Here are the titles for each of the core modules on the MA:

**Strategic Sport Management**

**Core texts:**


**Recommended texts:**


**Sports Marketing**

**Core texts:**


**Recommended texts:**


Researching Sport Management

Core texts:


Applied Professional Practice


Financial Management and Accounting

Essential reading:


Education Companion website: www.pearsoned.co.uk/HigherEducation/Booksby/AtrillMcLaney/

Recommended reading:


**Human Resources Management**

**Essential reading:**


**Recommended reading:**


Patterson, F., Ferguson, E. et al. (2008) Using job analysis to identify core and specific competencies: implications for selection and recruitment, Medical Education 42(12): 1195-1204

