



Kick off your **career** in the **football** and **sports industry**



UCFB



Almost
90,000
hours spent by **students**
on work placements in 2018/19

More than
25
students
were placed in work
experience roles each
week on average in 2018/19

**KEYNOTE GUEST
SPEAKER SESSIONS**
were attended over
2,500
times by students in 2018/19

What we teach



Football
Coaching
& PE



Football
Business,
Law &
Finance



Football
Media,
Marketing
& Events

How we teach



Classroom



Guest
speakers



Placement
opportunities

Where we teach

UCFB UK CAMPUSES



With Wembley Stadium,
London at the heart
of your campus



With Etihad Stadium,
Manchester at the
heart of your campus



MIAMI



NEW YORK METRO



ATLANTA



TORONTO



MELBOURNE

GIS GLOBAL STUDY HUBS

Your UCFB journey

WELCOME TO YOUR FUTURE IN THE WORLD OF FOOTBALL, SPORT AND EVENTS. OUR PROSPECTUS HAS BEEN DESIGNED TO GUIDE YOU ALONG YOUR PATH TO A FULFILLING CAREER IN THE WORLD'S MOST EXCITING INDUSTRIES.

Inside these inspiring pages you will find details of our unique teaching locations and programmes, tailor made for this thriving sector.

You will also learn more about our incredible student experience outside the classroom including sporting and social activities, as well as coveted access to an unrivalled network, available only to our students at UCFB.

Whilst UCFB makes every effort to produce as informative a prospectus as possible, our

website is always your best source for the most up-to-date information. To truly get a flavour of UCFB, including meeting some of the academic team and exploring our campuses, come and see us for yourself by booking onto one of our inspirational open days at ucfb.ac.uk/opendays.

We look forward to guiding you on your journey into the world's most exciting industry!

UCFB



WORKING WITH



Our response to COVID-19

For our 2020 cohort, we have worked hard with our venue partners and within government guidelines to ensure that as many of our classes as possible are available to study on campus in a COVID-safe environment. All academic content is also available online. We will continue to work within government guidelines to ensure that we deliver the best possible experience for 2021.

Please visit ucfb.ac.uk/september2021 for more information.



University Campus of Football Business is a college of the University of East London. Graduates of these programmes will be awarded a degree by the University of East London. The structure of the advertised programmes may change prior to them beginning in 2021, however all applicants will be notified of any such changes prior to enrolment.



Welcome to UCFB

I would like to wish you a very warm welcome to UCFB. We're proud to be the first higher education institution in the world dedicated to the delivery of university degrees in the football and sports industry.

What makes our unique educational experience work so well is down to three key components: what we teach, where we teach and how we teach. We believe this approach gives you the best chance of a successful career upon graduation.

WHAT WE TEACH

Our degree programmes have been designed with these industries and their varied roles specifically in mind. Media, marketing, finance, psychology, coaching and event management, amongst others, are all sectors of these industries that are growing at a rate never seen before, with new roles being created on a daily basis.

WHERE WE TEACH

Our students benefit from unique learning and sporting environments to live and learn in, with state-of-the-art facilities in inspirational campuses in London and Manchester, which include the iconic **Wembley** and **Etihad** stadiums at their heart. On top of this, UCFB hosts groups of students for annual summits at our global study hubs in **Miami, New York, Atlanta, Toronto** and **Melbourne**, all of which have world-renowned sporting arenas at their heart. Students on the blended degree option are able to study the majority of their programme online with the option of either UK campus for the practical classes.

HOW WE TEACH

Studying at UCFB, you will have the opportunity to obtain the key ingredients for a successful career in professional football and sport. They are a degree, good references from a network of business contacts and a proven track record of work experience. On top of this, we've launched the **UCFB Award in Football & Sports Leadership**, an exclusive award that encompasses the additional qualifications and experiences that you can gain outside your degree programme.

Our goal at UCFB is to help create highly qualified, motivated and experienced graduates to drive these industries forward around the world.

Welcome to the global football and sports industry.



Brendan Flood
Chairman & Chief Executive of UCFB
Director of Burnley FC
Co-Founder of Orlando City SC

The UCFB story

In the UK alone, more than 500,000 people are employed in the sports industry - a sector that is worth an impressive £20 billion. Both figures continue to increase and show no sign of slowing down.

From marketing to coaching, media to finance and event management to hospitality, new roles and new opportunities are presenting themselves on a daily basis. The concept of UCFB was born from the idea of training and teaching ambitious and talented individuals with the knowledge, principles and ideas to fill such roles.

After initially opening at Burnley FC's Turf Moor in 2011, UCFB opened its second campus, with the iconic Wembley Stadium at its heart, in 2014.

The opening of a third campus in Manchester at the state-of-the-art Etihad Campus in 2016 marked a significant step in the growth of UCFB. This was followed by the opening of Manchester Sports Village at Belle Vue, UCFB Study Hub at Piccadilly Place and The Hive in Barnet in 2019. Today UCFB delivers university degrees from its London and Manchester campuses, whilst our

original home at Turf Moor sees BTEC diplomas delivered to sports students.

It's not just in the UK where UCFB is making strides, but also abroad, opening global study hubs in the US, Canada and Australia through unique partnerships. This world-first initiative allows students to access the MCG in Melbourne, New York's Red Bull Arena, the Mercedes-Benz Stadium in Atlanta, Inter Miami CF Stadium and Toronto's BMO Field for once-in-a-lifetime learning and networking opportunities with some of the biggest organisations in world sport.

We're proud that over 90% of our graduates are in employment within six months of graduation, with nearly two thirds working in sport - far above sports graduate averages.

As we continue to deliver on our promise to provide highly qualified, ambitious graduates ready to make an impact in the world of football and sport, we welcome you to be part of the growing UCFB story.

UCFB launches in Burnley at the historic Turf Moor stadium, offering three undergraduate degrees.

UCFB opens its second campus at the iconic Wembley Stadium, the home of English football.

UCFB opens its third campus in Manchester, which features the Etihad Stadium at its heart.

The National League and Rugby Football League join UCFB's long list of elite partners, offering unprecedented opportunities for student work placements.

The launch of the exclusive UCFB Award in Football & Sports Leadership.

UCFB opens global study hubs at the MCG in Melbourne, Australia, the Red Bull Arena in New York, the Mercedes-Benz Stadium in Atlanta, USA and BMO Field in Toronto, Canada.

Inaugural global sports summits take place across the world, providing opportunities to learn from leading partners across football, tennis, cricket, basketball, NFL, AFL, ice hockey and both rugby codes. Our GIS Inter Miami CF Stadium Campus is announced.

2011



2014



2016



2017



2018



2019



2020



1

YOUR CAREER IN FOOTBALL & SPORT

P6 Our brilliant graduates and guest speakers explain why this industry is the place to be and how UCFB can help get you there.

2

YOUR ICONIC CAMPUS

P16 With a stadium at the heart of each of our London and Manchester campuses, there is no better place to begin your journey in the football and sports industry.

YOUR DEGREE

3

P40 Explore some of our diverse and unique university degrees in the football and sports industry. Visit ucfb.ac.uk/degrees for an up-to-date list.

