

UCFB

UNIVERSITY CAMPUS OF FOOTBALL BUSINESS

CI[®]
CRUYFF
INSTITUTE

BA (Hons) Sports Management

ONLINE WITH ATTENDANCE



University of
East London

Delivered by University Campus of Football Business — UCFB, Validated by University of East London, in academic partnership with Johan Cruyff Institute

Be a Leader in the Global Sports Industry

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OUTLINE OF THE BACHELOR'S DEGREE

Duration

3 Years

Credits

360 UK credits,
approximately 180 ECTS

Modality

Online with attendance

Start date

September 2026

Study trips

London | Manchester |
Barcelona

Language

English

Qualification

BA (Hons) Sports Management
(online with attendance),
from UCFB (validated by the
University of East London) and
Johan Cruyff Institute

Fees

UK & EU students:
€11,340 per year / £9,790

International students:
€15,000 per year / £12,950

Payment methods

Payment in instalments
available

THE PROGRAM

BA (Hons) Sports Management Online with attendance

The global sports industry is one of the world's most dynamic and fast-growing economic sectors, generating billions of euros annually and creating career opportunities across areas such as sports business, marketing, media, events, sponsorship, technology and fan engagement.

The global sports industry is one of the world's fastest-growing sectors, generating billions annually and creating career opportunities across sports business, marketing, events, media, sponsorship, technology and fan engagement. As the industry continues to evolve through innovation and globalisation, organisations increasingly seek professionals with strong business, leadership and management skills tailored to the world of sport.

The BA (Hons) Sports Management (Online with Attendance), delivered by University Campus of Football Business (validated by University of East London) in academic partnership with Johan Cruyff Institute, prepares the next generation of sports industry professionals through an international, flexible and industry-focused learning experience.

Over three years, students explore key areas such as sports business, marketing, leadership, entrepreneurship, governance, events and strategic management, combining academic knowledge with practical industry insight.

The program's flexible online format is complemented by international study trips to London, Manchester and Barcelona, where students gain first-hand exposure to leading sports organisations, industry professionals and iconic venues. Through guest speakers, applied projects and collaborative learning, students develop the skills, mindset and network needed to succeed in the global sports industry.



Get to know your course leaders

DAVID WEALE

Course Leader, BA (Hons)
Sports Management

David is an experienced lecturer & sports business manager, with marketing, management, and leadership competencies taught academically & implemented professionally in both the UK and globally.

[VIEW PROFILE](#)

IAN TOMLINSON

Course Leader, BA (Hons) Sports Management

Ian is an experienced course leader with a demonstrated history of working in the higher education and further education sector, and is skilled in business planning, managerial finance, business development and strategy.

Is this the Bachelor's Degree you are looking for?

The BA (Hons) Sports Management (Online with Attendance) is an international program delivered by University Campus of Football Business, validated by University of East London, and developed in academic partnership with Johan Cruyff Institute.

Designed for students balancing academic studies with professional, athletic or personal commitments, the program allows students to study from anywhere in the world while remaining part of an international learning community. The learning experience is primarily asynchronous, giving students the flexibility to access course materials, recorded content and online activities through the UCFB Online Hub at times that suit their schedules, while synchronous sessions and cohort-based activities encourage interaction and collaboration.

Students follow a structured academic calendar with one annual intake in September. The degree combines flexibility with a guided weekly structure to support academic progression and consistency. Students typically study three modules per semester, each with clearly defined learning outcomes, activities and assessment guidance.

Students are expected to dedicate approximately four hours of structured engagement per week per module, alongside independent study and assessment preparation. Academic quality and rigor are maintained through the same institutional standards applied across all UCFB programs, ensuring a robust and supportive learning experience.

Thanks to the collaboration between University Campus of Football Business, University of East London and Johan Cruyff Institute, the BA (Hons) Sports Management combines industry-focused education in sports business and management with the academic quality, international recognition and validation standards of a leading UK university, while offering students a global and practical learning experience connected directly to the world of sport.

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OBJECTIVES

8 Goals to help you excel professionally

The BA (Hons) Sports Management is designed to prepare students for successful careers within the global sports industry by combining academic knowledge with practical, industry-relevant learning.

