

Introducing your programme leader: Jon Whittingham



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| Career history and interests | Currently working across The FA parafootball talent pathway from England squads to localised talent programmes. Have worked within the girls’ football talent pathway and in women’s football at a national league level previously. A current FA Affiliate Tutor and have a Masters in Sport & Exercise Psychology. |
| What to expect in your first few weeks | Expect the unexpected as our coaching team will challenge all students to get involved practically from the very first day. We do not deliver in a traditional way of lecturing to the room and instead use a variety of methods to engage and debate the subject content with students individually and collectively. And remember, “Hard work beats talent when talent doesn’t work hard.” |
| Course expectations | The degree will give a broad perspective of some of the most pertinent aspects within modern day sport. Sportsmen and sportswomen are not just athletes but also brands in their own right. The degree will give you an insight into how athletes can be supported both during their performance (i.e. coaching) and away from the sporting arena (i.e. business) to allow you to determine your own career interests. |
| What you can do to prepare | Do some basic research around the first semester modules for the degree to get a feel for the current landscape. In particular, try to get a feel for the broad range of different aspects that are encapsulated within the coaching and business environments. The reading list literature will give you a starting point but try to look more widely across the topics to get a head start for what will come on your first day. |
| Reading list | <p>Coaching:</p> <ul style="list-style-type: none"> • Armour, K. (2013) <i>Sport Pedagogy: An Introduction for Teaching and Coaching</i>. London: Routledge. • Cassidy, T., Jones, R. & Potrac, P. (2009) <i>Understanding Sports Coaching: The Social, Cultural and Pedagogical Foundations of Coaching Practice</i>. 2nd edition. London: Routledge |

- Jones, R.L. & Kingston, K. (2013) *An Introduction to Sports Coaching*. Second Edition. London: Routledge.

Business:

- Beech, J. and Chadwick, J. (2013) *The Business of Sport Management*. 2nd ed. Harlow: Pearson
- Houlihan, B. (2009) *Sport and Society*. 2nd ed. London: SAGE.
- Trenberth, L. and Hassan, D. (2011) *Managing Sport Business: An Introduction*. London: Routledge