

MANCHESTER
1824

The University of Manchester

MML

MANAGEMENT,
LEADERSHIP
& LEISURE

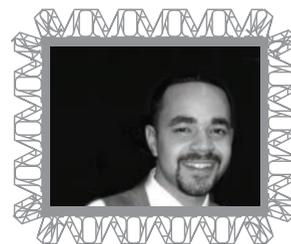
UNDERGRADUATE PROSPECTUS 2017 ENTRY

WWW.SEED.MANCHESTER.AC.UK

WITH A **WINNING HERITAGE**,
WORLD CLASS
RESEARCH AND
OVER **25** NOBEL
PRIZE WINNERS,
STUDENTS AT
THE UNIVERSITY
OF MANCHESTER...



**PREPARE TO MAKE
A DIFFERENCE**



JOSHUA MORGAN

Graduate

"This degree offers a unique opportunity for people to study business theory and gain workplace experience at the same time. I used the applied study periods (ASPs) throughout my three years studying this programme to gain professional experience, and by the time graduation came around I was already working!"

MANAGEMENT, LEADERSHIP AND LEISURE AT THE UNIVERSITY

OF MANCHESTER OFFERS STUDENTS OPPORTUNITIES TO GAIN SKILLS AND EXPERIENCE IN ONE OF THE FASTEST EXPANDING SECTORS IN THE WORLD. THE ACADEMIC PROGRAMME COMBINED WITH APPLIED STUDY PERIODS ENSURES OUR GRADUATES ARE HIGHLY EMPLOYABLE.

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“

The degree provided fantastic opportunities to undertake work placements whilst studying.

Rebecca Hobbs
Graduate

”



**DID
YOU
KNOW?**



Our city's marriage of the historic with the modern – Manchester was voted the best city in the UK to live in, in the 2015 Global Liveability Survey

THE UNIVERSITY OF MANCHESTER

is ranked...

5th IN THE UK
&
8th IN EUROPE

*Shangai Jiao Tong Academic Ranking of World Universities 2015

Over

550 hours

of industry experience through work-based placements.

INTRODUCING MANCHESTER

OUR UNIVERSITY

MAKING THINGS HAPPEN

Influential, forward-thinking and down-to-earth, we'll give you an amazing university experience rooted in a rich academic heritage.

We turn enthusiasm into achievement and groundbreaking theory into practice.

We accomplish feats of global significance, from splitting the atom to giving the world graphene – the two-dimensional wonder material that is one atom thick but 200 times stronger than steel.

With more Nobel Laureates on our staff than any other UK university, and strong

links to industry and public services, we vitalise our undergraduate courses with pioneering research.

Join us at the heart of Britain's most popular student city.

Learn more about us:

www.manchester.ac.uk

OUR CITY

ALWAYS MOVING FORWARD

Manchester lives on the edge of tomorrow, ever a step ahead in science, industry, media, sport and the arts. The Mancunian character, exemplified by the city's central role in the industrial revolution, strives for excellence in all walks of life.

This is a city of many accents,

having become a cosmopolitan magnet for students and professionals eager to experience its can-do attitude, independent spirit and cultural wealth.

Never content to live on past glories, Manchester has a passion for progress.

Discover what makes Manchester unique:

www.manchester.ac.uk/cityofmanchester



YOUR EXPERIENCE

MORE THAN JUST A DEGREE

From the flexible, 24/7 learning environment of the Alan Gilbert Learning Commons to the personal development opportunities and specialist support services we offer, we will empower you to be your best.

The University of Manchester is well underway with the biggest investment programme ever seen in UK higher education, having invested £750 million in our facilities since 2004, with another £1 billion to follow. Away from your studies you'll have access to the UK's largest student union, more than 300 student societies, and excellent sports and fitness facilities.

The only thing you won't experience is boredom. Hear from some of our students, graduates and staff:

www.manchester.ac.uk/ug/profiles

YOUR CAREER

ON A COURSE TO SUCCESS

Recruiters target Manchester because our graduates are highly employable and we are the most targeted university by Britain's top graduate employers (High Fliers Research 2016).

