



LEEDS
BECKETT
UNIVERSITY

Course Specification

Postgraduate Diploma Sport Business Management

Course Code: PDSBM

2026/27

leedsbeckett.ac.uk

Postgraduate Diploma Sport Business Management (PDSBM)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 11/2025

General Information

Award	Postgraduate Diploma Sport Business Management
Contained awards	Postgraduate Certificate Sport Business Management (Level 7)
Awarding body	Leeds Beckett University
Level of qualification and credits	Level 7 of the Framework for Higher Education Qualifications, with 120 credit points at Level 7 of the Higher Education Credit Framework for England.
Course lengths and standard timescales	<p>Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is:</p> <ul style="list-style-type: none">• 12 months (full time, campus based)• 24 months (part time, campus based)
Part time study	<p>PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence from that defined within this information set but the modules offered within each level are consistent. Please note that a work placement option is not generally available to PT students.</p>
Location(s) of delivery	<p>The majority of teaching will be at Headingley campus but on occasion may be at City campus.</p>
Entry requirements	<p>Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/ Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk.</p>
Course fees	<p>Course fees are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.</p>

Policies, Standards and Regulations

<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>

Exemption to Academic Regulation 2.3 'Standard Minimum Entry Requirements'; course entry requirements include IELTS 6.5 with no skills below 6.0, or an equivalent qualification.

Professional Accreditation or Recognition Associated with the Course

Professional body

None

'In Year' Work Placement Information

Summary

Students will have the option to undertake a placement, professional qualification or a number of other industry, professional or experiential opportunities within the Professional Practice in the Sport Industry module.

Students have the option to undertake a minimum of 120 hours within an industry or professional context.

Placement Delivery

Students are responsible for obtaining their own placement, with assistance from the University.

Location

The locations will vary, dependent on the opportunity.

Approval

Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

Timetable

Timetables for Semester 1 will be made available to students during induction week via:

- i) The Student Portal (MyBeckett)
- ii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Key Contacts

Your course director

Dr Sara Ward

Your course administrator

SchoolOfSportPGAdmin@leedsbeckett.ac.uk

Course Overview

Aims

The aims of the programme are to:

1. Develop a deep critical understanding and application of key threshold concepts in sport business and management
2. Applying innovative, novel and practical solutions to complex problems
3. To develop a range of professional skills and competencies

Course learning outcomes

At the end of the course, students will be able to:

1	Select, critique and apply relevant theoretical frameworks and empirical evidence for investigating and solving complex issues and problems in a sport business context.
2	Demonstrate an applied and critical self-awareness of a range of key competencies applied to the professional development context of sport business managers.
3	Work collaboratively and constructively with individuals, groups, businesses and private ventures, in varied sport business settings, demonstrating critical advocacy for suitable process and outcomes and sensitivity to equality, diversity and culture.
4	Develop an international perspective, including understanding the impact and ethical implications of globalisation on sport businesses, societies and related corporate social responsibilities.
5	Negotiate, select and effectively apply a range of appropriate tools and techniques to solve sport business management challenges through innovative, influential and creative solutions.

Teaching and Learning Activities

Summary

The approach to teaching and learning is underpinned by a philosophy of inclusivity, providing a community that encourages collaboration, respectful discussion and engaging discourse, where all students can learn, express themselves and develop in a supportive and encouraging environment. It places the student at the centre of the experience by fostering an inclusive, supportive, challenging and caring environment. The curriculum is informed by practice in real-world through engagement with businesses and organisations across the sports sector. The course focusses on developing and deepening the student's knowledge of the key threshold concepts of sports business and management. The learning, teaching and assessment strategy encourages students to apply their learning in applied research and practical contexts.

