

MSc Sport & Exercise Management: Rugby Management



THE MSc IN RUGBY MANAGEMENT PROVIDES ASPIRING RUGBY MANAGERS WITH THE SKILL-SET REQUIRED TO OPERATE AT ALL LEVELS OF RUGBY

About Rugby Management

Professional rugby management is key to the development of the game at national, provincial and grassroots club levels. It ensures maximum opportunities for enjoyable and successful participation by players of all ages and abilities in a safe & efficient environment – both on and off the pitch.

About the Programme

The MSc Rugby Management programme is centred upon the evidence-based best practice skill-set employed in professional rugby. With the aim of preparing students for a career in professional and club rugby management, it offers Core Management modules complemented by the following Rugby Management Modules:

- **Player LTAD and Welfare Management**
- **Rugby Governance and Law**
- **Managing Rugby Performance**
- **Club & Union Operations Management**

Who Should Attend

Management & Staff seeking to upgrade qualifications and currently employed by professional clubs and rugby unions.

Professional Players either current or those planning retirement from the game who are able to undertake the part-time CPD programme.

Programme Lecturers

Full-time UCD Staff lead the programme; they possess sound theoretical knowledge in functional areas of management as well as hands-on senior management experience in the sport & rugby industry.

Visiting Lecturers have been recruited from the international, provincial and club levels of professional rugby management and coaching in Ireland and overseas. Senior managers from the IRB, IRFU, Irish Provincial Clubs and UK Premier League clubs with in-depth hands-on rugby management knowledge, skill-sets and experience contribute to the programme.

Careers in Professional Rugby Management

- CEO/GM/ED rugby union and club
- Commercial marketing
- Executive services
- Community rugby officer
- Coach development
- Elite player development
- Operations management

Careers in Community Rugby Club Management

- President, Vice President(s), Chairperson, Club Secretary
- Treasurer, Fixtures secretary, Social secretary
- County/Province/Regional representative
- Coaching secretary, Referees secretary
- Membership officer, Bar manager
- Junior club coordinator, Schools liaison officer
- Press / publicity, Web site coordinator
- Child protection officer, Women and girls
- Club Coach(s), Captain and Manager
- Gear/kit Manager



Breakdown of the Programme

1 year full-time (3 semesters)

- Semester 1: August - December 6 modules
- Semester 2: January - May 6 modules
- Semester 3: May - July dissertation

OR

2 years part-time (6 semesters)

Half the workload of fulltime i.e. 3 modules per semester plus a dissertation in semester 6.

OR

Continual Professional Development (CPD)

Students take one module at a time (ie a one week module) over an extended period – this is a unique opportunity for current professional & academy players to fit the MSc programme schedule to their playing commitments.

Programme Endorsements

IRFU Director of Rugby Eddie Wigglesworth:

Rugby players have relatively short careers and professional players especially need to make provision for their retirement from the game in terms of marketable qualifications. This innovative programme not only provides them with an excellent management skill-set but enables them to continue their engagement with the game of rugby post-retirement.

Leinster Rugby CEO Michael Dawson:

Both the professional rugby club and its players invest a considerable amount of time, money and effort in development thus it is incumbent upon both parties to not only develop the player's talent but also to ensure their welfare and facilitate their professional and educational development. This programme is perfectly positioned to provide this opportunity.

IRUPA Player Services Advisor Hamish Adams:

This programme ideally complements the existing range of undergraduate opportunities facilitated by IRUPA and enables both current players and those approaching retirement to ensure a rewarding career in rugby management.

Core Sport Management Modules

- **Sport Marketing** focuses on the major processes and decisions that sport marketing executives encounter in their efforts to synchronise the objectives and resources of their sport organization with the needs and demands of sport consumers in the marketplace
- **Sport Governance** critically evaluates the theories and concepts pertaining to sport governance and policy in an international context.
- **Accounting & Finance** examines the financial management practices relevant to sport organisations in the private and corporate sectors of the sport industry workplace.
- **HRM for Sport & Exercise Managers** focuses on work and management within sport organisations complemented by specialist theory and practice in key areas of human resource management.
- **Sports Operations Management** applies the underlying theories and practices of operations management to the sport, health and fitness industry. It provides students with the capability of operating a club or facility within these sectors.
- **Sport Business Enterprise and Development** the syllabus includes the process of starting up a sport business, franchising and the creation of a business plan and resource provision strategy. The module concludes with the development of the marketing, distribution and pricing policy for the sport business.
- **Sport Law** provides an understanding of the current state of interaction between sport and the law whilst enabling participants to learn from key industry practitioners and academics.
- **Sport Event Management** examines sport event management practices and the planning of an event from concept to completion.

Rugby Management Modules

- **Player LTAD and Welfare Management** addresses the key issues in the management and welfare of both junior and senior professional and high performance rugby players.
- **Rugby Governance** examines the basic system of employment, contract, criminal and international law as they apply to rugby.
- **Managing Rugby Performance** evaluates the basic processes in the integrated problem-based multi-disciplinary approach to performance management.
- **Club & Union Operations Management** explores the manner in which rugby organisations develop and apply their governance structure and subsequently formulate their strategic and operational plans.



The No 1 University for Rugby



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