The program develops students' understanding of the business and management environment of sport while equipping them with the professional, analytical, and communication skills required in today's dynamic sports sector.

Throughout the program, students gain insight into contemporary sports management practices, develop problem-solving and decision-making abilities, and apply management concepts to real industry contexts. The degree also provides opportunities to engage directly with the sports industry through distinctive learning environments, professional networks, and practical experiences that enhance employability and career development.

The main educational aims of the course are to:

- Prepare students for management careers in the sports industry.
- Provide students with a detailed understanding of the external environment in which sports management takes place.
- Enable students to develop the communication, analytical, and problem-solving skills required for career advancement in sports management.
- Develop students' understanding of contemporary approaches to evidence-based practice in sports management.
- Develop students' understanding of, and experience in, the application of sports management skills and techniques.
- Provide students with opportunities to engage with the sports industry throughout the program through distinctive learning locations and professional industry relationships.



SYLLABUS

A 360-credit journey into sports management

The BA (Hons) Sports Management explores the global sports industry through a business, management and applied learning perspective. Students study key areas such as finance, marketing, law, people management, media, governance, entrepreneurship and the planning of major sporting events, including global competitions such as the Olympic Games and World Cups.

Across the three years, students build a strong foundation in sports business, develop applied knowledge in areas such as organizational management, governance and entrepreneurship, and gain the strategic skills required to address contemporary issues in sports management.

The full Bachelor's degree is worth 360 UK credits, with intermediate exit awards available depending on academic progression, including CertHE, DipHE and Ordinary Degree.



FIRST YEAR

- 1** Principles of Marketing 20 Credits
- 2** Understanding Sports Business 20 Credits
- 3** Industry Competencies (Mental Wealth) 20 Credits
- 4** Understanding Sports Fan Behaviour 20 Credits
- 5** Financial Management Information Systems and Internal Controls 20 Credits
- 6** Sport, Media and Society 20 Credits

THIRD YEAR

- 1** Strategic Management 20 Credits
- 2** Strategic Event Delivery 20 Credits
- 3** Professional Project 40 Credits
- 4** Industry Engagement (Mental Wealth) 20 Credits
- 5** Contemporary Issues in Sports Management 20 Credits

SECOND YEAR

- 1** Negotiation and Winning Contracts 20 Credits
- 2** Managing Sports Organisations 20 Credits
- 3** Industry Readiness (Mental Wealth) 20 Credits
- 4** Research Methods 20 Credits
- 5** Legal Issues in the Governance of Sport 20 Credits
- 6** Entrepreneurship 20 Credits

WITH FOUNDATION YEAR

- 1** Skills for Learning 20 Credits
- 2** Mental Wealth 20 Credits
- 3** Research Project 20 Credits
- 4** Contemporary Issues in Sport 20 Credits
- 5** Introduction to Business and Management 20 Credits
- 6** Managing Football Operations and People 20 Credits

STUDY TRIPS

The Online with Attendance modality combines flexible online learning with the opportunity to experience on-campus and industry-focused learning in person. Most of the program is delivered online through UCFB's dedicated Online Hub. In addition, students have the opportunity to attend face-to-face learning experiences at UCFB Wembley in London, UCFB Manchester and Johan Cruyff Institute in Barcelona.

These study trips allow students to connect academic content with real sports industry environments, meet peers and faculty, and gain first-hand insight into leading sports business ecosystems.

AIMED AT

Transform your passion for sport into a global business career

This program is designed for students who are passionate about sport and business and aspire to build a career in the global sports industry. It is ideal for individuals who want to develop practical skills and in-depth industry knowledge to work across areas such as clubs, federations, agencies, events, commercial departments and sports organizations.

The program is particularly suited to students who want to combine academic learning with real-world insight, gaining a comprehensive understanding of how the sports industry operates internationally while benefiting from a flexible learning experience that blends online study with on-campus sessions.

CAREER OPPORTUNITIES

Your career starts here

Both Johan Cruyff Institute and UCFB support students in developing their personal, professional and academic journey while building a strong foundation for a successful career in the global sports industry.