DEGREES	WEMBLEY ETIHAD CAMPUS	
	•	•
P44 FOOTBALL BUSINESS & FINANCE	•	•
P46 FOOTBALL BUSINESS & MARKETING	•	•
P48 FOOTBALL BUSINESS & MEDIA	•	•
P50 FOOTBALL COACHING & MANAGEMENT	•	•
P52 FOOTBALL COACHING & TALENT DEVELOPMENT	•	•
P54 INTERNATIONAL FOOTBALL BUSINESS	•	•
P56 MULTIMEDIA SPORTS JOURNALISM	•	•
P58 PHYSICAL EDUCATION	•	•
P60 SPORTS BUSINESS & COACHING	•	•
P62 SPORTS BUSINESS & SPORTS BROADCASTING	•	•
P64 SPORTS BUSINESS & SPORTS LAW	•	•
P66 SPORTS MANAGEMENT*	•	
P68 STADIUM & EVENTS MANAGEMENT	•	
P72 FOOTBALL COACHING (BLENDED)		<u>BLENDED</u>

4

YOUR BESPOKE JOURNEY

P78 At UCFB we realise that every student and graduate is on their own personal and professional journey. UCFB works with you to tailor make your own personal development plan incorporating a vast array of guest speakers, additional qualifications, industry placements and career coaching opportunities.

These options throughout your time with us will build you towards earning our exclusive UCFB Award in Football & Sports Leadership, an additional qualification to accompany your university degree.



5

YOUR NEXT STEPS

P96 Get in touch, visit our campus and choose your degree.

YOUR CAREER IN FOOTBALL & SPORT STARTS HERE.



YOUR CAREER IN FOOTBALL & SPORT

Football Business & Media graduate Alexander Brown works as a Video Producer for The Football Association @zandacamera

Learn. Achieve. **Inspire.**



Ben Friend
Event Manager
at The Football Association

I think if you're passionate about what you do, the whole point of UCFB is there's somewhere for you to go and study, learn and thrive in an environment that you care about.



Jemma Entwistle
Female Development Officer
at Manchester United Foundation



You've got to believe in yourself and go for it; you shouldn't put yourself on the back foot just because you're a female.



The skills that I learnt during my degree throughout all the different units really helped me, such as talent identification, and coaching specific units where I've learnt how to handle different age groups.

Josh Arnold
Academy Coordinator
at Bloomsbury Football



One of the biggest things UCFB allowed me to do was network.

Amy O'Connor
Sponsorship & Partnership
Account Manager
at Watford Football Club



Learn. Achieve. **Inspire.**



My role is very different to a usual job because football is dependent on results on the pitch which we cannot control, so that makes the position more exciting and challenging.

Lino Altieri
Events & Engagement Executive
at Leicester City FC



Liam Kiziltan
Founder & Community Director
at EQUIP Group

The skills I learnt at UCFB through my degree programme and the Sports Entrepreneur Award have prepared me to be able to do the things I am doing today.



In sport, don't be afraid of change because one day you could be doing one thing and the next day it takes a completely new direction.

Hayley Reed
Marketing Executive
at Chelsea FC



UCFB honestly does put you in a good place. They put you in touch with the right contacts.

Lianna Littleton
Radio Presenter
at Wembley Live



Making an impact



“

It's really exciting that there's a centre of excellence for people who want to go and work in our industry and across other sports.

Gareth Southgate OBE
England Manager

“

The game changes all the time and part of the education process helps you adapt to those changes. For me, alongside experience, getting those formal qualifications are really important.

Hope Powell
Brighton & Hove Albion Women's Manager



Georgina Lewis
Head of Marketing at The Football Association

When you're going through the education process at UCFB it's really important that in addition to learning the skill set and discipline of the area you're focussed on in sport, you develop your personal and social skills as well.



Lewis O'Flynn
Head of Sponsorship & Sales at Melbourne Cricket Club

It makes a lot of sense for the MCG to partner with UCFB and to become one of their global study hubs. The MCG is a world class stadium and precinct and UCFB's ongoing expansion enables our two organisations to build strong connections through a progressive model of academia.



Joe Stetson
Chief Marketing & Revenue Officer at New York Red Bulls

We really like what UCFB has done with its stadium campuses in the UK, so it's exciting to be joining an expanded global network of venues where the next generation of sports professionals will be building their knowledge and contacts.



Chris Shewfelt
Vice President, Business Operations at Toronto FC and Toronto Argonauts

UCFB has established itself as a really unique organisation developing degrees in the football business, so this is a really great alignment for us here at Toronto FC.



Carlos Bocanegra
Vice President and Technical Director at Atlanta United

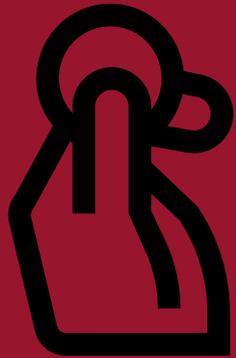
We're really excited about the partnership with UCFB. We feel it's a world-class organisation specifically for sports, and partnering with the Mercedes-Benz Stadium and operating out of that fantastic building - we couldn't see a better partnership.



Chris Powell
England Coach and Head of Coaching at Tottenham Hotspur Academy

I've been really impressed by UCFB, it's a very clever idea. I'd definitely enjoy studying a course here.

WHY CHOOSE football & sport



The European
football market
is now **worth** a record
£25.1bn

Esports
estimated
to be worth
\$1.8bn
by **2022**



UEFA will
commit **50%**
more funding to
women's football
from **2020**



over **1.7m**
people in the EU work in sport

MEN **55%** **WOMEN** **45%**



A record
75m people
attended UK sports
events in **2019**

The global sports market
value is expected to grow to over

\$614bn
by **2022**



109,000
sports coaches,
instructors and officials
are operating in the **UK**



Nearly
570,000
people in the **UK** are
employed in sport



WELCOME TO LONDON



Living in

London



World famous landmarks such as Big Ben, the London Eye and Piccadilly Circus, as well as renowned shopping destinations, are just a short ride from UCFB Wembley.





In and around Wembley Campus



Your Wembley Campus

With Wembley Stadium at the heart of your campus, what could be more motivating for a future career in the football and sports industry than walking into the most famous stadium in the world?

Our Wembley campus enjoys excellent facilities with lecture theatres, seminar rooms, quiet study areas, a library and media suites. Just a short walk away from the stadium are our surrounding learning facilities at the Wembley Library and Drum Theatre at the Brent Civic Centre, UCFB Study Hub, and numerous industry business centres, with each offering professional surroundings to further your educational experience.

