



University
of South
Wales

BA (Hons) Sports and Business Management



INTRODUCTION

Are you passionate about a career in the business and management of sport? This degree provides the opportunity to study in the workplace of a professional organisation in this sector, thus enhancing your employment opportunities affiliated to Barnsley Football Club and Barnsley FC Community Trust.

To study this degree, you'll need a formalised affiliation with a professional Sports club, through the English Football League Trust. Lectures are produced by USW staff, but you study these materials remotely at your club's learning environment. You then attend USW up to 3-times per year for Residential Study Visits. You're also assigned a Mentor from your club who facilitates your learning and supports the organisation of your weekly placement.

A key part of this degree is the increased amount of placement hours you will experience. You will undertake 4-8 hours per week in year 1 and 7-14 hours per week in years 2 and 3. These experiences will mainly be working within the remit of your club and will give you practical experience of working within the sports business and management industry. You may also get a wider experience through opportunities at your club's sponsors and partners.

You will be based predominantly at Barnsley FC Community Trust, with a minimum of five days a year at the USW Sport Park, a £3.7m state-of-the-art coaching and performance development centre in Pontypridd, Wales.



BA (Hons) Sports and Business Management
Students completing work placement.

Nathan Shone (Top left) Leading on Football and
Education Player photos

Josh Backhouse (Bottom Left) Leading the first team
social media accounts for a EFL Fixture

Liam Howell (Top Right) Meeting with Callum
Simpson before his Commonwealth Super
middleweight title fight at Oakwell Stadium

What you will study

The majority of study-time on the BA (Hons) Sports Business and Management will be conducted remotely within your club, with attendance at up to 3 Residential Study Visits to USW per year. Learning materials include pre-recorded online lectures and live online seminars and tutorials. The course will teach you aspects of sports business and management including marketing, managing people and projects, strategy and governance. The course will also develop your leadership and creativity skills with an eye on you becoming future managers and leaders in the sports industry. There will be further opportunities to apply your knowledge with the extensive work-based learning programme provided by your club.

Year 1

Your first year will provide you with the underpinning theory and practice of sports business and management.

You will gain knowledge of how sport is organised, delivered and managed at a variety of levels, and you will have the opportunity to lead sports activities and events. Understanding fundamental principles of how to recruit people to sport and how to keep them there are crucial at this level.

You will learn how sports businesses are led and how their finances are managed. This knowledge will help to inform your work-based learning experience. You will also have the opportunity to undertake additional education and qualifications to boost your CV.

- Academic Research and Study Skills (20 credits)
- Managing Sport (20 credits)
- Promotion and Marketing in Sport (20 credits)
- Sports Business and Management (20 credits)
- Sports Finance (20 credits)
- Reflection on Learning in the Workplace (20 credits)

Year 2

You will develop the skills and knowledge gained in year one around understanding business and management principles, and approaches to recruiting and retaining people in sport. You will enhance your breadth of knowledge by studying digital marketing, human resource management and business analytics. This knowledge is then applied during a placement module, allowing you to put your ideas and knowledge into practice.

The applied nature of these modules mean you would often be completing assessments that are being delivered in the real-world. This may be the creation of a new enterprise or business opportunity, leading a marketing campaign or managing a team of Community Coaches.

- Enterprise in Sport (20 credits)
- Human Resource Management (20 credits)
- Digital Marketing and Public Relations in Sport (20 credits)
- Project Operations Management (20 credits)
- Business Analytics (20 credits)
- Sports Placement (20 credits)

Year 3

You will consolidate your knowledge and understanding of key sports business and management principles, whilst challenging their application through your extensive work-based learning experiences. The highlight during this year will be your Applied Professional Project where you'll conduct a research or management project, based upon the topics covered through the degree and in your club.

Your understanding of the management of sport will be challenged through learning sports policy, law and governance. You'll also develop further as a leader in sport, through enhancing your leadership and management skills.

- Policy, Law and Governance (20 credits)
- Leadership in Sport (20 credits)
- Strategic Business Management (20 credits)
- Business Insight for Managers (20 credits)
- Applied Professional Project (40 credits)

Assessment

You'll be assessed via a range of methods to ensure you develop a range of different skills. Approximately 80% of the assessment methods are coursework orientated

Assessment methods include written essays and reports, presentations, practical sports management and leadership assessments, work-based learning assessments, posters and leaflets, reflective blogs, team debates, exams (multiple choice and essay style).



(Left) Sports Business Management student leading the Barnsley FC social media

(Right) Sport Business Management students visiting the Cardiff City Stadium whilst on their academic residential

Placement

You'll have support in gaining regular placement opportunities, provided by your Club Mentor and an opportunity to reflect upon your development through termly meetings with an Academic Development Officer. These Officers are employed by the English Football League Trust, but are there to support our students development. Placement will take place with either Barnsley FC or Barnsley Fc Community Trust, depending on opportunities available.

Course Details

University of South Wales

The vast majority of your learning on this degree will be based at your own club's learning environment and the facilities at these will vary. Many clubs have their own specific facilities based in their communities, but many of them also deliver the learning at the club's stadium.

