Global Sports Business and Industry

This module provides an overview of the contemporary issues in the global sports business with the focus on the issues and new challenges within the changing and more complex global sports industry environment, covering such aspects as ethics and integrity, international sport business activities, and cross-cultural context of sport, and examines the role and impact of sport in various regions of the world. Upon completion of the module, students will demonstrate specialised knowledge of the global sports industry that includes reflecting on social and ethical responsibilities linked to execution of the sports management profession and will be able to professionally research global sports business and industry issues.

Competencies

- Demonstrate the ability to respond to the fast-changing global sports industry environment by comprehensively interpreting and reacting to emerging cultural, economic, and political trends and phenomena affecting the industry;
- Take responsibility for contributing to professional knowledge and practice of sports management by creating a research-based diagnosis to problems in the global sports industry and by integrating knowledge from new or interdisciplinary fields such as eSports, digitalisation, and globalisation studies;
- Demonstrate autonomy in the direction of learning by conducting a professional research on global sports business and industry issues of personal interest;
- Contribute to the management of projects within the global sports industry relying on theoretical approaches necessary for planning and decision-making in sport business, including aspects of ethics and governance that come into attention of sport managers at various levels of responsibility.

Strategic Marketing

This module examines major forces impacting marketing strategy, such as external environment, consumer behaviour, changing target markets and digital developments, and provides students with knowledge, skills and competencies in a range of techniques required to direct the strategic marketing planning process such as strategic analysis, implementation and marketing control. Topics include diagnosing marketing challenges, identifying opportunities and developing a marketing strategy. Upon completion of the module students will demonstrate capability in using knowledge and skills of strategic marketing to evaluate market opportunities and propose appropriate marketing strategies to achieve competitive advantage in a variety of global and dynamic market contexts.

Competencies

- Demonstrate the ability to respond to the fast-changing business environment by designing appropriate marketing strategies to achieve competitive advantage in a variety of global and dynamic market contexts;
- Create a research-based diagnosis to problems in strategic marketing by using evidence-based data mining techniques and making judgements about organisational external environment with incomplete or limited information;
- Take responsibility for contributing to professional practice by proposing creative marketing programmes and comprehensively exploring the emerging practices in digital marketing and in using technology to conduct marketing research.

Talent Development and Management

This unit covers the building blocks organisations use to manage talent management strategies. Students will learn how to create an organisational environment that enables people to thrive and will explore the major facets of talent management from developing core competencies to assessing and developing talent, and to driving employee engagement and retention. Upon completion of the unit, students will demonstrate specialised problem-solving skills needed to meet strategic business objectives by maximising people's potential and performance through well-designed talent management approaches.

Competencies

- Manage and transform professional contexts that are complex and unpredictable and require new strategic approaches by using talent management principles to maximise people's potential and performance at work;
- Manage people and projects that require professionals with specific skills by using talent management strategies to attract, engage, develop, and retain global talent and to respond to the fast-changing global labour market environment;
- Create a research-based diagnosis to problems in people management and organisational performance by integrating knowledge from interdisciplinary fields such as strategic management, finance, and human resources management and make judgements on people engagement and performance with incomplete or limited information.

Sports Marketing, Promotion, and Event Management

This module critically examines various techniques and strategies used in meeting the wants and needs of consumers in the sports industry and focuses on the uniqueness of sports marketing in comparison with traditional marketing and provides a comprehensive overview of marketing approaches and its applicability within various sports industry segments, including an in-depth study of sponsorship, media relations, and promotion within the sports industry. Students learn about sports marketing through a comprehensive examination of what it takes to produce a successful sport event and also learn about the necessary foundations of event management, including conceptualisation, staffing, budgeting, and managing sport events. Overall, this module provides students with the comprehensive and specialised knowledge and new developments in the field of sports marketing, promotion, and event management, and examines the influence they have in accomplishing business objectives for sports organisations.

Competencies

- Demonstrate the ability to respond to marketing challenges within the sport industry;
- Take responsibility for contributing to professional knowledge by developing marketing and promotion solutions in sports based on sports marketing principles;
- Manage projects in the sports event industry demonstrating the ability to respond to complex and unpredictable situations;
- Have the learning skills to allow continuation to study sport marketing and sport event management in a manner that may be largely self-directed or autonomous.