AN EXCITING FUTURE FOR UCFB WEMBLEY

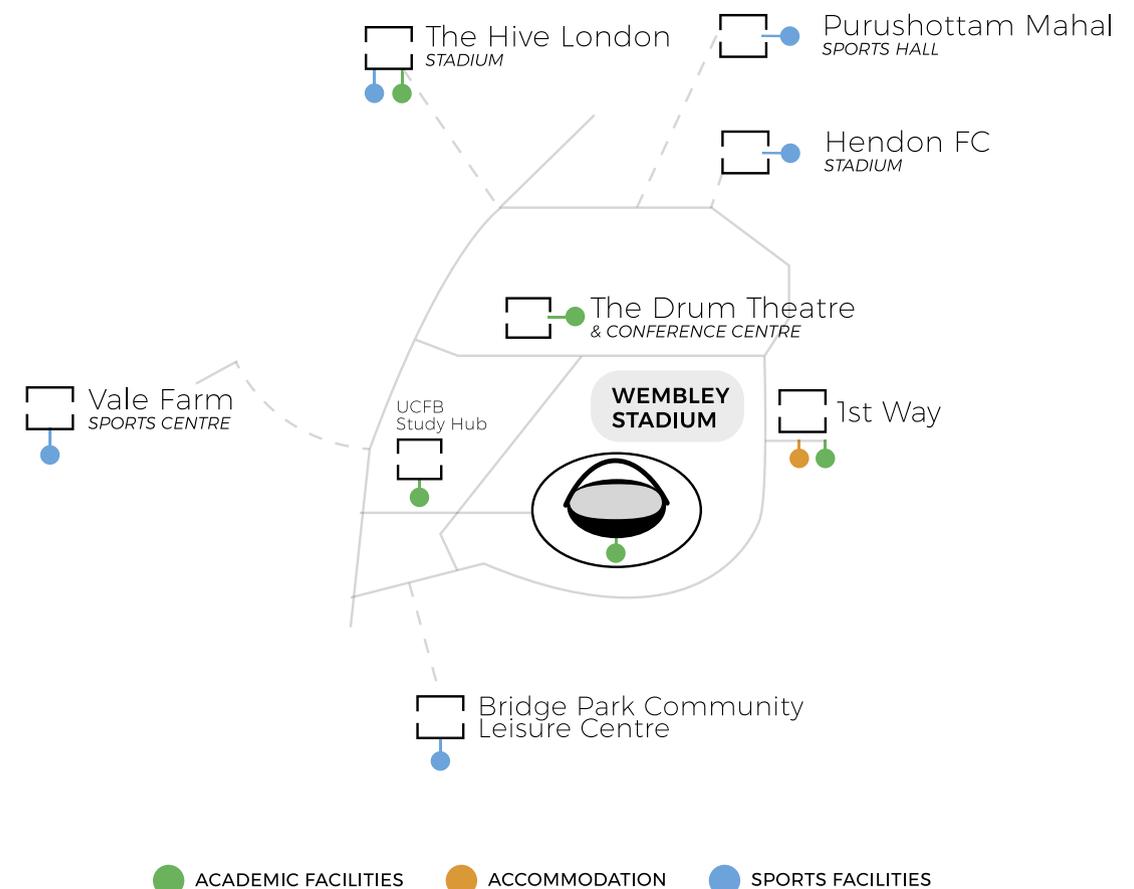
UCFB Wembley has plans to create its own multi-purpose facility directly opposite Wembley Stadium. The 1st Way development will include lecture theatres, a library, office space for staff, halls of residence for up to 680 students and a gym for residents. Opening in 2020/21, the development will be a key milestone for UCFB and its future, and will be in addition to the facilities already on offer in and around Wembley Stadium.

WHY CHOOSE OUR WEMBLEY CAMPUS

- Study in a campus with the most iconic stadium in the world at its heart
- Easy access to the centre of London
- London is an international hub for students, sport and education alike

KEY FACTS

- Address**
Wembley Stadium, London, HA9 0WS
- Time to central London**
Approx. 20 minutes by Underground
- Around the campus**
London Designer Outlet
SSE Wembley Arena
Boxpark Wembley
- Campus facilities**
Wembley Stadium
1st Way
The Hive London
Bridge Park Community Leisure Centre
The Drum Theatre & Conference Centre
Vale Farm Sports Centre
UCFB Study Hub
Purushottam Mahal Sports Hall
Hendon FC



Teaching locations at **Wembley Campus**

UCFB Wembley has a number of unique teaching locations, tailored to the needs of each subject area. Check the degree pages on the website to find out which teaching locations are used for each programme. All UCFB Wembley students have access to Wembley Stadium for keynote guest speaker sessions as well as to use UCFB's in-stadium facilities and social spaces.

WEMBLEY STADIUM

With a capacity of 90,000, Wembley is the biggest stadium in the UK and one of most famous and recognisable names in sport. This is the heart of UCFB Wembley, with many classrooms and auditoriums overlooking the famous turf, as well as other learning spaces and a UCFB cafe.



1ST WAY

1st Way is the brand new dedicated UCFB facility set to open in 2020/21. It will include learning spaces, a library and halls of residence.



THE HIVE LONDON

The Hive, London is the dedicated teaching facility for coaching students at UCFB Wembley. The 6,500 capacity venue is home to Barnet FC and London Bees and provides students a number of state-of-the-art facilities to learn in.



BRIDGE PARK COMMUNITY LEISURE CENTRE

Bridge Park Community Leisure Centre is a multi-sport leisure centre which features a number of fitness studios, gym equipment, football pitches and netball courts.

Facilities at UCFB Wembley



Students at UCFB Wembley have access to a number of facilities in and around Wembley Stadium. By living and studying in the sporting capital of the world, the opportunities for UCFB students are endless.



WELCOME TO MANCHESTER

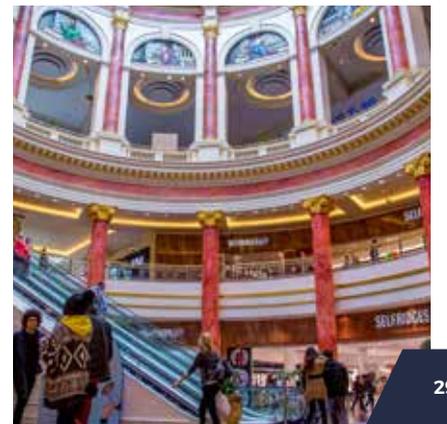
01



Living in Manchester



Manchester, renowned as an education and sporting city, is regularly voted as the UK's best city for students to live and learn in. Whether it's shopping at the Arndale, enjoying nightlife in the Northern Quarter or venturing into Chinatown, Manchester is a city that has something for everyone.





In and around Etihad Campus



Your Etihad Campus

UCFB Etihad Campus is our state-of-the-art campus devoted to the football industry in the heart of Manchester – one of the world’s most famous footballing cities with a thriving student population.

With the Etihad Stadium at the heart of the campus, students can learn and work at the centre of one of Europe’s most progressive football and sports facilities. Manchester Sports Village, Belle Vue plays host to lectures for several degree programmes, with high quality sports facilities also available there to UCFB students.

Etihad Campus boasts an impressive array of on-site facilities which are on hand to aid your studies, including several lecture theatres and stunning seminar rooms, student social areas and quiet study zones.

Further world-class sports facilities are also available on campus, including the Manchester Tennis & Football Centre.