The logo of the University of South Wales, featuring the text "University of South Wales" and "Prifysgol De Cymru" in white on a red background.

University of
South Wales
Prifysgol
De Cymru

When on Residential Study Visits during the course you may be based at USW Sport Park. This specially designed sporting performance facility focuses on rugby and football coaching. It includes a specialist centre for strength and conditioning with 12 lifting platforms, providing a high-performance environment for aspiring athletes. Our full-size indoor 3G pitch is built to the FIFA Pro standard and World Rugby 22 standard. It will guarantee training all year round for our rugby, football and coaching students. We are the only university in England and Wales to offer this facility.

You'll also find a notational analysis suite and over 30 acres of playing fields, including five floodlit pitches. We have a sand-dressed 'astroturf' pitch, as well as a full-size FIFA approved 3G pitch. In addition to these all-weather pitches, there are six grass football pitches, three grass rugby pitches, and a large changing pavilion. Our facilities are regularly used by international professional teams, such as the Wales national football team and Cardiff City Football Club, as well as the touring New Zealand, South Africa and Australia rugby squads. This confirms the high quality of our pitches and the versatility of our equipment.

The USW Sports Coaching and Development team are experienced staff all of who have worked in the sports coaching and/or development industry, some of whom have even played and coached at a professional/elite level. Our staff have experience of coordinating and managing sport in both local authorities, sports clubs and national governing bodies of sport, and are able to bring this real-life knowledge and experience into the classroom to bring topics to life. Many of our

staff are still active in the industry either coaching or representing sports organisations on boards and strategic groups.

- Adam Sherratt
- Chris Emsley,
- Dr Stuart Jarvis
- Robyn Pinder
- Rachel Murray
- Tom Overton
- Jay Probert
- Rob Griffiths
- Tony Wallis

You'll be supported by termly meetings with an Academic Development Officer, who are employed by the English Football League Trust, but there to support our students development. These Officers would be an extra level of pastoral and academic support, in addition to the support of your Club Mentor, Course and Module Leaders.

Barnsley FC Community Trust



Barnsley FC Community Trust are the official charity partner of Barnsley Football Club. Foundation Degree staff will mentor students and facilitate learning from classrooms based at Oakwell Stadium, Indoor Centre (Grove Street).

Work based learning will predominately take place at the community trust building and at the clubs training ground (Oakwell Stadium), dependent on placement.

Entry Requirements

This course is delivered predominantly online and not available to International Students wishing to reside in the UK on a student VISA as formal affiliation with a UK EFL Trust sports club is required.

Typical A-Level Offer

BCC - CDD (this is equivalent to 104-80 UCAS tariff points).

Typical Welsh BACC Offer

Pass the Advanced Welsh Baccalaureate Diploma with Grade C/D in the Skills Challenge Certificate and BC - CD at A Level (this is equivalent to 104-80 UCAS tariff points).

Typical BTEC Offer

BTEC Extended Diploma Distinction Merit Merit - Merit Merit Pass (this is equivalent to 112-80 UCAS tariff points).

Typical IB Offer

Pass the International Baccalaureate Diploma with a minimum score of 29 overall including 5 or above in English at standard level.

Typical Access to HE Offer

Pass the Access to HE Diploma and obtain a minimum of 80 UCAS tariff points.

Additional Requirements

GCSEs: The University normally requires a minimum 5 GCSEs including Mathematics/Numeracy and English at Grade C or Grade 4 or above, or their equivalent, but consideration is given to individual circumstances

Full-time fees are per year. Part-time fees are per 20 credits. Once enrolled, the fee will remain at the same rate throughout the duration of your study on this course.



Foundation Degree students helping the Barnsley Food Bank.

Fees and Funding

Full-time fees are per year. Part-time fees are per 20 credits. Once enrolled, the fee will remain at the same rate throughout the duration of your study on this course.

August 2025 - July 2026 Fees

Full-time UK and EU: £9,535

Full-time International: £16,200

Additional Costs

Students have access to a wide range of resources including textbooks, publications, and computers in the University's library and via online resources. In most cases they are more than sufficient to complete a course of study. Where there are additional costs, either obligatory or optional, these are detailed below. Of

course, students may choose to purchase their own additional personal resources/tools over and above those listed to support their studies at their own expense. All stationery and printing costs are at a student's own expense.

Application

Please contact **Louis.ingledow.barnsleyfc.co.uk** to register your interest in pursuing this degree with Barnsley FC Community Trust and to book an informal conversation.

Careers

As a USW student, you will have access to advice from the Careers and Employability Service throughout your studies and after you graduate.

This includes one-to-one appointments from faculty based Career Advisers, in person, over the phone or even on Skype and through email via the "Ask a Question" service. We also have extensive online resources for help with considering your career options and presenting yourself well to employers.

Resources include psychometric tests, career assessments, a CV builder, interview simulator and application help. Our employer database has over 2,000 registered employers targeting USW students, you can receive weekly email alerts for jobs.

Our Careers service has dedicated teams: A central work experience team to help you find relevant placements; an employability development team which includes an employability programme called Grad Edge; and an Enterprise team focused on new business ideas and entrepreneurship.



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