We design our courses with your employability in mind. Our problem-based approach to learning inspires you to think critically, creatively, and independently.

Our careers service provides advice and mentoring services, and will connect you with employers who'll put you on a path to career success.

Take control of your career:

www.manchester.ac.uk/careers

APPLYING

2017 ENTRY

**Management,
Leadership
and Leisure BA**
3yrs

UCAS Code N871
UCAS institution
Code M20

ENTRY REQUIREMENTS

GCSE or equivalent

C English Language and Mathematics

GCE A-level/Unit grades

ABB-BBB

Scottish Advanced Highers

ABB-BBB

Scottish Highers

AABBB-BBBBB

International Baccalaureate

32-34 points overall

For qualifications not listed above, please visit our website: www.seed.manchester.ac.uk

FEES AND FUNDING

Please check our website for details of 2017 tuition fees for UK, EU and International students:

www.seed.manchester.ac.uk

The University of Manchester is committed to attracting and supporting the very best. More than a third of our students will receive bursaries of up to £2,500 per year and many will be offered even more generous support. UK students are not required to submit an application for any of the University's means-tested awards. We will automatically identify eligible students on the basis of the household income data provided by the Student Loans Company.

THE MANCHESTER BURSARY

The Manchester Bursary is available to any student who is registered on an eligible undergraduate degree course at The University of Manchester and who has had a full financial assessment carried out by Student Finance. This bursary is additional to the government package of maintenance grants.

For further information, visit:

www.manchester.ac.uk/study/undergraduate/student-finance/uk-eu/funding

THE MANAGEMENT, LEADERSHIP AND LEISURE AWARD

Information about awards and bursaries given by the School for our students will be published on our website at:

www.seed.manchester.ac.uk/fees/undergraduate-funding

DISABILITY SUPPORT

If you have a disability or medical condition, or you require additional support needs, we encourage you to disclose it in your application form.

This information will enable us to contact you to identify what adjustments can be made and what support you will require once you arrive.

Above:
Alan Gilbert Student Learning
Commons and the Whitworth
Building at The University

A photograph of the Manchester Convention Centre at dusk. The building features a large, curved, blue-tinted glass and metal roof structure. The lower part of the building is made of red brick and is illuminated with warm lights. In the background, a tall, modern glass skyscraper is visible against the twilight sky. The overall scene is a mix of modern architecture and traditional brickwork.

MANAGEMENT, LEADERSHIP AND LEISURE

AT THE UNIVERSITY OF MANCHESTER

COURSE OVERVIEW

The BA (Hons) Management, Leadership and Leisure centres on the study and development of management and leadership skills, and is taught in the context of the leisure sector.

Exploring the specific leisure industries of sports, events and tourism, the course is more comprehensive than traditional leisure and management degree courses which normally focus on management in just one specific area, such as sport or events management. This course covers both management and leadership, and allows you to choose optional course units from the three areas of sport, events and tourism. This flexibility allows you to either specialise in one area which you are passionate about, or to develop knowledge of all three, giving you greater choice over your future career direction.

Your academic study will be supported by three applied study periods, which are similar to work placements and last two weeks in year one, four weeks in year two and ten weeks in year three. They will give you the opportunity to take the theories you have studied at university and apply them to real life projects/operations in industry. Previous students have enjoyed applied study periods at local, national and international organisations, including: Manchester United; the BBC; Visit Manchester; Chelsea Football Club; Birmingham Botanical Gardens; Sandown Park Racecourse; Gap PR and Marketing Ltd; the Co-operative Group; the Grand Hyatt Tokyo; and the YMCA.

Above: Manchester Convention Centre

WHY STUDY MANAGEMENT, LEADERSHIP AND LEISURE AT THE UNIVERSITY OF MANCHESTER ?

