

MSA SCHEDULE

2018-2019

Sochi, Russia

Time	Module	Weeks and Study Units														
		1 17-22.09	2 24-29.09	3 1.10-6.10	4 8-13.10	5 15-20.10	6 22-27.10	7 29.10-3.11	8 5-10.11	9 12-17.11	10 19-24.11	11 26.11-1.12	12 3-08.12	13 10-15.12	14 17-22.12	15
Term 1	<b>M1:</b> The economics of sport and the Olympics	Induction week	Global sport governance	Sport philosophy	Sport development and management concepts	Leadership and people management	Introduction to economics of sport	International communication and public speaking	Research paradigms	Sport policy analysis	Sport organisations governance	Management and marketing of football and its globalization	Research paradigms	Internship 1	Internship 1	Reading week
	<b>M2:</b> Governance, Politics and the Olympic Movement	Vassil Girginov	Vassil Girginov	Jim Parry	Norman O'Reilly	Tracy Taylor	Wladimir Andreff	Marco Iacono	James Skinner	Eivind Skille	Dimitra Papadimitrou	Michel Desbordes	James Skinner	Internship 1	Internship 1	
	<b>M3:</b> Research methods for sport management (i)															
Term 2	<b>M4:</b> The business of sport and the Olympics	Revenue generation	Olympic partnerships and sponsorship	Strategic sport event and VM	Sports tourism	Internship 2		Sport branding and comm	Sustainable development and sport legacy	Research methodology and methods	Strategic marketing planning	Marketing communications and PR	Brand management	Literature review and dissertation writing		
	<b>M5:</b> Sport marketing and communications	John Beech	John Beech	Martin Schnitzer	Robert Kaspar	Internship 2		Jon Tibbs	Vladimir Zakharov	James Skinner	Guy Masterman	Guy Masterman	David Stotlar	James Skinner		
	<b>M3:</b> Research methods for sport management (ii)									Fans engagement	Alexey Kirichek					
Term 3	<b>M6: D1, D2, D3</b> Dissertation	29-36 08/04 – 01/06					37-38 03/06 – 15/06					39 17/06 – 22/06				
		Data collection					Dissertation marking, reading opponent papers					GRADUATION				
		James Skinner					James Skinner									