The BA (Hons) Sports Management is designed to prepare graduates for a wide range of opportunities across the sports business sector, combining academic knowledge with practical industry insight and professional development.

Throughout the program, students develop a versatile skill set in business, management, marketing, communication, leadership and strategic thinking, preparing them to work in dynamic and international sports environments.

CAREER OPPORTUNITIES MAY INCLUDE ROLES WITHIN:

- Professional sports clubs and franchises
- Sports federations and governing bodies
- Sports marketing and sponsorship agencies
- Event and competition management organizations
- Athlete management and representation agencies
- Sports media and broadcasting companies
- Commercial and partnership departments
- Fan engagement and digital content teams
- Sports tourism and hospitality organizations
- Sports facilities and venue management organizations
- Community sport and development programs
- Esports and emerging sports businesses
- Brands and corporate partners operating within sport

POSSIBLE CAREER PATHS INCLUDE:

- Sports Marketing Coordinator
- Sponsorship and Partnerships Executive
- Event Operations Coordinator
- Athlete Services Coordinator
- Business Development Executive
- Fan Engagement Specialist
- Sports Communications Assistant
- Commercial Executive
- Venue and Facility Coordinator
- Sports Business Analyst
- Community Engagement Coordinator
- Project Coordinator within sports organizations



EMPLOYABILITY AND CAREER PLANNING

Building your career with UCFB and Johan Cruyff Institute

The UCFB Employability and Career Planning Team supports students in preparing for the transition from education into the professional world through a range of career development and employability initiatives designed to enhance professional readiness and industry exposure.

THROUGHOUT THE PROGRAM, STUDENTS BENEFIT FROM OPPORTUNITIES SUCH AS:

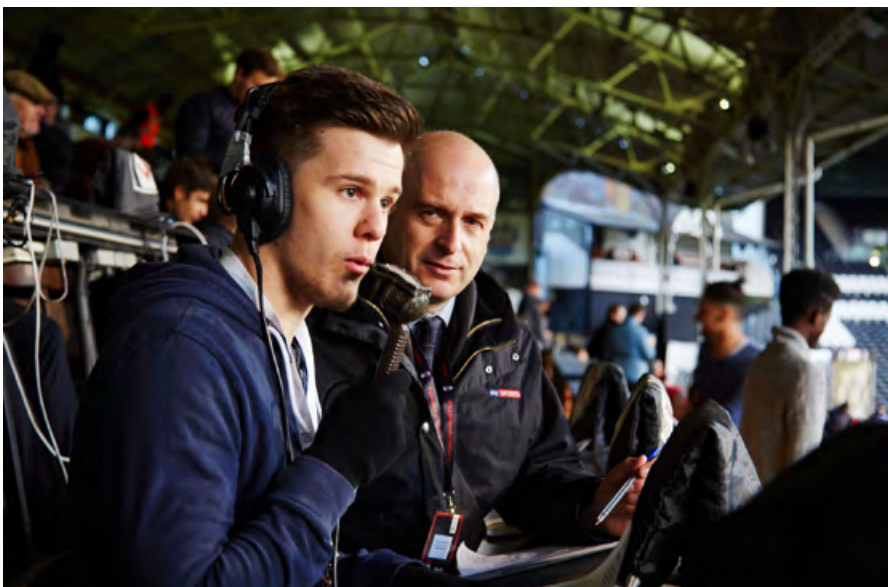
- 1 One-to-one career guidance and coaching
Employability workshops and professional development sessions
- 2 CV, résumé and LinkedIn profile support
- 3 Interview preparation and career planning
- 4 Internship and work placement opportunities
- 5 Employer presentations and recruitment events
- 6 Access to career-related events and industry opportunities

Through the combined industry networks of UCFB and Johan Cruyff Institute, students gain valuable exposure to the professional sports sector and opportunities to connect with clubs, federations, agencies, brands, media organizations and sports event stakeholders.

This industry-oriented learning environment helps students combine academic knowledge with practical experience, enhancing employability and preparing graduates for careers across the global sports industry.