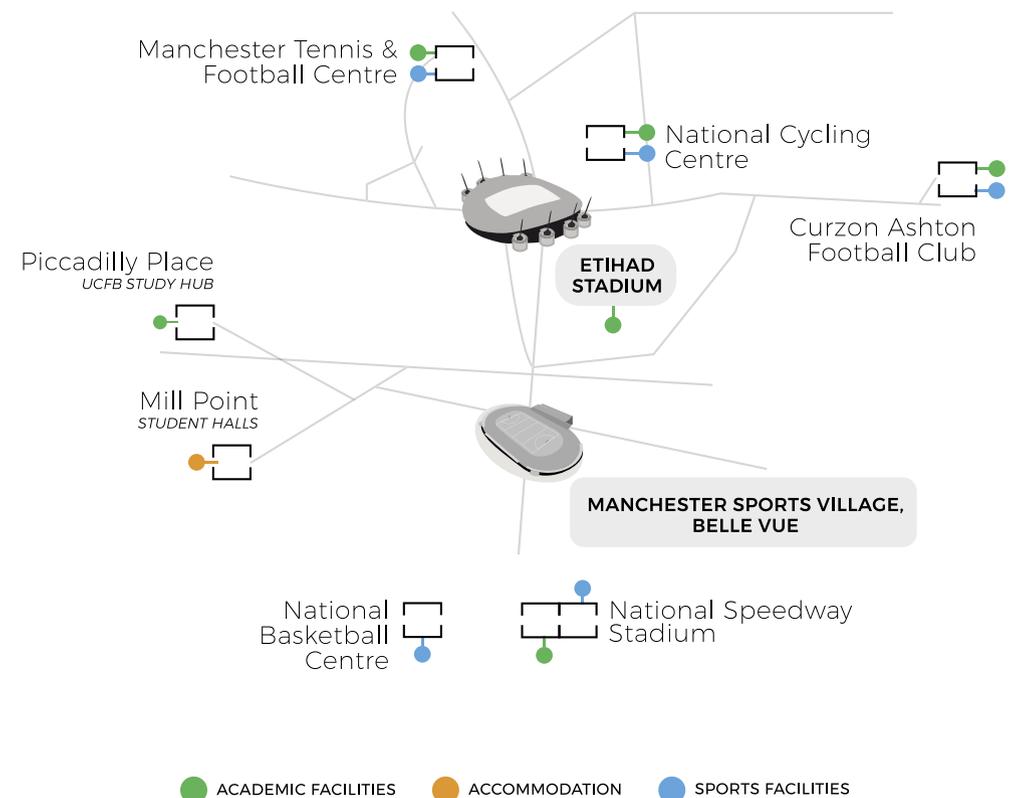
Manchester city centre and its exciting array of shops, bars, restaurants and entertainment venues is just a short tram ride away from UCFB Etihad Campus.

MANCHESTER SPORTS VILLAGE

Manchester Sports Village, Belle Vue, is a key teaching location for UCFB Etihad Campus students studying sports degrees, allowing students to live, learn and work across a network of sports venues.

KEY FACTS

-  **Address**
Etihad Stadium, Etihad Campus, Manchester, M11 3FF
-  **Time to central Manchester**
Approx. 10 minutes via Metrolink
-  **Around the campus**
The Northern Quarter
Spinningfields
Ancoats
New Islington
Manchester Arndale
The National Football Museum
The Printworks
Corn Exchange
-  **Campus facilities**
Etihad Stadium
Manchester Sports Village, Belle Vue
Curzon Ashton FC
National Basketball Centre
UCFB Study Hub @ Piccadilly Place
Manchester Regional Arena
National Squash Centre
Manchester Tennis & Football Centre
The National Speedway Stadium
The National Cycling Centre
Ten Acres Lane Sports Complex



Teaching locations at **Etihad Campus**

UCFB Etihad Campus has a number of unique teaching locations, tailored to the needs of each subject area. Check the degree pages on the website to find out which teaching locations are used for each programme. All UCFB Etihad Campus students have access to Etihad Stadium for keynote guest speaker sessions.

ETIHAD STADIUM

The 55,000 capacity Etihad Stadium sits at the heart the Etihad Campus, just a short tram ride from Manchester city centre. This is the home of UCFB Etihad Campus and houses lecture theatres, seminar rooms and a communal cafe area.



MANCHESTER SPORTS VILLAGE, BELLE VUE

At Manchester Sports Village, Belle Vue, students can live, learn and work across a network of sports venues which include the National Speedway Stadium and Belle Vue Leisure Centre. Facilities include sports pitches and halls, classrooms, quiet study areas and a cafeteria. This is the primary teaching location for some degrees.



CURZON ASHTON FC

Curzon Ashton FC are based in Ashton-under-Lyne, Greater Manchester. Founded in 1963 and nicknamed "the Nash", the club is affiliated to the Manchester Football Association and currently competes in the National League North. Many UCFB coaching sessions are delivered here.



UCFB STUDY HUB @ PICCADILLY PLACE

Located directly opposite Piccadilly Station and in the heart of Manchester, the UCFB Study Hub @ Piccadilly Place is a brand new, modern student facility that includes a library, media studios, sports lab and social space, as well as pastoral and learning support drop-in services.



NATIONAL CYCLING CENTRE

The National Cycling Centre is the home of British Cycling and the UK's only permanent indoor BMX track. Classrooms are located within this facility.



Facilities at UCFB Etihad Campus



UCFB Etihad Campus is at the heart of one of Europe's leading football destinations, but also host to a number of other UK sporting bodies.

Students are encouraged to embrace the array of exciting facilities on offer, including Manchester Sports Village, UCFB Study Hub @ Piccadilly Place, Belle Vue, the National Squash Centre and Manchester Regional Arena.



YOUR GLOBAL STUDY HUBS

UCFB HAS LAUNCHED A SERIES OF ELITE SPORTS INDUSTRY NETWORKING CENTRES AND GLOBAL STUDY HUBS, PARTNERING WITH SOME OF THE MOST INSPIRATIONAL SPORTING LOCATIONS AROUND THE WORLD.

Each year, UCFB hosts groups of students and graduates at study hubs in Australia, Canada and the USA, with some of the most iconic stadiums in world sport at their heart. Hosted at each hub, our global sports summits enable students and graduates to further enhance their knowledge and expertise of the international football and sports industry from professionals working at the biggest organisations in the sector.

Our networking centres in the UAE, Singapore, China and India also provide unprecedented international opportunities for students and graduates living in these regions to network with their peers and the wider sports industry community.

For more information, including potential costs of attending each summit, visit ucfb.ac.uk/global-hubs.



YOUR GLOBAL STUDY HUBS

INTER MIAMI CF STADIUM

MIAMI, USA



Situated in Fort Lauderdale, Inter Miami CF's brand new 18,000 seater stadium is the home of our newest US hub. At each annual global sports summit, UCFB students will learn from leading names from MLS' newest club as well as experience sport in a city that also hosts the NFL's Miami Dolphins, NBA's Miami Heat, the Miami Marlins of MLB and NHL side the Florida Panthers. The gateway to Latin America will also be home to GIS' campus for Master's degrees in the US.

RED BULL ARENA

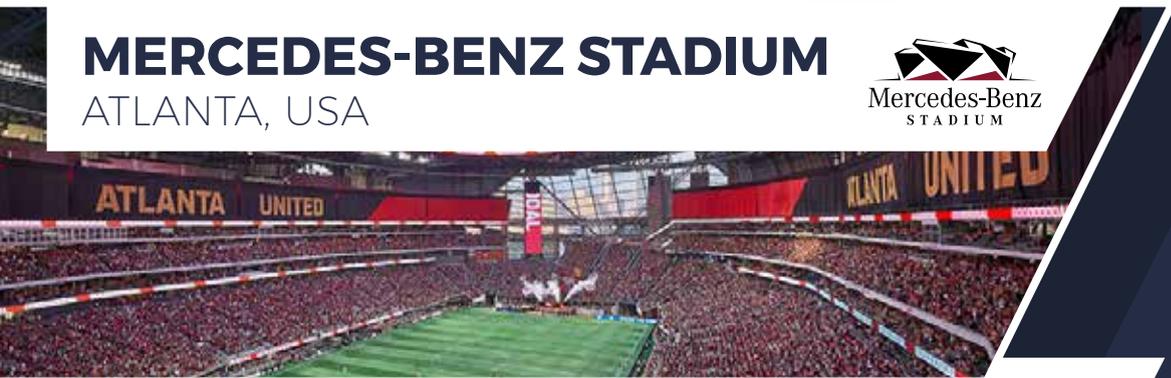
NEW YORK CITY METRO, USA



Home to popular MLS team New York Red Bulls and NWSL side Sky Blue FC, this global hub provides access to one of the great sports cities that hosts other world-renowned teams including MLB sides the Yankees and Mets, NBA teams Nets and Knicks, the NFL's Giants and Jets, and fellow MLS club New York City FC. Red Bull Arena provides a unique opportunity to network with and learn from the revolutionary multinational Red Bull football brand, pioneers in 21st century sport.

