



LEEDS
BECKETT
UNIVERSITY

Course Specification

PG Diploma Sports Events Management

Course Code: PDSEM

2026/27

PG Diploma Sports Events Management (PDSEM)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 11/2025

General Information

Award	Post Graduate Diploma Sports Events Management
Contained awards	Post Graduate Certificate Sports Events 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, September start)• 12 months (full time, campus based, January start)• 24 months (part time, campus based, September start)• 24 months (part time, campus based, January start)
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/>

Standard regulations apply to this course.

Professional Accreditation or Recognition Associated with the Course

Professional body

None

'In Year' Work Placement Information

Summary

Students will undertake one or more periods of work-based learning (minimum 80 hours) within an appropriate industry context as part of the compulsory Professional Practice module.

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 Milka Ivanova

Your course administrator

ETHMPGadmin@leedsbeckett.ac.uk

Course Overview

Aims

The aims of the programme are to:

- Develop an in-depth critical understanding of the current key political, social, cultural, environmental and economic issues related to national and international sporting competitions, tournaments and associated events;
- Draw on a range of marketing, financial, operational, risk management and stakeholder management knowledge and skills in order to deliver a safe and successful sporting event in a local, national or international context;
- Develop a range of complex problem solving skills and abilities to enable students to set, negotiate and meet personal objectives and deadlines to identified standards, which are transferable to a sporting event workplace at a managerial level;
- Develop graduates at masters level with holistic, strategic and critical abilities in order that they can make a positive contribution as future leaders in the sphere of sports events management.

Course learning outcomes

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

1	Demonstrate a critical awareness of the key socio-cultural, political, economic and environmental factors that shape the sports events industry internationally
2	Critically apply management concepts to sports event organisations to enhance their performance
3	Evaluate complex strategic issues facing sports event organisations and develop appropriate responses to these issues
4	Examine the management and impacts of 'risk' (financial, operational, environmental, safety and security) in the context of sports events
5	Acquire, analyse and interpret data, and clearly communicate outcomes from an informed position through a variety of methods
6	Work autonomously and demonstrate an ability to plan and manage their own work and continuing professional development
7	Form sound conclusions or solutions based on the critique and application of relevant research, theory and data

Teaching and Learning Activities

Summary

Students will attend lectures and participate in small-group tutorials. They will execute challenging and authentic sports events-related tasks, individually and in groups, in seminars and workshop sessions. Each module will normally involve a total of 36 hours of contact with staff. In support of their studies, students will also conduct their own research on the topics in question, consult digital and other information resources and complete directed readings and other tasks. Teaching activities have been selected to represent a challenging and stimulating diet of activities for the student. The following learning and teaching activities will be used across the modules:

- Students will attend interactive lectures where they will be expected to contribute having done some preparatory reading in advance;
- Students will participate in tutorials where they will work in small groups to engage with learning activities;
- Students will work independently to research the relevant literature predominantly using electronic databases and search engines;
- Students will complete directed activities and formative assessments which will inform the content of scheduled sessions, providing opportunities for feedback;
- Some specific examples of classroom activities would include: seminar discussion of a range of articles, group activity evaluating industry risk assessments, table-top exercise to develop optimal layout of an event, group response to a brief for using an event to promote a brand or new product, discussion to develop a strategy to respond to financial policy, exercise to apply risk models to real event situations and so on;
- External venue visits and guest industry speakers will be involved in at least four of the modules to add context and support understanding of key concepts.

These activities are all laid out in a module handbook and on the VLE (MyBeckett) but individual and group learning contracts may be used within the course, where appropriate, as a method of planning student work.

Learning will be in person. Students are expected to attend timetabled face-to-face learning and teaching activities. Live lectures will be recorded.

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 September start
Compulsory modules

Module title	Credits	Semester/ teaching period
Event Operations and Event Risk Management	20	Trimester 1
Sports Events: Impacts, Issues and Policy	20	Trimester 1
Strategic and Financial Management for Events Organisations	20	Trimester 1
HRM and Leadership in Events	20	Trimester 2
Sponsorship and Marketing for Sports Events	20	Trimester 2
Professional Practice	20	Trimester 2
Number of credits of compulsory modules	120	

Option modules

None

Level 7 – Full Time January start
Compulsory modules

Module title	Credits	Semester/ teaching period
HRM and Leadership in Events	20	Trimester 1
Sponsorship and Marketing for Sports Events	20	Trimester 1
Professional Practice	20	Trimester 1
Event Operations and Event Risk Management	20	Trimester 2
Sports Events: Impacts, Issues and Policy	20	Trimester 2
Strategic and Financial Management for Events Organisations	20	Trimester 2
Number of credits of compulsory modules	120	

Option modules

None

Level 7 – Part Time September start
Compulsory modules

Module title	Credits	Semester/ teaching period
Event Operations and Event Risk Management	20	Trimester 1 – Year 1
Sports Events: Impacts, Issues and Policy	20	Trimester 1 – Year 1
Sponsorship and Marketing for Sports Events	20	Trimester 2 – Year 1
HRM and Leadership in Events	20	Trimester 2 – Year 1
Strategic and Financial Management for Events Organisations	20	Trimester 1 – Year 2
Professional Practice	20	Trimester 2 – Year 2
Number of credits of compulsory modules	120	

Option modules

None

Level 7 – Part Time January start

Compulsory modules

Module title	Credits	Semester/ teaching period
HRM and Leadership in Events	20	Trimester 1 – Year 1
Sponsorship and Marketing for Sports Events	20	Trimester 1 – Year 1
Event Operations and Event Risk Management	20	Trimester 2 – Year 1
Sports Events: Impacts, Issues and Policy	20	Trimester 2 – Year 1
Professional Practice	20	Trimester 1 – Year 2
Strategic and Financial Management for Events Organisations	20	Trimester 2 – Year 2
Number of credits of compulsory modules	120	

Option modules

None

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 by coursework predominantly with some practical assessments.

Workload

Overall Workload	Level 7
Teaching, learning and assessment	196 hours
Independent study	924 hours
Placement	80 hours