93% Of UCFB graduates find full-time employment within 6-9 months of graduating

96% Of UCFB Graduates are working in highly skilled paid jobs.



LEARNING MODEL

Flexible learning. Structured progression.

The BA (Hons) Sports Management is delivered through an innovative Online with Attendance learning model that combines the flexibility of distance education with structured academic guidance and opportunities for in-person engagement.

Designed for students balancing academic studies with professional, athletic or personal commitments, the program allows students to study from anywhere in the world while remaining part of a connected international learning community.

The learning experience is primarily asynchronous, enabling students to access course materials, recorded content and online activities through the UCFB Online Hub at times that suit their schedules. At the same time, synchronous and cohort-based elements encourage interaction, collaboration and continuous academic support throughout the student journey.

Students progress through the program following a structured academic calendar with one annual intake in September. Rather than being fully self-paced, the degree follows a guided weekly structure designed to support academic consistency and progression.

The program is structured by modules, with students typically studying three modules per semester. Each module includes clearly defined learning outcomes, milestone activities and assessment guidance to support student progression and academic achievement.

Students are expected to dedicate approximately four hours of structured engagement per week per module, in addition to independent study and assessment preparation. Academic rigor and quality assurance are maintained through the same institutional standards applied across UCFB programs, ensuring a consistent and academically robust learning experience.



A TYPICAL WEEK INCLUDES

- 1 Narrated e-lectures and online presentations
- 2 Interactive e-lessons and Moodle-based activities
- 3 Directed reading and independent study
- 4 Weekly tasks and formative learning activities
- 5 Collaborative discussions and research exercises
- 6 Live online sessions, drop-ins and assessment guidance

ONLINE WITH ATTENDANCE MODALITY

Flexible online learning. Real industry connection.

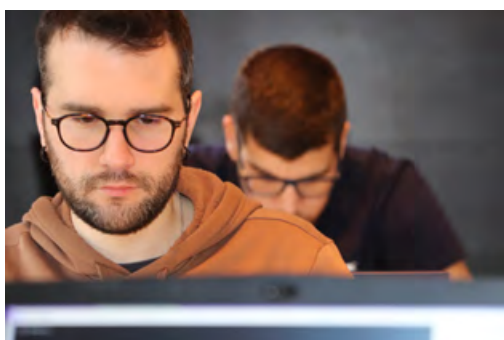
The Online with Attendance modality combines the accessibility of online education with face-to-face experiences connected directly to the sports industry.

Most of the program is delivered online through the UCFB Online Hub, allowing students to study flexibly while remaining part of an engaged international cohort.

To complement the online learning environment, students have the opportunity to participate in optional face-to-face learning experiences and international study visits in London, Manchester and Barcelona.

These experiences allow students to connect academic learning with real sports business environments, interact with industry professionals, expand their network and experience some of the world's most influential sports cities first-hand.

By combining the sports management expertise of Johan Cruyff Institute with the industry-connected educational environment of UCFB, the program offers a flexible, international and career-oriented learning experience designed for the realities of the modern sports industry.



STUDENT PROFILE

A Dynamic Learning Environment for the Sports Business Leaders of Tomorrow

The program is designed for ambitious, internationally minded students who are passionate about sport and interested in building a career in the sports industry.

It is suitable for students from different academic, cultural, sporting and professional backgrounds, including recent high school graduates, student-athletes, young professionals and individuals already connected to the sports sector.

The ideal student is someone who:

Has a passion for sport, business and innovation

Is interested in the management and commercial side of sport

Wants to develop leadership, communication and strategic thinking skills
Is motivated to work in an international environment

Values flexibility while maintaining academic rigor

Is eager to connect academic learning with real-world industry insight

Wants to build a global professional network in sport

The diversity of the student cohort creates a dynamic learning environment where students can exchange perspectives, collaborate across cultures and develop a global understanding of sports business.

THE BACHELOR'S EXPERIENCE

More than a degree. An international sports business experience.

The Bachelor's experience combines academic excellence, industry engagement and international exposure to prepare students for careers in the global sports industry.

