



LEEDS
BECKETT
UNIVERSITY

Course information for applicants

This information applies to the course as it will be delivered to students starting the course in 2027/28.

Information provided here was confirmed on 07/09/2026

General information

Programme code

MSSEM

Target award

If you complete this course successfully you will be eligible for the award of:

MSc Sports Events Management

Delivery mode

- ☒ On campus
☐ Distance learning

Where you will study

The majority of teaching will be at Headingley campus but on occasion may be at City campus.

Awarding body

Leeds Beckett University

Regulator

Office for Students

Level of qualification

Level 7 of the Framework for Higher Education Qualifications

Course duration

If you are made an offer of a place on the course, your offer letter will include the start date.

This course can be studied:

- 12 months full-time, September start
- 16 months full-time, January start
- 24 months part-time, September start
- 28 months part-time, January start
- 24 months full-time, September start, with placement
- 28 months full-time, January start, with placement

Part-time study

This course can be studied part-time.

If you study the course part-time, it will usually take twice as long to complete compared with the equivalent full-time course. The modules may be delivered in a different sequence than on the full-time course, but you will study the same modules at each academic level. With the agreement of the course team, you may be able to increase your pace of study to shorten the overall course duration.

As a part-time student, you will not usually have the option of a work placement.

Work placement

Students on the full-time route may opt to take a sandwich placement.

Students are responsible for obtaining their own placement, with assistance from the University. Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

The locations will vary, dependent on the opportunity.

All students will undertake one or more periods of work-based learning within an appropriate industry context as part of the compulsory Professional Practice module.

Entry requirements

Admissions criteria are available on the online prospectus entry for this course.

If you have previous relevant qualifications or experience, you could be exempt from certain parts of your course. Recognition of prior learning (RPL) allows you to start your course at a point appropriate to the learning and skills that you may have developed in a professional, vocational or community setting.

Find out more here: <https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning>

If you have questions about entry requirements and admissions, contact AdmissionsEnquiries@leedsbeckett.ac.uk

Course fees

Course fees and a breakdown of any additional costs is included on the online prospectus entry for this course.

If you have questions about fees for this course, contact Fees@leedsbeckett.ac.uk

Timetable

You will receive your full timetable for the year during induction week.

What you will study

Course aims

The aims of the course 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.
- Equip students to devise and critically evaluate valid and reliable methods and instruments for data and information collection and analysis.
- Evaluate and critique advances in contemporary theories, strategies and methodologies for an extended piece of research and for the purposes of effective sports event evaluation.
- 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.

Teaching and learning activities

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.

In support of their studies, students will 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.

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

Course structure

This information is correct for students progressing through the course within standard timescales. If you have to repeat study or take time out during your course, you may be taught alternative modules which meet the overall course learning outcomes.

Level 7

Compulsory modules, full-time, September start

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
Masters Research Project	60	Trimester 2 and 3
Total number of credits of compulsory modules:	180	

Compulsory modules, full-time, January start

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
Masters Research Project	60	Trimester 1 and 3
Total number of credits of compulsory modules:	180	

Compulsory modules, part-time, September start

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
Masters Research Project	60	Trimester 2 and 3 – Year 2
Total number of credits of compulsory modules:	180	

Compulsory modules, part-time, January start

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
Masters Research Project	60	Trimester 1 and 3 – Year 2
Total number of credits of compulsory modules:	180	

Assessment and feedback

Level 7

On this course students will be assessed by coursework predominantly with some practical assessments.

Workload

You can expect to spend a total of 100 hours learning per 10 credits.

Typically, a student on this course can expect to divide their time like this:

Overall workload	Level 7
Teaching, learning and assessment	242 hours
Independent study	1,478 hours
Placement study	80 hours or optional sandwich placement