

# What to prepare:

## International Football Business

<p>What to expect in your first few weeks</p>	<p>An introduction to the constantly evolving global industry of football, its popularity and revenues – that distinguishes football from other industries.</p> <p>You will also gain an understanding of the multi-faceted world of modern sports business and finance and its relationship with sports – examining this relationship at both a practical and academic level.</p>
<p>Course expectations</p>	<p>Football is a multi-billion-pound global industry, and the sports industry as a whole is growing faster than GDP both in emerging and mature economies. You will study the key drivers which fuel this rapid market growth including the nature of ‘fandom’, the development of the international football and sports industries, and the creation of a global strategy. There are over 200 member associations around the world who each govern and manage football in their respective countries. Therefore, you will examine the international licencing schemes and regulations of organisations such as UEFA, CONCACAF and FIFA, along with the implications of cultural differences linked to commercial and sponsorship opportunities.</p> <p>Your studies will provide you with an understanding of the broader global football industry and its history as well as contemporary challenges to provide a solid foundation for your degree. You will explore marketing in the football industry with an international perspective as well as an appraisal of the different types of league structures and franchises such as in the USA.</p>
<p>What you can do to prepare</p>	<p>All prospective students should immerse themselves in as much quality international sports finance and business literature and media content as possible using traditional, broadcast and online media platforms. They should maintain an up-to-date knowledge of domestic and international developments within football and other sports industries as this will be extremely useful to have upon starting the programme. The football match may end, the transfer window may be closed, and the season may be over but the industry never stops – so follow as much media and business content as possible and review all the international sporting events taking place over the summer.</p>
<p>Reading list</p>	<p>Texts:</p> <ul style="list-style-type: none"> <li>• Britton, C, &amp; Worthington, I. (2013) <i>The Business Environment</i>, (6th edition), Pearson.</li> <li>• Hamil, S &amp; Chadwick, S (eds.) (2009) <i>Managing Football: An International perspective</i>, (1st edition), Butterworth-Heinneman.</li> <li>• Trenberth, L. &amp; Hassan, D. (2011) <i>Managing Sport Business: An Introduction</i>, Routledge.</li> </ul> <p>Journals including e-Journals:</p> <ul style="list-style-type: none"> <li>• <i>European Journal of Marketing</i></li> <li>• <i>European Sports Management Quarterly</i></li> <li>• <i>International Journal of Sports Marketing and Sponsorship</i></li> </ul> <p>Databases:</p> <ul style="list-style-type: none"> <li>• Ebscohost</li> <li>• Sportdiscuss</li> </ul>

- Taylor & Francis online

Websites:

- FC Business [www.fcbusiness.co.uk](http://www.fcbusiness.co.uk)
- Football Economy [www.footballeconomy.com](http://www.footballeconomy.com)
- Sport Business Group [www.sportbusiness.com](http://www.sportbusiness.com)