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Manchester Metropolitan University

**New sporting director students enrol in Manchester as 2019 MSD course
kicks off**



Manchester Metropolitan University’s pioneering sporting director course has welcomed the latest cohort of students to begin their studies, with some high profile names among the group of sports and business people studying for one of the most important and respected roles in the industry.

The acclaimed course is now in its sixth year and graduates of the two-year, part-time Masters of Sport Directorship (MSD) include the likes of Ashley Giles, managing director of England men's cricket, as well as England and Manchester City Women's goalkeeper Karen Bardsley, and former professional footballers Kevin Davies, Scott Sellars and Steve Round.

The 2019 line-up features Lancashire County Cricket captain Dane Vilas, and Sussex county cricketers Ben Brown and Luke Wright, along with West Bromwich Albion player Tyrone Mears and Dundee United manager Robbie Neilson.

A record number of students from overseas sporting organisations have also embarked on the MSD this year, with FC Copenhagen, Australian football club Ballarat City, and sports academies in the UAE and Abu Dhabi among the overseas sports clubs represented by the class of 2019.

Mark Batey, head of the MSD course, said: "The reputation of Manchester Met's unique MSD as the go-to qualification for the sporting director role is gaining international traction and it is great to see such a globally diverse range of organisations coming on board this year.

"Applications for the course are growing year on year and we already have a waiting list of applicants for next year's MSD."

He added: "The course has transformed the careers of many of our students and graduates and has made a resoundingly positive impact on the organisations they work for. The unique combination of high-performance leadership, governance and commercial management that students learn on the MSD, along with practical insights for harnessing creativity and innovation, are increasingly essential to successful sports organisations worldwide."

The academically rigorous two-year, part-time MSD is designed to develop the commercial skill sets and personal attributes required to succeed as a top flight sporting director. The course features masterclasses from world-renowned speakers and engaging sessions that blend expert insight with practical tools. Working alongside fellow sporting directors, students cover leadership, managing high-performing organisations, creativity and innovation, sporting governance and compliance, and finish with a dissertation.

For more information on the Masters of Sport Directorship course at Manchester Metropolitan University visit www.mmu.ac.uk/master-of-sport-directorship/