Through the collaboration between Johan Cruyff Institute and UCFB, students become part of two internationally recognized institutions deeply connected to the world of sport.

Throughout the program, students engage with industry professionals, guest speakers, real business case studies and applied learning activities designed to connect theory with professional practice.

The learning experience encourages students to develop critical thinking, communication, teamwork, leadership and problem-solving skills that are essential within today's sports industry.

Students benefit from:

A truly international learning environment

Direct exposure to the sports industry

Access to industry professionals and guest speakers

International networking opportunities

Career development and employability support

Applied projects and real industry case studies

Collaboration with peers from different countries and sporting backgrounds

Opportunities to connect academic knowledge with professional practice



STUDY TRIPS

From London, Manchester and Barcelona to the World

The program connects students with three internationally recognized sports cities: London, Manchester and Barcelona.

Through study visits and industry engagement activities, students gain first-hand insight into different sports markets, business models and professional cultures while developing the international perspective required to succeed in the modern sports industry.

LONDON

Global sports business capital

London is home to major clubs, governing bodies, agencies, media companies, international events and commercial sports organizations, making it one of the world's leading sports business ecosystems.



MANCHESTER

Football heritage and innovation

Manchester is globally recognized for its football culture, elite sports environment, fan engagement and continued innovation across sport, media and business.



BARCELONA

Sport, entrepreneurship and the Cruyff legacy

Barcelona is internationally known for its sporting culture, innovation, entrepreneurship and leadership in sports management, closely linked to the legacy and philosophy of Johan Cruyff.



STUDENT SUPPORT

Academic, Technical, and Wellbeing Support Services

Students are supported throughout their academic journey by academic, professional, technical and personal support services.

Academic support

Academic tutors and module leaders

Course leaders and program support staff

Study skills and academic writing support

Assessment guidance and feedback

Learning resources and library services

Student support and wellbeing services

INDUCTION AND ONBOARDING

At the beginning of the program, students participate in a structured induction and Welcome Week. This introduces students to the academic team, support services, course structure, assessment methods, Virtual Learning Environment and learning resources. Additional orientation activities take place at the beginning of each academic semester to support progression and engagement.

INTERNATIONAL STUDENT SUPPORT

The program is designed for an international student community. Since much of the learning content is available on demand, students can usually study in their own time zone. Live sessions follow the UK academic calendar and working week.

International students also benefit from student support services, inclusive learning policies and opportunities to connect with peers and faculty worldwide.

TECHNICAL SUPPORT

Technical support is available during office hours to assist students with access to the Virtual Learning Environment, digital learning tools and online resources.



STUDENT SERVICES

Academic, Technical, and Wellbeing Support Services

Students have access to a wide range of services and resources designed to support their academic experience, professional development and overall wellbeing throughout their studies.

Through the UCFB Online Hub, students can access course materials, learning activities, quizzes, academic information and university updates from anywhere in the world. Students also benefit from access to the UCFB Learner Portal, digital learning resources and employability platforms that support both academic progression and career development.

The Student Support Team provides guidance across a range of areas including pastoral care and wellbeing, disability and learning support, student finance guidance, international student support, access and widening participation initiatives, and Student Union representation. These services help create an inclusive and supportive learning environment where students can thrive academically and personally.

CAREER DEVELOPMENT IS A CORE PART OF THE STUDENT EXPERIENCE

Through the Employability and Career Planning Team, students have access to career guidance, CV and LinkedIn support, interview preparation, networking opportunities, industry guest speakers, employability workshops and work placement opportunities connected to the global sports industry.

Our approach combines academic learning with professional and personal development, helping students graduate as confident, internationally minded and career-ready professionals prepared for careers across the sports business industry. For further information regarding student services and support, you may contact:

Admissions team:

admissions@ucfb.com.

Student support Team:

studentsupport@ucfb.ac.uk

LearningsSupport:

learningsupport@ucfb.com



ADMISSIONS, QUALIFICATION AND FEES

How do I access the degree?