The city of Manchester's leisure and cultural sector is thriving; making it an ideal location to study this course. The University is home to several cultural and tourist destinations, including The Manchester Museum, the John Rylands Library and the Whitworth art gallery, which has recently reopened following a £19 million refurbishment.

Manchester is home to several major music venues including; the Albert Hall, the Bridgewater Hall; Manchester Opera House; Manchester Arena; The Academy which is part of Manchester's Student Union, plus lots of smaller, more intimate live music venues. The city also hosts the annual Parklife music festival. Sports venues include: Manchester Aquatics Centre; the National Cycling Centre and National Squash Centre at Sportcity; Manchester United and Manchester City football stadiums; and Old Trafford Cricket Ground. Manchester and its surrounding area also boasts several museums and art galleries, including The National Football Museum, the Museum of Science and Industry, the Imperial War Museum North and Manchester Art Gallery. Plus HOME is a new £25 million city centre arts centre which includes two theatres, five cinema screens and gallery space for contemporary art.

THE IMPORTANCE OF THE LEISURE INDUSTRY

SPORTS

Sport's contribution to the English economy reached £20.3 billion in 2010, 1.9% of the total and 2.3% of all employment in UK (Sport England, 2013).

EVENTS

The events industry is worth £58.4 billion to the UK's gross domestic product (GDP), contributes £21.1bn in taxes and is the UK's 16th biggest employer with 515,423 people (MPI Research, 2013).

TOURISM

Global international tourism revenue reached an estimated US\$1,245 billion (£850 billion) in 2014, based on expenditure by international visitors on accommodation, food and drink, entertainment, shopping and other services and goods (Statista, 2014).



COURSE DETAILS

SPECIAL FEATURES

- Tailor your degree through options in sport, tourism and events management
- Build industry contacts and gain vital employability skills through UK and international work placements
- Manchester's leisure, cultural and tourism sector is thriving; as well as major music and sports venues, the city boasts a number of museums, art galleries and theatres

TEACHING AND LEARNING

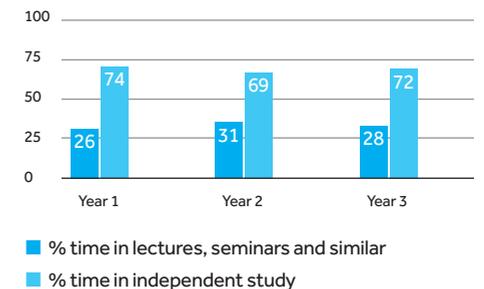
The main methods of teaching are lectures and seminars, which you will supplement through wider reading, small group work and other classroom activities. Seminars involve a small group of students meeting with a tutor to discuss issues arising from lectures, or wider reading, case studies or problem-solving exercises. You may be asked to give a presentation or review a subject as a basis for discussion. You may also visit leisure amenities or other places of interest, including a three day residential field trip at the beginning of your first year.

Applied study periods, similar to work placements, in the first (lasting two weeks) and second (lasting four weeks) years will provide first-hand experience of the leisure industry. They offer the opportunity for you to observe and gain new skills, and to apply business and academic theory in an organisation. In your final year, you will undertake a research-based project during your ten week extended study period.

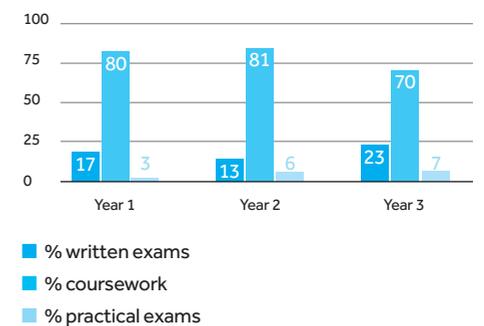
TEACHING AND ASSESSMENT

28% Time in lectures, seminars and similar

This is the percentage of time spent in different learning activities, by year for this course.



77% Assessment by coursework





WELCOME TO YOUR STAGE

COURSE STRUCTURE

The BA (Hons) Management, Leadership and Leisure is a three year degree course that combines academic study with professional training. It offers you the opportunity to gain an understanding of the nature and scope of management and leadership in the leisure industry, whilst gaining practical experience to develop skills and boost your future employability.

