



# COURSE GUIDE 2023/24

 **BUSINESS SCHOOL**

Powered by the National Motorsport Academy and Accredited by De Montfort University





# Welcome to the National Motorsport Academy

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NMA offers the World's only Masters business programme focused exclusively on the exciting world of Motorsport which examines the national and international aspects of the industry from a commercial perspective.

This brand-new degree is aimed at sports or business postgraduates or those already working within the motorsport or automotive industry. It has been developed in conjunction with the UK motorsport industry and governance representative bodies, in response to a lack of suitably qualified candidates to fill leadership and senior management roles.

At NMA we offer flexible online degrees to students in over 80 countries. Delivered entirely online our degrees are flexible to fit around your work and personal life. You can even choose your own start date and opt to study full time or part time to fit in with your lifestyle.

All NMA programmes are industry-led, taught by experienced professionals and will provide you with the best preparation for a career in the business of Motorsport or the commercial and entrepreneurial skills to start your own business.







# Why Choose the National Motorsport Academy?

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## Flexible

Our online delivery system lets you study at a time which suits you best, enabling you to fit learning around existing work and family commitments.

## Affordable

On average our fees are over 33% lower than regular universities however, UK students can still apply for student loans to cover the cost.

## Online

Our courses are delivered completely online, as long as you have a stable internet connection you can study from anywhere in the world.

## Accredited

All our courses are awarded by our academic partner De Montfort University Leicester, successful students are entitled to attend the annual graduation ceremony.

The background of the page is a dark, muted blue-grey color. Scattered throughout are several black graduation caps (mortarboards) with blue tassels. Some caps are in sharp focus, while others are blurred, creating a sense of depth and movement. The tassels are a vibrant blue, contrasting with the dark background.

# 98%

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National Motorsport Academy boasts a  
98% student success rate



# MA

# Business of Motorsport

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## Full MA Course Summary

Motorsport is as much a business as it is a sport. Our new master's programme will provide students with a broad range of modules which examine the national and international aspects of the industry from a commercial perspective.

From governance, structure and international sports law, through to the importance and interdependence of commercial rights holders, promoters, manufacturers, teams, sponsors and the role played by the media, this course is aimed at enhancing the professional and career prospects of those with an aspiration of working within this exciting and challenging global industry.

Our programme will help you to develop as professionals with a strong grounding in ethics and a clear sense of how motorsport relates to various cultures, stakeholders and the sectors it interacts with.

The MA Business of Motorsport Master's Degree is awarded by our academic partner De Montfort University Leicester (DMU).

It is the world's only Masters Degree which focuses on the commercial aspects of this exciting global industry.

## Postgraduate Certificate (PG Cert.)

The Postgraduate Certificate (PG Cert.) consists of modules 1-4 from the MA Business of Motorsport Master's Degree.

You can then achieve a Postgraduate Diploma (PG Dip.) Business of Motorsport by studying the PG Dip. Top-Up, a further three modules from the MA.

## Postgraduate Diploma (PG Dip.)

For the Postgraduate Diploma (PG Dip.) you will study modules 1-4 (60 credits) from the Postgraduate Certificate (PG Cert.) plus an additional three modules 5, 6 and 7 (60 credits) from the MA Business of Motorsport Master's Degree.

N.B. The Postgraduate Diploma (PG Dip.) does not include the Executive Project (Dissertation) the final module of the MA.



# Entry Requirements

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## Previous Qualifications

A Degree of second-class honours classification or higher in any business, sport or engineering related subject.