ENTRY REQUIREMENTS

Applicants must normally meet the following academic criteria:

- A minimum of 96 UCAS Tariff Points
- Typically from Level 3 qualifications such as A-Levels or equivalent international qualifications

INTERNATIONAL QUALIFICATIONS

Applications from international students are welcomed. Because education systems vary by country, international qualifications are assessed individually to ensure they meet UK academic standards.

Guidance from UK ENIC may be used to evaluate how overseas qualifications align with the UK education system. Each application is reviewed on a case-by-case basis.

ENGLISH LANGUAGE REQUIREMENTS

Applicants must demonstrate English language proficiency through one of the following:

- GCSE English Language: Grade C/4 or above or
- Academic IELTS: overall score of 6.0, with no less than 5.5 in each component

Accepted english tests

UCFB accepts a range of recognized English language qualifications, including:

- IELTS Academic / IELTS for UKVI
- TOEFL iBT
- Pearson PTE Academic
- LanguageCert Academic
- Trinity College London (Integrated Skills in English)
- Cambridge IGCSE
- Oxford ELLT
- Skills for English (SELT)

Applicants who have previously studied in the UK may be exempt from providing additional English language certification.

AGE REQUIREMENTS

There is no strict minimum age requirement. However, applicants under the age of 18 will be considered in line with our Under 18 Admissions Policy.

REQUIRED DOCUMENTS

Applicants will need to submit:

- 1 A completed UCAS application
- 2 Academic certificates and transcripts
- 3 Certified translations of any documents not in English
- 4 A valid passport
- 5 Visa-related documentation, if required for fee assessment

UCAS manages the application process for UK universities, allowing you to apply for multiple courses and track your application in one place.

Fees

UK & EU students

€11,340 per year / £ 9,790

International students

€15,000 per year / £ 12,950

ENROLLMENT PROCESS

Applications are submitted through UCAS. Steps to apply:

- 1 Register and apply via UCAS
- 2 Submit all required documentation
- 3 Application reviewed by the admissions team
- 4 Receive your offer

Applications are reviewed on a rolling basis. Response times may vary depending on the time of year and the completeness of the application.

ADVANCED ENTRY

UCFB accepts applications with advanced standing through the Advanced Prior Learning process. Applicants seeking direct entry into Year 2 or Year 3 must complete an APL application form and provide evidence of previous studies. Applicants are strongly encouraged to begin this process early and will still be required to complete a UCAS application.

For further guidance, contact:
admissions@ucfb.com

ENTRY REQUIREMENTS FOR STUDY TRIPS (UK & SPAIN)

As part of the programme, students will participate in three study trips:

- **Two in the UK (London & Manchester)**
- **One in Spain (Barcelona)**

These are short academic visits. A Student Visa is not required for the study trips. However, all students must comply with the entry requirements of each country, depending on nationality.

UNITED KINGDOM

EU / EEA citizens:

- Do not need a visa for short stays of up to 6 months
- Must travel with a valid passport

Non-EU citizens:

- May need a Standard Visitor visa, depending on nationality
- Some nationalities are visa-exempt
- Others must apply in advance
- Students are responsible for checking and completing the process before travel

SPAIN

Spain is part of the Schengen Area.:

EU / EEA citizens:

- Do not need a visa
- Can travel with a valid ID or passport

UK citizens:

- Do not need a visa for short stays of up to 90 days within the Schengen Area
- Must travel with a valid passport
- Must comply with Schengen entry rules

Non-EU citizens:

- May require a Schengen short-stay visa, Type C
- Visa-exempt nationalities can travel without a visa for up to 90 days within the Schengen Area
- Other nationalities must apply in advance through the relevant consulate

IMPORTANT NOTE

- Study trips are considered short academic visits permitted under visitor regulations.
- No Student Visa sponsorship is required.
- Students are responsible for ensuring they meet all entry and visa requirements for both the UK and Spain.



Contact

admissions@ucfb.com

M: +34 658 579 090

Ready to lead in the global sports industry?

Join an international Bachelor's program that combines flexible online learning, UK academic validation, industry exposure and the sports management expertise of Johan Cruyff Institute.

Study online.

Connect in London, Manchester and Barcelona.

Build your future in sport.