MERCEDES-BENZ STADIUM

ATLANTA, USA



Home of NFL team Atlanta Falcons and 2018 MLS champions Atlanta United, the Mercedes-Benz Stadium is one of the most technologically advanced in the world. This brand new 75,000 capacity arena provides a fantastic opportunity for UCFB students to learn and network in a thriving sports city that also hosts the NBA's Hawks and the MLB's Braves.



TORONTO FC

TORONTO, CANADA



Crowned MLS champions in 2017, Toronto FC are based at Canada's national football stadium, BMO Field, and are owned by Maple Leaf Sports & Entertainment (MLSE). A world-leading organisation in sports technology, UCFB students will be able to learn from MLSE's unique business that runs successful venue and multi-sport franchise operations. Our Canadian summits will also access MLSE's stunning Scotiabank Arena, home of the NBA's Toronto Raptors and the NHL's Toronto Maple Leafs.



MELBOURNE CRICKET GROUND

MELBOURNE, AUSTRALIA



If Melbourne is the home of Australian sport, then the MCG is the heart of it. This iconic venue is the largest stadium in the Southern Hemisphere, boasting a capacity of over 100,000 people. It's a stadium rich in history and is the scene of some of Australian sport's most memorable moments. The MCG is the birthplace of Test Cricket, the home for the AFL Grand Final and has hosted the Olympic Games and Commonwealth Games along with a range of major events and concerts. Located in arguably the world's premier sports precinct, the neighbouring Melbourne Park and AAMI Park venues host Australian Open tennis, A-League football and both rugby codes, allowing UCFB students a truly unique sporting and cultural experience.



YOUR
DEGREE

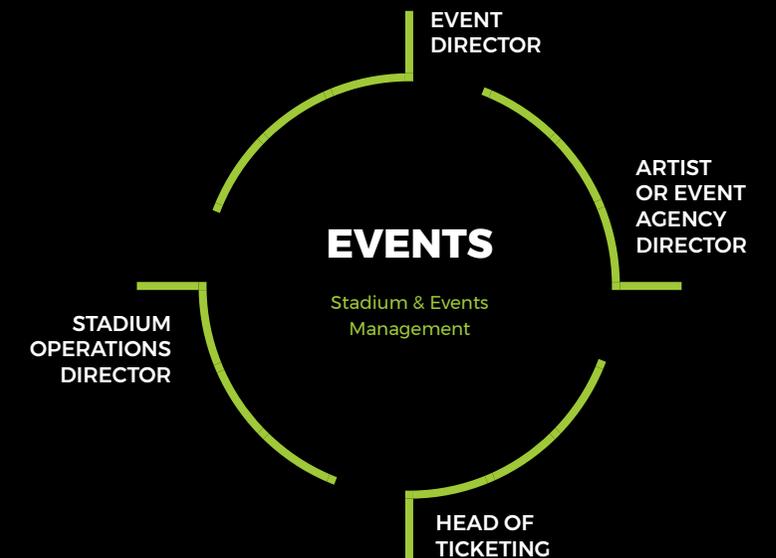
UCFB Etihad Campus students
working inside the Etihad Stadium

OPEN YOUR FUTURE

Your career

opportunities

P44	FOOTBALL BUSINESS & FINANCE		
P46	FOOTBALL BUSINESS & MARKETING		
P48	FOOTBALL BUSINESS & MEDIA		
P50	FOOTBALL COACHING & MANAGEMENT		
P52	FOOTBALL COACHING & TALENT DEVELOPMENT		
P54	INTERNATIONAL FOOTBALL BUSINESS		
P56	MULTIMEDIA SPORTS JOURNALISM		
P58	PHYSICAL EDUCATION		
P60	SPORTS BUSINESS & COACHING		
P62	SPORTS BUSINESS & SPORTS BROADCASTING		
P64	SPORTS BUSINESS & SPORTS LAW		
P66	SPORTS MANAGEMENT		
P68	STADIUM & EVENTS MANAGEMENT		
P72	FOOTBALL COACHING (BLENDED)	ONLINE + 	



BA (Hons) Football Business & Finance

ABOUT THE COURSE

Football is one of the fastest growing businesses in the world today with player transfers, contracts, sponsorship and merchandise worth hundreds of millions of pounds. This degree will give you a firm understanding as to how finance affects organisational performance at all levels, with modules that cover the fundamentals of accounting and financial management in a football business context.

MODULES

- **Year one:** Understanding International Football Business, Introduction to Football Finance, Industry Competencies (Mental Wealth), Understanding Sports Fan Behaviour, Introduction to Football Economics, Ethics, Tax and Law, Financial Management Information Systems and Internal Controls
- **Year two:** International Football Business Analysis, Intermediate Financial Accounting, Industry Readiness (Mental Wealth), Research Methods, Intermediate Management and Cost Accounting, Entrepreneurship
- **Year three:** Strategic Management, International Finance, Professional Project, Industry Engagement (Mental Wealth), Corporate Reporting



MORE INFO

For more information, including entry requirements, please visit:

ucfb.ac.uk/finance

KEY FACTS

LOCATION

Wembley or Etihad Campus

FOUNDATION LEVEL AVAILABLE

UCAS CODE

FBF1

FBFF with foundation

English professional football contributed £2.1bn to government taxes in 2017/18



Recent guest speaker



Kelly Simmons
Director of Women's Professional Game at The Football Association

"UCFB is developing the future best-in-class football and sports business professionals with the skills, knowledge and experience to excel within the industry and drive it forward, both in the UK and internationally."



For someone who is a massive football and sports fan this job works really well. I get up in the morning and all I do is sport.

James Sandford
UCFB graduate
Placing Broker at AON



BA (Hons) Football Business & Marketing

ABOUT THE COURSE

Football is a multi-billion-pound global industry. With its revenue driven by the marketing of its products and services, competition amongst brands is fierce and qualified professionals are in high demand.

On this degree, you will gain an understanding of football business and be introduced to concepts such as business models, management, business planning and return on investment by our expert academics.

MODULES

- **Year one:** Understanding the Business of Football, Principles of Marketing, Integrated Marketing Communications, Understanding Sports Fan Behaviour, Data Analytics, Industry Competencies (Mental Wealth)
- **Year two:** The Organisation and Market of World Football, Theory of Digital Marketing, Research Methods, Practice of Digital Marketing, Stadium and Event Organisation, Industry Readiness (Mental Wealth)
- **Year three:** Strategic Management, Football Brand Management, Professional Project, Global Marketing Management, Industry Engagement (Mental Wealth)