YEAR 1

The first year draws upon the disciplines that underpin management and leadership and provides an introduction to the nature and scope of the leisure sector. At the beginning of the first year we run a three day residential field trip to North Wales, where you will get to know other students and staff, as well as learning about management issues in leisure organisations. Year one also includes a two week applied study period, providing the opportunity to gain work experience in the leisure industry.

YEAR 2

In your second year, you will continue to study leadership, human resource management, marketing, finance and research methods. There are optional units in sport, events and tourism, plus you can take options from the University's Faculty of Humanities undergraduate courses, including Manchester Business School and the University Language Centre. In addition, we focus on building your transferable skills and the practicalities of graduate job hunting. There is also a four week applied study period providing the opportunity to add to your experience in year one by working for a similar organisation or by diversifying into other industries.

YEAR 3

The final year aims to deepen your knowledge and understanding of strategic management and leadership. The year is split into two distinct semesters. Semester one continues to build an academic perspective using business and management theory, and further study takes place through optional units in sport, events and tourism. Semester two has an extended applied study period (ten weeks) and a research project (dissertation). The applied study period is normally chosen according to your interests or career aspirations; in addition you also have the opportunity to complete the data collection for your final year research project whilst on placement.



I particularly enjoyed my final year Applied Study Period at 'Ear to the Ground', which is a live Communications agency, based in Manchester. They aim to connect major brands with their sport and music fans.



Jenny Tolhurst
Graduate

COURSE UNITS



It is a diverse degree that provides many career opportunities upon finishing university due to the broad subject base and invaluable work-based experience.



Tom Pocock
Graduate

Below: The CityGames on Deansgate in Manchester

Far below: Shea Stadium, New York

Right: National Cycling Centre at Sportcity, Manchester



YEAR 1

- Sociology of Leisure
- Introduction To Management, Leadership and Leadership (including two week applied study period)
- Marketing and Consumers
- Human Resource Management I
- Financial Management I
- Business Economics
- Introduction to Study Skills and Research Methods

OPTIONS

- Introduction to Tourism
- Event Management - Scope, Feasibility and Production
- Introduction to Sport

YEAR 2

Course units include:

- Marketing
- Human Resource Management II
- Financial Management II
- Research Methods
- Leadership I
- Applied Study Period (four weeks)

OPTIONS

- Tourism Destinations
- Live Events
- Sport Business

YEAR 3

- Strategic Management
- Leadership II
- Applied Study Period (ten weeks)
- Designing and Conducting your Research Project

OPTIONS

- Sport Development
- Event Strategy
- Tourism Development

Additional options are available from the University's Faculty of Humanities other undergraduate courses, including Manchester Business School and the University Language Centre.

Timetable clashes with core content may restrict options from outside the degree.





COURSE ACTIVITIES AND SOCIETIES

One of the main benefits of a small cohort is that students get to know one another. Each cohort is extremely diverse, with students travelling from all over the world to join the course. This means students learn from each other's backgrounds and experiences and develop international networks.

THE SOCIETY FOR MANAGEMENT AND LEISURE STUDENTS, AT THE UNIVERSITY OF MANCHESTER

"The society allows us to use the talent we have across the three year groups to plan, organise and carry out events that all three years are welcome to attend. The Society oversees student representation in the course and provides various opportunities to those who wish to get more involved with their department. Teaching staff are always seeking feedback and comments from students about the course, so the society is a great way of communicating our views."
Society member and peer mentor.

For more information, or to join the society, please visit Facebook:
www.facebook.com/AMsocUoM

STUDENT OPPORTUNITIES FOR RESEARCH INVOLVEMENT

Our teaching staff are involved in active research across the leisure industry, covering a range of topics such as business, sport and events. Our students have the opportunity to engage in our current research, and to gain valuable experience in their area of interest. For example, students have worked with Miriam Firth, our Events Management Lecturer, to support in her recent research with local festivals and music venues such as Pangea, Creamfields and the Warehouse Project, as well as other major events in the cities major music venues.

