



BIRMINGHAM CITY
University
International College



BA (HONS) GLOBAL SPORT MANAGEMENT

If you would like to study a sport management degree, you need look no further than the expertise at Birmingham City University (BCU).

WHY CHOOSE BCU FOR YOUR DEGREE?

- Birmingham City University offers the only undergraduate Sport Management degree of its kind in the UK to be accredited by the Chartered Management Institute (CMI).
- The University boasts links with high-profile global sport organisations such as Manchester City – and with Birmingham hosting the Commonwealth Games in 2022, there is no better time or place to start developing your career in the industry!
- You will gain contemporary skills in technology and digital innovation, marketing and events, and operations and analytics – preparing you for working within the global sport industry.

WHO WILL TEACH YOU?

You will be led in the subject by staff who have significant experience in the industry.



Dr Russell Cowley, Senior Lecturer and Programme Director for Global Sport Management, is a retired professional ice hockey player. His sporting career spanned over 17 years and saw him win a world championship gold medal in April 2017! During his career, Russell also co-founded a charity, which involved him managing the major business functions of strategy, marketing and HR.

Apply now
www.bcuic.navitas.com/apply

Get in touch
info@bcuic.bcu.ac.uk