MORE INFO

For more information, including entry requirements, please visit:

ucfb.ac.uk/marketing

KEY FACTS

LOCATION

Wembley or Etihad Campus

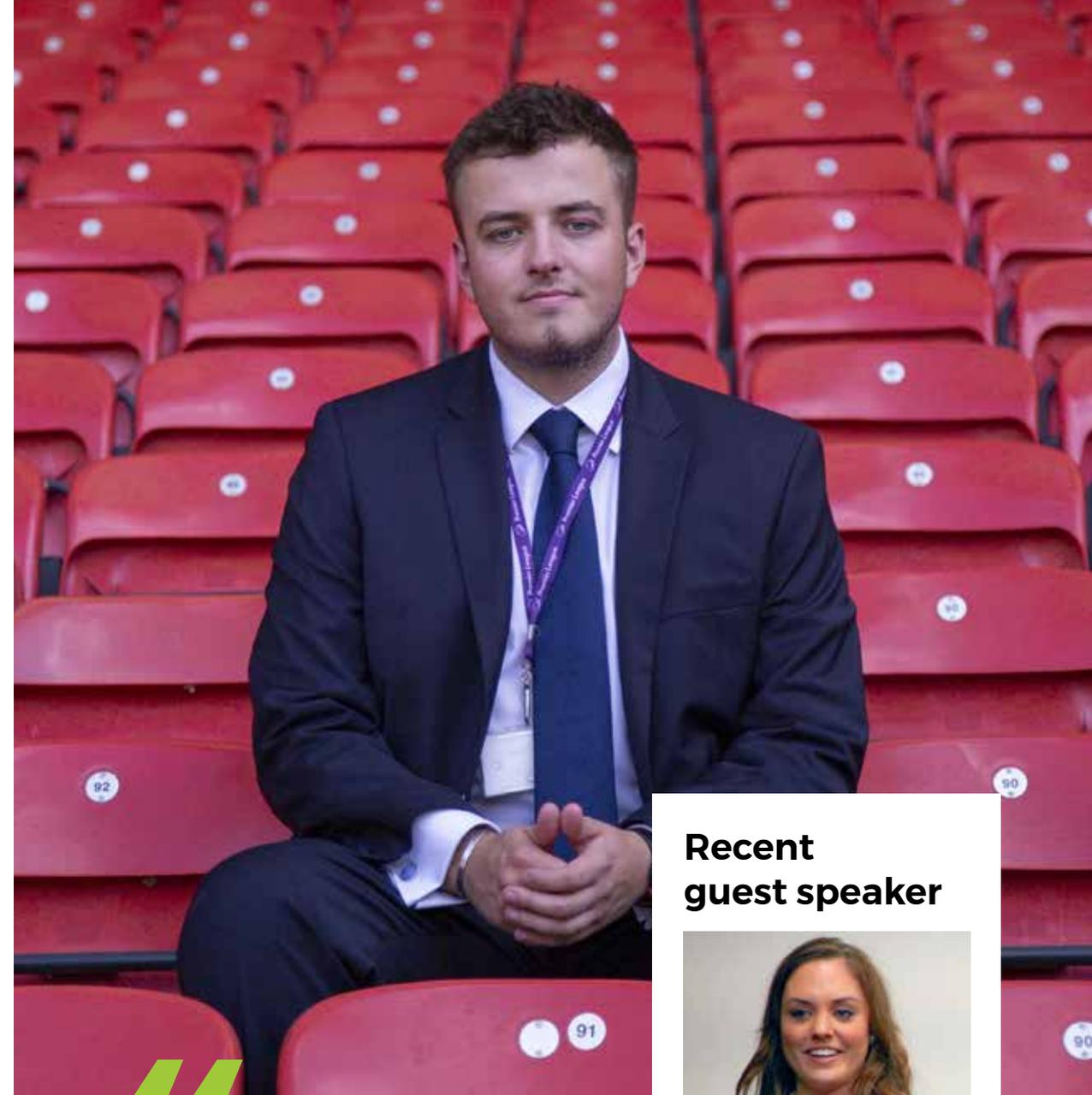
FOUNDATION LEVEL AVAILABLE

UCAS CODE

FMA1

FMAF with foundation

Premier League clubs added 52m fans (+13%) in global social networks in 2018. This equates to 140,000 new fans per day



My favourite aspect of working at a club like Arsenal is that throughout my childhood all I would do is watch football on TV, and it was the only industry that I was ever passionate about working in.

David Moat

UCFB graduate

Women's Marketing & Communications Officer at **Arsenal FC**



Recent guest speaker



Kait Ludwig

Customer Lead at Rugby League World Cup 2021

"I think it's fantastic that students have the opportunity to study at UCFB where what they're learning is targeted specifically to the sports industry."

BA (Hons) Football Business & Media

ABOUT THE COURSE

Vastly expanding media revenue, like ever-increasing TV rights deals, means that clubs that finish bottom of the Premier League earn more prize money than the winners of the Champions League. How is this value determined?

On this programme, you will explore facets of media communications and develop understanding of the relationships between industry stakeholders. You will also gain contextual insight into how public relations and journalism relate to the business of sport.

MODULES

- **Year one:** Principles of Sports Media, Understanding the Business of Football, Industry Competencies (Mental Wealth), Sport, Media and Society, Introduction to Broadcasting, Business of Digital Media
- **Year two:** Applied Digital Journalism, Media Law and Ethics, Industry Readiness (Mental Wealth), Research Methods, Public Relations Strategy, TV Studio Production
- **Year three:** Football Brand Management, PR Crisis Management in the Football Industry, Digital Futures, Professional Project, Industry Engagement (Mental Wealth)



MORE INFO

For more information, including entry requirements, please visit:

ucfb.ac.uk/media

KEY FACTS

LOCATION

Wembley or Etihad Campus

FOUNDATION LEVEL AVAILABLE

UCAS CODE

FM10

FM1F with foundation

Football accounts for over 40% of all global sports media rights



My main roles are creating and posting engaging content on our various social platforms in order to try and obtain and maintain fan interest from inside and outside Scotland.



Sean Elderbrant

UCFB graduate

Digital Media Executive at **The Scottish Professional Football League**

Recent guest speaker



Hayley McQueen

Sky Sports News Presenter

"I think UCFB is definitely unique and is offering something to students which nobody else has. To actually be in a stadium, immersed in such history, I just think UCFB is like no other."

BA (Hons) Football Coaching & Management

ABOUT THE COURSE

The role of coach or manager in football is one full of immense pressure, but one that comes with potentially huge rewards. Taught within the football club environment, this programme allows students to learn how to spot and develop talent, as well as lead with authority. You will engage with, and gain an understanding across, areas such as community coaching, academy coaching and coaching overseas.

MODULES

- **Year one:** An Introduction to Football Coaching, An Introduction to Football Management, Industry Competencies (Mental Wealth), Football in the Community, Coaching and Skill Acquisition, Talent Development
- **Year two:** Scouting and Recruitment, Coaching Within Small Sided Games, Industry Readiness (Mental Wealth), Research Methods, Managing Teams and Individuals, The Reflective Coach
- **Year three:** Match Analysis, Coaching with Tactics and Strategies, Professional Project, Industry Engagement (Mental Wealth), Working in an Elite Environment



MORE INFO

For more information, including entry requirements, please visit:

ucfb.ac.uk/football-coaching

KEY FACTS

LOCATION

Wembley or Etihad Campus

FOUNDATION LEVEL AVAILABLE

UCAS CODE

FCM1

FCMF with foundation

England has 3,520 female football coaches, the highest number in Europe



Recent guest speaker



Sam Allardyce
Former Premier League Manager

"It's a great thing to see that the next level of staff across the world of football may come from something like this."



It was daunting at first [starting my degree], but I soon realised that overall there's a lack of women in sport. To change the minority into a majority it will take time, especially in coaching, but there are many sporting bodies that are working towards this goal.

Lipa Nessa
UCFB graduate

Board Member at Youth Sport Trust



BA (Hons) Football Coaching & Talent Development

ABOUT THE COURSE

Identifying and developing talent is an imperative facet of the modern game, with more and more clubs vying for the stars of tomorrow as transfer fees continue to break records.

