

Introducing your programme leader: Simon Mitton



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| <p>Career history and interests</p> | <p>Simon is an experienced higher education practitioner with nearly two decades of contribution to the industry, working for institutions such as the University of West London, University of Central Lancashire and Oxford Brookes University.</p> <p>He has held a number of roles in academic development and curriculum design. His areas of curriculum specialism include themes around organisational behaviour, corporate communication and human resource management.</p> <p>In the sports world, Simon has facilitated on education provision for an EFL Championship club for a number of years.</p> <p>Now developing work around the concept of 'place attachment', exploring themes of growing separation 'indigenous' fans are starting to articulate in terms of their emotional connection to their clubs.</p> <p>He is also exploring the motivations and behaviour patterns behind the purchasing of football shirts. The opportunity to buy 'Classic' shirts from a club's history is a contemporary consumer trend which is in some part is linked to validating the 'authenticity' of a fan's relationship with their club.</p> <p>Simon is evolving a lens on how sports related organisations design 'authentic value systems' which differentiate them in the sports business eco-system.</p> |
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| <p>What to expect in your first few weeks</p> | <p>Students will undertake a deconstructive approach to their fandom, and explore how the sports business eco-system shapes the behaviour of actors across all levels of the football pyramid.</p> |
| <p>Course expectations</p> | <p>Those engaging with the programme will draw on contemporary thinking from industry practitioners and academics investigating the football landscape. It addresses how 'Glocal' issues are shaping the men's and women's football commercial and ethical behaviours.</p> <p>The main educational aims of the programme are to:</p> <ul style="list-style-type: none"> • Prepare students for a business career in the international football industry. • Provide students with a detailed knowledge of the international football industry, with particular reference to its structure, principal stakeholders, governance and regulation. • Enable students to develop the communication, analytical and problem solving skills demanded for career advancement in the international football industry. • Provide students with knowledge and understanding of core international business and management concepts. • Enable students to confidently apply business and management principles and practice in the context of the international football industry. • Utilise distinctive delivery locations and professional relationships to provide students with unrivalled opportunities to engage with industry throughout the programme. |
| <p>Reading list</p> | <p>We use and reference some fantastic books throughout the course, including the following:</p> <ul style="list-style-type: none"> • Sangster, A. (2015) Frank Wood's Business Accounting: Volume 1. 13th ed. Harlow: Pearson • Atrill, P. and McLaney, E. (2017) Accounting and Finance for Non-Specialists. 10th ed. Harlow: Pearson • Gowthorpe, C. (2011) Business Accounting and Finance. 3rd ed. London. Cengage • Elliott, B and Elliott, J. (2017) Financial Accounting and Reporting. 18th ed. Harlow: Prentice Hall • Lewis, R, and Pendrill, D. (2003) Advanced Financial Accounting. 7th Ed. Harlow: Prentice Hall • Drury, C. (2015) Management and Cost Accounting. 9th ed. London: Cengage • Beech, J. and Chadwick, S. (2013) The business of sport management. 2nd ed. Harlow: Pearson • Madura, J and Fox, R. (2017) International Finance Management. 4th ed. London: Cengage • Johnson, G., Scholes, G and Whittington, R. (2017) Exploring Strategy: Text and Cases. 11th ed. Harlow: Pearson |

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| | <ul style="list-style-type: none">• Chadwick, S. and Arthur, D and Beech, J. (eds.) (2017) International cases in the business of sport. 2nd ed. Oxford: Elsevier |
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