

Introducing your programme leader:

Ian Tomlinson



Career history and interests

Ian is an experienced Programme Leader with a demonstrated history of working in the Higher Education and Further Education sector. He is skilled in Business Planning, Managerial Finance, Business Development, and Strategy.

His extensive background of financial management has seen Ian work as a consultant, as well as write and develop bespoke programmes for various organisations ranging from start up to multi-million pound companies, spanning across manufacturing to sport.

Ian's academic papers include looking into the financial heritage of cricket and its commercialisation, as well as the integration and differentiation of commercialisation in the church.

He has led on research projects within UCFB, leading to the first externally funded work involving students and academics as well as a world pioneering company focusing on gambling awareness.

Ian has also written and delivered academic presentations on tax evasion and avoidance and the employee life cycle within a sporting context. He has recently been interviewed internally and externally for articles ranging from cricket and the introduction of the 100 ball game, the impacts of the coronavirus on football and the Oldham Athletic bid to stave off administration.

Outside of the academic and business world, Ian is found spending his time with his family, no doubt he will tell you about his twins (Debit and Credit!) and watch out for his magic as he is part of the Bradford Magic Circle!

<p>What to expect in your first few weeks</p>	<p>Exciting times await you, in the first few weeks you will start to unravel the business world of football and sport. The modules you will start with are Understanding Football Business and An Introduction to Marketing. It is important that you put a lot of effort in from the beginning and also spend time getting involved as this will set a strong foundation as you progress forward in your studies.</p> <p>Make a special effort to make friends as these will be the people who help you through your time at UCFB and help you when times feel tough!</p>
<p>Course expectations</p>	<p>You will be building through your three years of the degree a set of transferable skills that will provide you with a competitive edge in business finance applied to the football and sport sector.</p> <p>There will be numerous opportunities, however there will be an expectation that you are pro-active in getting yourself involved.</p>
<p>What you can do to prepare</p>	<p>In order to prepare yourself, the best thing you could start to do is read the football and sport business stories – what is happening out there in the world of football and sport that you are about to enter!</p>
<p>Reading list</p>	<p>A reading list is attached below, however the main thing that you could do prior to starting is to keep up to date with the football and sport news stories and starting to think how they have a business impact on the club involved or the sport in general.</p> <p>Maguire K. (2020) <i>The price of football: Newcastle Upon Tyne: Agenda</i></p> <p>Beech, J. and Chadwick, S. (2013) <i>The business of sport management</i>. Harlow: Pearson Education.</p> <p>Byers, T. (2016) <i>Contemporary issues in sport management</i>. London: Sage.</p> <p>Chadwick, S. and Hamil, S. (2010) <i>Managing football</i>. Amsterdam: Elsevier/Butterworth-Heinemann.</p> <p>Dobson, S. and Goddard, J. (2001) <i>The economics of football</i>. New York: Cambridge University Press.</p> <p>Atrill, P. and McLaney, E. (2017). <i>Accounting and Finance for Non-Specialists</i>, 10th ed. Harlow: Pearson.</p>