This programme reflects the needs of the football industry by understanding strategies used around the world, relating theory to practice, and gives students the knowledge and skills to work in youth development departments at clubs domestically and overseas.

MODULES

- **Year one:** Coaching and Skill Acquisition, Introduction to Talent Development, Industry Competencies (Mental Wealth), Coaching in the Foundation Phase, Introduction to Talent Identification, Professional Practice
- **Year two:** Coaching Within Small Sided Games, International Player Development, Industry Readiness (Mental Wealth), Coaching in the Youth Development Phase, The Reflective Coach, Research Methods
- **Year three:** Coaching with Tactics and Strategies, Match Analysis, Professional Project, Coaching in the Professional Development Phase, Industry Engagement (Mental Wealth)



MORE INFO

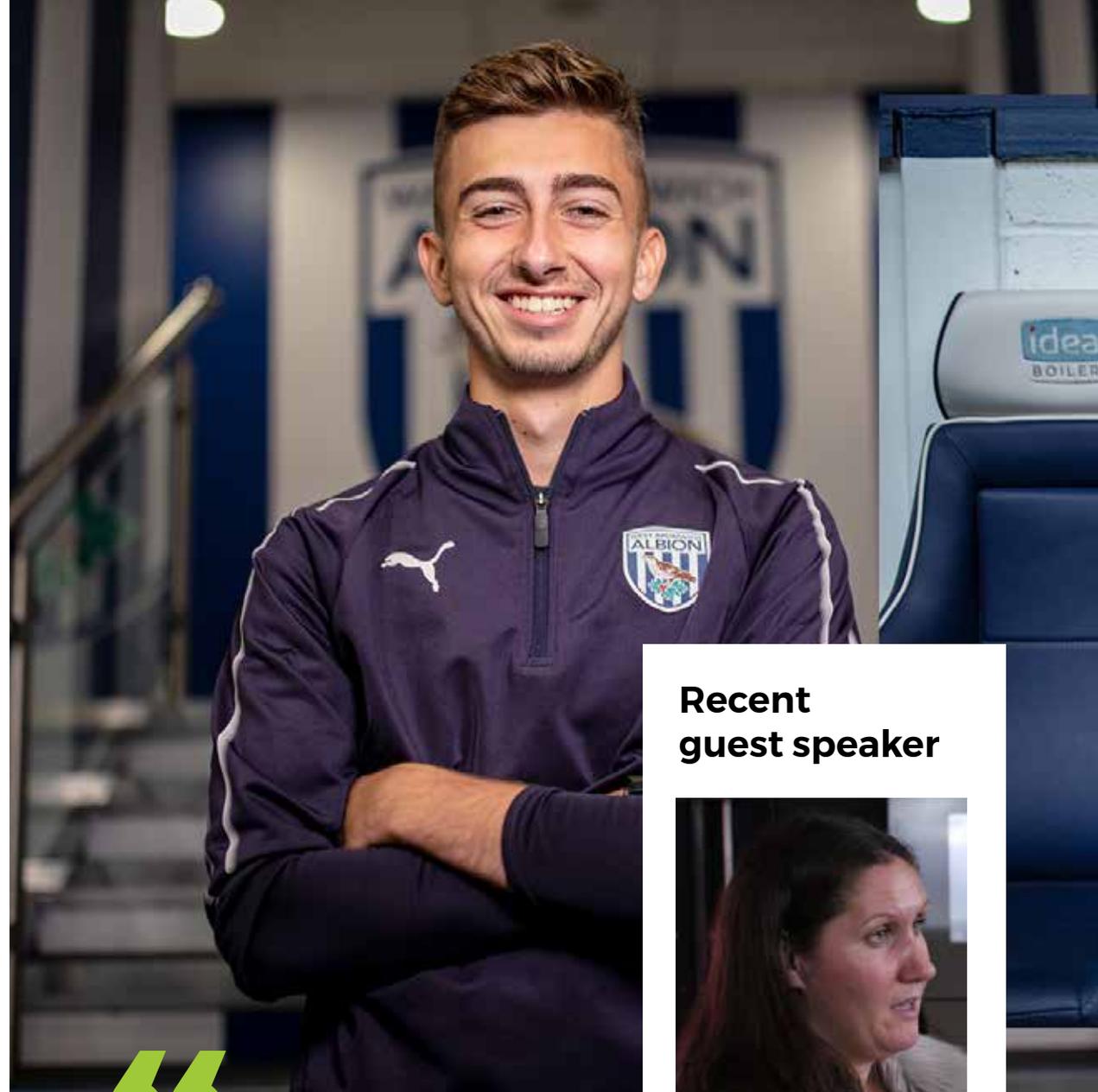
For more information, including entry requirements, please visit:

ucfb.ac.uk/talent-development

KEY FACTS

- 📍 **LOCATION**
Wembley or Etihad Campus
- 🔍 **UCAS CODE**
FCTD

The number of FTE coaches working in Premier League academies has increased by around 220% since 2012



Recent guest speaker



Hannah Dingley
Academy Manager at Forest Green Rovers
"Football is a fantastic industry to work in. It's a really rewarding place to work."



I work six, sometimes seven, days a week but when you are getting paid to watch football I wouldn't really call that a job!



Mac Bishop
UCFB graduate
Community Coach at The Albion Foundation

BA (Hons) International Football Business

ABOUT THE COURSE

The globalisation of football has been swift. Growing markets in the likes of Asia and the Americas mean an understanding of the sport in an international context opens many career paths in football business.

You will study the key drivers which fuel this rapid growth, including the nature of 'fandom', the development of the international football and sports industries and the implications of cultural differences linked to commercial deals. An understanding of how to bid for international events will also form part of this degree programme.

MODULES

- **Year one:** Understanding International Football Business, Introduction to Football Law, Industry Competencies (Mental Wealth), Marketing and Communication, Financial Management Information Systems, Technical Directorship and Leadership
- **Year two:** International Football Analysis, International Culture and Relations, Industry Readiness (Mental Wealth), Research Methods, Marketing, Technology and Innovation, Intermediate Financial Accounting
- **Year three:** Strategic Management, International Football Law and Governance, Professional Project, International Events and Project Management, Industry Engagement (Mental Wealth)



MORE INFO

For more information, including entry requirements, please visit:

ucfb.ac.uk/international-business

KEY FACTS

 LOCATION

Wembley or Etihad Campus

 FOUNDATION LEVEL AVAILABLE

 UCAS CODE

IFB1
IFBF with foundation

The revenue of the European football market continues to grow, reaching €28.4 billion for 2017/18



Recent guest speaker



Keeley Baptista

Head of Partnerships at Kick It Out

"It's really important for anybody that works in the football industry to understand what equality and inclusion means."



Soccer is growing massively in Canada, which can be seen in the continued success of Toronto FC in the MLS.



Jordan Clements

UCFB graduate

Founder of Revolution Soccer Canada

BA (Hons) Multimedia Sports Journalism

ABOUT THE COURSE

The media landscape has changed almost beyond recognition in recent years following the digital revolution, which has paved the way for a 24-hour rolling news agenda. In that time, sports journalism has also developed to become the fastest growing sector in UK media.

On this degree, students will learn a range of digital and social media skills which enable sports journalists to tell stories across a range of platforms to reach a global audience.