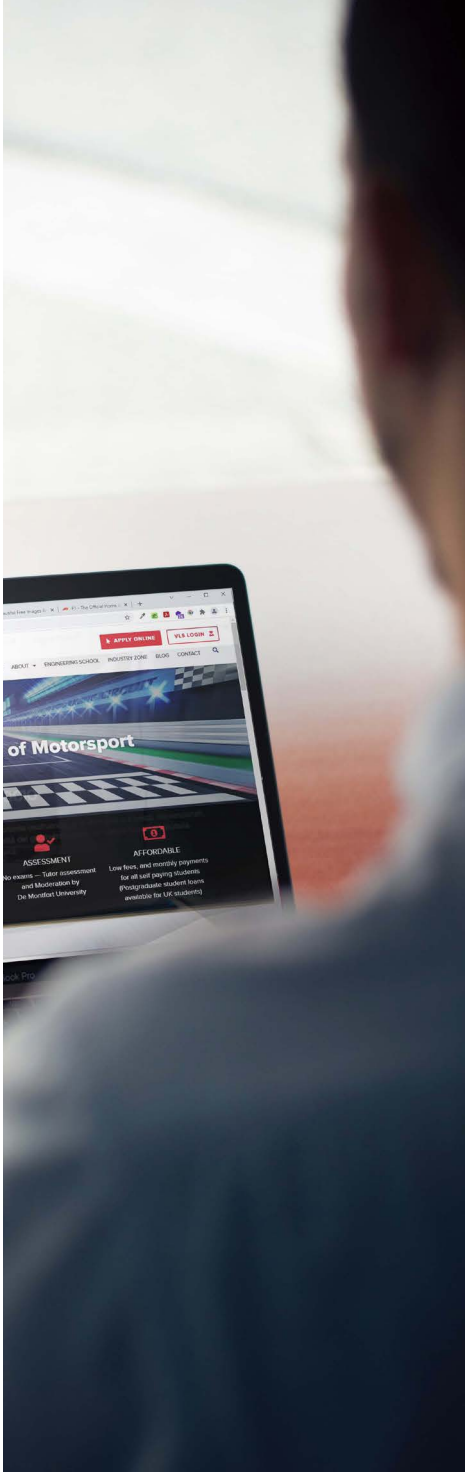
or

## Industry Experience

We welcome applications from mature students with a CV showing extensive experience at a senior level in a relevant sport, business, motorsport or automotive industry sector. Each application will be considered on an individual basis.

## International Students

- NMA recognises equivalent international qualifications and these will be considered on an individual basis
- Applications are welcome from all International Students with a good standard of English
- If English is not your first language an IELTS certificate with a score of 6.5 (minimum) or equivalent qualification is required. However, all applications are considered on an individual basis as we are aware that for many international students their school or college curriculum has been taught in English.





# What Will You Study?

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All NMA programmes are industry-led, taught by experienced professionals and will provide you with all of the tools necessary for a successful career in the business of Motorsport, or the commercial and entrepreneurial skills to run your own motorsport related business.

Business of Motorsport is a varied course consisting of 8 modules from History and the commercial structure of motorsport through to change management and how to run a successful team that can cope with some of the most demanding landscapes.

## **Module 1: 15 Credits**

### **History, Sporting & Commercial Structure of Motorsport**

Understanding the background and history of motorsport is key to its future. This module will look at three key elements of motorsport; history, structure and governance. You will learn the purpose and background of the international governing body, the role of the national governing bodies and various other connected groups. The structure of the motorsport system, the role of the promoter and the impact motorsport as an industry can have on the world of engineering feature heavily to give you a rounded understanding of how far motorsport has travelled.

## **Module 2: 15 Credits**

### **Ethics in Sports Management & Governance**

The law and motorsport are not disconnected. National and international governing bodies will provide the backdrop for this module in a twenty first century world. Motorsport has been beset by governance and ethical issues in the past and has worked hard to create a reliable and consistent level of control across the world that can uphold the values and absorb the challenges of modern-day sport. You will learn the most profound ethical challenges facing motorsport along with comparisons from other national and international sports, resulting in effective and sympathetic knowledge for the world of motorsport.

## **Module 3: 15 Credits**

### **Commerce Within Motorsport**

Budgets and financial management are the keys to this module. Your lectures will walk you through some of the most engaging methods of financial management relating to competition in motorsport. You will look at teams, drivers and management costs of venues, together with the importance of considering commercial opportunities and brand support. Tracks and circuit profit will be high on the agenda of discussion ensuring you understand the relevance of effective financial planning and how money can be spent appropriately to benefit the consumer experience.

## **Module 4: 15 Credits**

### **Sponsorship Models in Elite Motorsport & the Role of the Media**

Many believe the key to success in motorsport is a sponsorship deal. This module will walk you through the merits and pitfalls of sponsorship from both a sponsor and sponsee perspective as well as a venue, and rights holder remit. Principles of market research, rights evaluation, activation, the mechanics of the media through to measurement analytics and more, will provide you with a comprehensive opportunity to explore the challenging process of commercial support in motorsport.

## **Module 5: 15 Credits**

### **Motorsport Brands, Their Extensions & Future Trends**

The purpose of this trend-setting module is to give you the skills to understand the future. We will look at brands and their futures working with motorsport as an industry. We will answer questions such as what brands look for in their association with motorsport, how motorsport evolves and adapts to the future, maintaining success and profitable margins. Answers will be found through various motorsport discipline brands, retailers, console generations, brand extensions, sponsors and fans.

## **Module 6: 15 Credits**

### **Change Management**

Like all sports there is change and motorsport is no exception. Motorsport has to cope with some of the most demanding of landscapes through the impact of internal and external factors. The commercial opportunities and risk factors made through global mega-trends affecting motorsport are coming thick and fast and the industry has to acknowledge how it can reasonably react and benefit from the commercial opportunities ahead. This module examines the theories relating to change management, the controlled identification and implications of long term change along with the short-term resolution to change for many.

## **Module 7: 30 Credits**

### **Virtual Site Visits & Motorsport Business Reflection**

Virtual Site Visits and Business Motorsport Reflection really gives students the necessary access to 'live' learning. You will be able to deepen your breadth of knowledge through our visits to some of the most prestigious motorsport venues around the world including tracks, museums, governing bodies, events and more. Visits will include insightful interviews with the best in the business, so you receive the most relevant thoughts and challenges of those that count in motorsport.