Above: Our students can participate in a number of exciting projects – including at Glastonbury Festival
Left: The Spider by Arcadia at Glastonbury Festival



MIRIAM'S FESTIVAL RESEARCH



Festivals and temporary outdoor events all require power and products to serve the great range of consumers and performers on site. As such, and in alignment with the Events British Standard in Sustainability (BS ISO 20121:2012), I have been conducting small-scale studies on power usage and waste at UK festivals.

Starting in 2013 at Glastonbury and Kendal Calling I was asked by site management to take a team of researchers to these festivals and recorded the power usage from generators that powered the main arenas. This identified peaks and troughs in power required from these large generators and suggested that more renewable energy could be used in its place.

In 2014 we collected the same data and we are working with the University of the West of England to compare the data year on year and offer more applied recommendations to these events. In addition to this we are interviewing key stakeholders at each event to ascertain their waste volumes and management. The aim of completing this research on behalf of the site management is to recommend and support renewable energy use at large scale outdoor events.



Miriam Firth
Lecturer



CAREERS



Even before my graduation ceremony, I successfully secured a place on the graduate scheme at Whitbread. Whitbread is the UK's largest hotel, restaurant and coffee shop operator, with brands like Premier Inn and Costa in its portfolio.

Tom Pocock
Graduate

During my 10-week placement I was able to assist Account Executives and gained valuable experience delivering marketing campaigns nationwide for global brands such as Coca Cola and Yahoo. This built my confidence in the workplace and my ability to apply much of my degree-specific knowledge to real problems. I was offered a full time job with Purity, as an Account Executive so will continue to work on exciting experiential marketing campaigns for global brands!

Rebecca Hobbs
Graduate



TYPICAL ROLES FOR OUR GRADUATES

WE WORK EXTREMELY HARD TO ENSURE ALL OUR STUDENTS DEVELOP THEIR EMPLOYABILITY.

Leisure is a wide sector of the economy with extensive employment prospects. There is a broad range of career opportunities within the leisure industries, including: the arts; events management; entertainments; sports and recreation; theatres; tourism attractions; and tour operators.

Typical graduate roles, which our students apply for:

- Business graduate schemes
- Production Assistant
- Artist Liaison Manager
- Entry-level Hotel Management
- Events Researcher
- Event Managers and Coordinators
- Stage Manager
- Account Manager
- Finance Officer
- Events Supervisor
- Marketing Coordinator and Researcher
- Account Executives (Marketing and Sponsorship)
- Client Relationship Executive (Advertising and PR)
- Human Resource Executives
- Sport Facility Management
- Project Manager
- Sport governing body roles

Some even choose to set up their own business.

SKILLS DEVELOPMENT: LANGUAGE COURSES FOR EMPLOYABILITY

The leisure industry is global, whether it's sport, events or tourism, graduate opportunities and careers are available all over the world. Therefore, students are looking to improve their language skills, to enable them to apply for jobs in Europe and beyond. Due to our flexible unit options throughout the degree, students can study language specific units, which improve their language skills and improve their understanding of different cultures.

Future details of subjects/units can be found here:

www.alc.manchester.ac.uk/subjects

The University Language Centre also offers language courses:

www.langcent.manchester.ac.uk

Right: The Lowry theatre and arts centre at Salford Quays





APPLIED STUDY PERIOD STUDENT PROFILES

I completed my first Applied Study Period (ASP) at a company named INTO Manchester, which is a provider of pre-university education for international students travelling to the UK for the first time. I have planned and delivered a number of events that would serve as "ice-breakers" for students. This helped students settle in and become familiar with a new culture, know about interesting places to visit and make new friends.

This was a great opportunity to practice the theory I learnt and helped develop my English as I am an international student. As a result, I have received an invitation for a paid job for the next academic year.