The curriculum has a flexible design enabling the students to develop their own tailored learning journey. A key feature of the Professional Development Suite is that it allows students to tailor their studies to bespoke learning and professional development needs. For example, it provides those with limited industry specific experience the opportunity to develop bespoke and relevant learning experience through the Professional

Practice module. For those students entering the course who already have some relevant experience in the industry there are options for them through the Professional Development Suite to use their existing practice through the Professional Practice module (e.g., Action Based Research or Student Negotiated Study options) or to develop leadership and management skills through the Advanced Leadership in Sport module. Flexibility has also been designed into assessments where students are given the opportunity to choose assessment topics and areas that are of a personal and professional interest.

In order to take account of the different learning styles, preferences and diversity of prior educational and professional experiences of the students on the course, there is a varied diet of assessment. 'Reasonable adjustments' are made, to both the actual delivery and assessments, in instances where legitimate (religious holidays, challenges for those in full time employment or engaged in elite sporting careers., etc.) provide barriers to normal participation in planned learning activities.

The teaching and learning strategy employed for those on the face-to-face course is focussed around weekly contact blocs that involve a combination of learning activities such as lectures, seminars, workshops and problem solving. All face-to-face learning is complemented by online learning through utilising the VLE, directed reading and independent study tasks. Teaching is typically live, face-to-face with some live online delivery, and that lectures are recorded where possible for future reference. The delivery of taught sessions is highly focused around student engagement with the provided course content, while the assessments provide flexibility in terms of student choice of topics pertinent to their personal and professional interests.

A number of modules also utilise the VLE in delivering a flipped learning approach. A flexible learning approach for students is offered through a fully blended learning approach, enabling students to take a combination of face to face and distance learning modules. Experiential Learning is also a key feature of the teaching and learning approach through the utilisation of a range of industry partners and organisations including those with MOUs with the Carnegie School of Sport (e.g. Leeds Rugby, Yorkshire County Cricket Club, The Rugby Football League, Leeds United FC, British Weightlifting) in the design, delivery and assessment of modules. The Professional Development Suite is designed to enable students to gain relevant industry experience or professional qualifications to add to their professional and personal development.

Your modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Level 7 – Full Time

Compulsory modules

Module title	Credits	Semester/ teaching period
Economic and Financial Decision Making in Sport	20	Semester 1
Global Perspectives in Sport Marketing	20	Semester 1
Strategic Management	20	Semester 1
Analytics for Data Driven Decision Making	20	Semester 2
Number of credits of compulsory modules	80	

Option modules

Module title	Credits	Semester/ teaching period
Advanced Leadership in Sport	20	Semester 2
Brand Management and Sport Sponsorship	20	Semester 2
Global Sport Policy and Governance	20	Semester 2
Managing Creativity and Innovation	20	Semester 2
Sport for Development	20	Semester 2
Professional Practice in the Sport Industry	20	Semester 1 and 2
Number of credits of option modules a student should choose	40	

Level 7 – Part Time

Compulsory modules

Module title	Credits	Semester/ teaching period
Economic and Financial Decision Making in Sport	20	Semester 1 – Year 1
Global Perspectives in Sport Marketing	20	Semester 1 – Year 1
Strategic Management	20	Semester 1 – Year 2
Analytics for Data Driven Decision Making	20	Semester 2 – Year 2
Number of credits of compulsory modules	80	

Option modules

Module title	Credits	Semester/ teaching period
Brand Management and Sport Sponsorship	20	Semester 2 – Year 1
Global Sport Policy and Governance	20	Semester 2 – Year 1
Managing Creativity and Innovation	20	Semester 2 – Year 1
Sport for Development	20	Semester 2 – Year 1
Advanced Leadership in Sport	20	Semester 2 – Year 2
Professional Practice in the Sport Industry	20	Semester 1 and 2 – Year 2
Number of credits of option modules a student should choose	40	

Assessment and Scheduled Learning and Teaching Activities

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director, but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

Level 7

On this course students will be assessed entirely by coursework.

Workload

Overall Workload	Level 7
Teaching, learning and assessment	216 hours
Independent study	984 or 864 hours (dependent upon placement /equivalent option)
Placement	0 or 120 hours

* Students have the option to undertake a minimum of 120 hours within an industry or professional context