## **Module 8: 60 Credits**

### **Executive Project**

This final module is an opportunity for you to showcase your knowledge and skills and focus on an area that is of particular interest to you or a project of relevance to your employer. Whilst applying your background knowledge, theories and examples studied throughout your degree, you will have the opportunity to focus on an area that you are keen to explore further, understand specifics and perhaps consider the start of change. Your executive project will not only give you the opportunity to showcase your academic ability, but act as a door-opener for your future career in the Business of Motorsport.



# Continuing Professional Development

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Rather than studying one of our set course programmes, Modules 1-6 of the course can be purchased individually as part of a persons continuing professional development. This is a great way for people to give their career prospects a boost, by learning something new without committing to long-term study.

On completion of your CPD module you will receive the NMA CPD Certificate and you will also get the Investing In Your Future Award accredited by AIM Qualifications







# 80%

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Of students are in industry related job roles within the first 6 months

# De Montfort University Leicester (DMU)

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## Our Academic Partner

De Montfort University Leicester (DMU) is a dynamic institution with a long and vibrant history of improving people's lives through education. Originating in 1870 from the Leicester School of Art, De Montfort University Leicester (DMU) was granted university status in 1992 and took its name from Simon de Montfort, Earl of Leicester.

The University places a strong emphasis on career-relevant skills. Its extensive links with business mean DMU graduates are some of the most employable in the country. This means that through the brilliant knowledge learned through your NMA course, along with a DMU degree, this is the best way to start your new career.

DMU is proud to be recognised as a university ranked Gold under the Teaching Excellence Framework (TEF). The award is a recognition of the consistently outstanding teaching and learning on offer at DMU and the extraordinary impact that it has on our students.



## DMU Student Gateway

The DMU Student Gateway is an accessible and welcoming integrated reception for all non-academic student enquiries. The Student Gateway can offer information, advice and guidance in a confidential environment on a wide range of topics:

- Careers and jobs - [careers@dmu.ac.uk](mailto:careers@dmu.ac.uk)
- Student Finance and Welfare - [sfw@dmu.ac.uk](mailto:sfw@dmu.ac.uk)
- Disability Advice and Support - [disability@dmu.ac.uk](mailto:disability@dmu.ac.uk)
- Counselling and Personal support - [counselling@dmu.ac.uk](mailto:counselling@dmu.ac.uk)
- Mental Health support - [mentalhealthadvice@dmu.ac.uk](mailto:mentalhealthadvice@dmu.ac.uk)
- International Student Support - [internationalsupport@dmu.ac.uk](mailto:internationalsupport@dmu.ac.uk)

The Student Gateway is situated on the DMU campus in Leicester UK, you can contact them by email [studentgateway@dmu.ac.uk](mailto:studentgateway@dmu.ac.uk) or telephone 0116 257 7595

More information about the Student Gateway can be found at the following link: <https://www.dmu.ac.uk/current-students/student-support/index.aspx>





 **DE MONTFORT  
UNIVERSITY**  
LEICESTER



## My DMU

myDMU is a personalised, online system designed to support De Montfort University (DMU) students while they study. This award-winning software complements the facilities provided by the NMA's Virtual Learning Studio (VLS).

Once registered with the University, students receive a DMU IT e-account. After choosing an ID and password, you can then access myDMU, email and other electronic services. The information provided by myDMU is tailored to your individual needs.

## #DMUWorks

#DMUworks is the university's ambitious programme to ensure all DMU students, including those studying in partnership at the NMA, are work-ready in an increasingly competitive and global jobs marketplace.

As well as ensuring our students gain the necessary technical skills through their courses, our aim is to develop graduates who are professional, adaptable and business-aware. We want our students to have the skills and qualities that today's employers are looking for.



Through #DMUworks, the university offers a wide range of opportunities, in the UK and internationally, including:

- Professional experiences, placements, internships and volunteering
- Work-readiness training, coaching and development
- Business insider visits
- Enterprise support
- Research and consultancy opportunities

Devised in response to the national demand for better graduate skills and, with our students' ambitions, aspirations and success at its core, #DMUworks takes a fresh, flexible and creative approach to helping make our students work-ready.



Winner: Best University Careers and Employability Service, NUE Awards, 2021





# DMU Graduation Ceremony

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DMU host graduation ceremonies on campus in the Summer and Winter of each year and as a partner student of DMU you will be invited to attend one of these ceremonies following the successful completion of your course.

Graduation ceremonies are always special and we encourage all our students to take part. We are proud to acknowledge that NMA students travel from all over the world to take part. You will receive more information and your invite to the ceremony via the VLS and your email as and when applicable. In the meantime, you can find out more from the DMU web pages.

# Contact Details

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