Stanislav Boichuk

I completed my first ASP at Lucozade Powerleague, based in Manchester. Powerleague is one of the cities largest 5-a-side football centres, operating from three different sites. My role was a mixture of general administration, assisting with events and customer service.

Throughout my placement, I also shadowed management to gain a further understanding of the role and the industry in general.

The ASP allowed me to develop a range of skills, including time management, communication, IT skills and teamwork.

I really enjoyed my time at Lucozade Powerleague, and I was lucky enough to be offered a paid part time role upon completion of the ASP.

Jessica Reynolds

I completed my first year ASP at The Midland luxury hotel located in the centre of Manchester. I worked predominantly in the Conference and Banqueting team, helping to deliver large-scale events within the hotel. Overall, I found my ASP to be a very positive, rewarding experience, improving my intrapersonal skills such as time management, teamwork and communication.

Through shadowing various managers throughout my ASP, I also acquired an understanding of which skills are required to manage events and how to effectively manage people to maximise their performance. The ASP is a real opportunity to gain industry experience but it has also helped me to clarify my career direction, ahead of further ASPs in years two and three.

Libby Cornford

During my time at Ear to the Ground, I assisted the Account Management teams in organising various types of events for their high profile clients, including the launch event of Samsung's first curved TV at the Gherkin in London and organised the new Nike Winner Stays tournament campaign at various venues around London. I assisted with active industry research for Phones 4u and their sponsorship of the Manchester Arena. I created a social media toolkit to assist UEFA in launching their trophy 'selfie' application through various social media sites.

All this has proved invaluable experience; I have worked with major global organisations, often involved in new exciting, cutting edge projects. This will certainly add to my CV and my employability in the sector.

Jenny Tolhurst



FIND OUT MORE ONLINE

For the most up-to-date course information, visit our web site:
www.seed.manchester.ac.uk

Disclaimer:
This brochure is prepared well in advance of the academic year to which it relates. Consequently, details of courses may vary with staff changes. The University therefore reserves the right to make such alterations to courses as are found to be necessary. If the University makes an offer of a place, it is essential that you are aware of the current terms on which the offer is based. If you are in any doubt, please feel free to ask for confirmation of the precise position for the year in question, before you accept the offer.

ACCOMMODATION

Discover your new home:
www.manchester.ac.uk/accommodation

ADMISSIONS AND APPLICATIONS

Everything you need to apply:
www.manchester.ac.uk/study/undergraduate/applications/how-to-apply

ALAN GILBERT LEARNING COMMONS

Take a look around our 24/7, independent learning space:
www.manchester.ac.uk/library

CAREERS

Take control of your career:
www.manchester.ac.uk/careers

CHILDCARE

Balancing your studies with your caring responsibilities:
www.manchester.ac.uk/childcare

DISABILITY SUPPORT

Talk to us about any support you need:
www.manchester.ac.uk/dso

FUNDING AND FINANCE

Get to grips with fees, loans, scholarships and more:
www.manchester.ac.uk/studentfinance

INTERNATIONAL STUDENTS

Let us help you prepare for your time here:
www.manchester.ac.uk/international

IT SERVICES

Online learning, computer access, IT support and more:
www.manchester.ac.uk/itservices

LIBRARY

We have one of the UK's largest and best-resourced university libraries:
www.manchester.ac.uk/library

MAPS

Find your way around our campus, city and accommodation:
www.manchester.ac.uk/discover/maps

PROSPECTUS

Download or order a copy of our prospectus:
www.manchester.ac.uk/study/undergraduate/prospectus

SPORT

Get active with our clubs, leagues, classes and facilities:
www.manchester.ac.uk/sport

SUPPORT

Let us help with any academic, personal, financial and administrative issues:
my.manchester.ac.uk/guest

STUDENTS' UNION

Immerse yourself in societies, events, campaigns and more:
manchesterstudentsunion.com

VIDEOS

Learn more about us on our YouTube channel:
www.youtube.com/user/universitymanchester

WANT TO TALK THROUGH YOUR DECISION?

Call or email us for help & advice

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