MODULES

- **Year one:** Industry Competencies (Mental Wealth), Introduction to Sports Journalism, Social and Digital Sports Journalism, Sports Media and Society, Principles of Sports Journalism, Introduction to Broadcasting
- **Year two:** Industry Readiness (Mental Wealth), Applied Digital Journalism, Media Law and Ethics, Research Methods, Practising Sports Journalism, TV Studio Production
- **Year three:** Professional Project, Advanced Journalism Skills, Sports Public Relations and Communications, Industry Engagement (Mental Wealth), Digital Futures

MORE INFO

For more information, including entry requirements, please visit:

ucfb.ac.uk/journalism

Watching or following sports events as a main motivation for going on social media has seen a 47% increase since 2016



KEY FACTS

- 📍 **LOCATION**
Wembley or Etihad Campus
- 📄 **FOUNDATION LEVEL AVAILABLE**
- 🔍 **UCAS CODE**
MSJI
- MSJF with foundation



Studying at UCFB is excellent, and you learn so many skills that set you up for working in professional sport, but ultimately only you can make that step.



George Haberman

UCFB graduate
Media & Communications Officer
at Essex Cricket Club

Recent guest speaker



Rachel Brown-Finnis

Former England goalkeeper and BT Sport pundit

"The sports industry requires people to be trained ready to go into it; what UCFB does really well is provide those opportunities."

BA (Hons) Physical Education

ABOUT THE COURSE

There is a persistent demand for qualified teachers in popular disciplines such as Physical Education. As a subject area in the National Curriculum, Physical Education places diverse demands upon learners and teachers alike. This programme combines the complex practical and theoretical demands of the subject and provides guidance in allowing you to become an effective leader and educator.



MODULES

- **Year one:** Principles of Teaching, Teaching and the Practical Delivery of Sport, Industry Competencies (Mental Wealth), Sports Science in Practice, Delivering a Broad Curriculum, Cybernetic Physical Education
- **Year two:** Psychology for Physical Education, Creative Physical Education, Industry Readiness (Mental Wealth), Research Methods, Sociology of Physical Education, Behaviour Management
- **Year three:** Innovations in Education, Experiential Learning, Professional Project, Sports Initiative Development, Industry Engagement (Mental Wealth)



MORE INFO

For more information, including entry requirements, please visit:

ucfb.ac.uk/physical-education

KEY FACTS

- 📍 **LOCATION**
Wembley or Etihad Campus
- 📖 **FOUNDATION LEVEL AVAILABLE**
- 🔍 **UCAS CODE**
PE10
PE1F with foundation

There are more than 1.7m people working in the field of sport in the EU, increasing at a higher pace than total employment



Recent guest speaker



Paul Clement
Cercle Brugge Manager

"If you're going to be successful in anything it's got to be a blend of two main qualities – ability and work ethic."



The progress that UCFB has made is phenomenal. It's only going to get bigger and bigger and I'm proud to say I was there when it started.



Emily Hammond

UCFB graduate
Site Manager at **Fit For Sport**

BA (Hons) Sports Business & Coaching

ABOUT THE COURSE

This programme is ideal for those looking for experience and understanding of the world of business and sport and to develop as a manager. It provides a unique learning experience and the opportunity to live, learn and develop within the live operations of a professional sports environment by our UEFA qualified coaches, some of whom have previously coached at the academies of leading Premier League clubs.

This allows engagement and understanding across areas such as rehabilitation, physiotherapy, player acquisition and analysis. Studies will focus on the broad concepts involved in the sport business and surrounding industries.

MODULES

- **Year one:** Fundamentals of Sports Coaching, Understanding Sports Business, Industry Competencies (Mental Wealth), Coaching in Education and the Community, Understanding Sports Fans Behaviour, Development of Sport
- **Year two:** Entrepreneurship, Talent Development and Scouting, Industry Readiness (Mental Wealth), Research Methods, Event Planning, Coaching in Education Settings
- **Year three:** High Performance Coaching, Leadership and Management, Professional Project, Industry Engagement (Mental Wealth), Performance Analysis



MORE INFO

For more information, including entry requirements, please visit:

ucfb.ac.uk/sports-coaching

KEY FACTS

LOCATION

Wembley or Etihad Campus

FOUNDATION LEVEL AVAILABLE

UCAS CODE

SBC1

SBCF with foundation

The global sports coaching market size will grow by \$12.3bn during 2019-2023



Recent guest speaker



Kelly Chambers

Reading FC Women's Manager

"Work hard - it gets you to a lot of places; but along the way make sure you're putting yourself out there to gain experience and gain knowledge of the industry."



Networking is very important. At UCFB I went to events and met agents who I've since been able to recommend players to.



Wesley McGrath

UCFB graduate

Advanced Centre Coach at **MK Dons**

BA (Hons) Sports Business & Sports Broadcasting

ABOUT THE COURSE

Ideal for those seeking to work in the fast-growing, exciting sports broadcasting industry, this degree is designed for those aspiring for a career either in front of or behind the camera. Learning from UCFB's experienced practitioners, this course will help you understand practices both on the field and in the studio. With access to recording and broadcasting equipment and inspiring facilities, as well as visits from industry professionals, students are equipped with the tools to succeed in this thriving sector.

MODULES

- **Year one:** Industry Competencies (Mental Wealth), Understanding Sports Business, Principles of Sports Broadcasting, Sport, Media and Society, The Business of Digital Media, Broadcast Journalism
- **Year two:** Industry Readiness (Mental Wealth), Visual Storytelling, Media Law, Research Methods, Audio Storytelling, The Business of Sports Broadcasting
- **Year three:** Professional Project, Documentary Storytelling, Sports Commentary, Industry Engagement (Mental Wealth), Digital Futures



MORE INFO

For more information, including entry requirements, please visit: ucfb.ac.uk/broadcasting

KEY FACTS

- 📍 **LOCATION**
Wembley or Etihad Campus
- 📖 **FOUNDATION LEVEL AVAILABLE**
- 🔍 **UCAS CODE**
SBB1
SBBF with foundation

The combined value of regional broadcasting rights for the NBA, MLB and NHL is estimated to be worth \$3.3bn



Be patient, and if you want to be a coach, journalist, marketer, lawyer or chief executive, learn the skills and someone will pay you to do it.



Alexander Brown

UCFB graduate

Video Producer at **The Football Association**

@zandacamera

Recent guest speaker



Jamie Carragher

Former Liverpool defender and Sky Sports pundit

"There are so many strands to the game now, it's just becoming bigger and better. The fact you have something like UCFB and the facilities - that's the future of the game now."

BA (Hons) Sports Business & Sports Law

ABOUT THE COURSE

The sports industry has an abundance of legal regulations and challenges. From doping to breaches of contract, sports executives must conform to regulations, but also use their understanding of legal frameworks to protect their businesses from risk.

This degree links the commercial and legal aspects of sports business, through varied learning such as field trips to the likes of the Supreme Court and workshop masterclasses with sports law specialists.

MODULES

- **Year one:** Legal Systems and Principles, Understanding Sports Business, Industry Competencies (Mental Wealth), Sports Law: Theory and Practice, Introduction to Football Finance, Understanding International Football Business Environment
- **Year two:** Sports, Crime and Deviance, Managing Sports Organisations, Industry Readiness (Mental Wealth), Research Methods, Legal Issues in the Governance of Sport, Entrepreneurship
- **Year three:** Employment Law and Sport, Strategic Management, Industry Engagement (Mental Wealth), Professional Project, Commercial Sports Law



MORE INFO

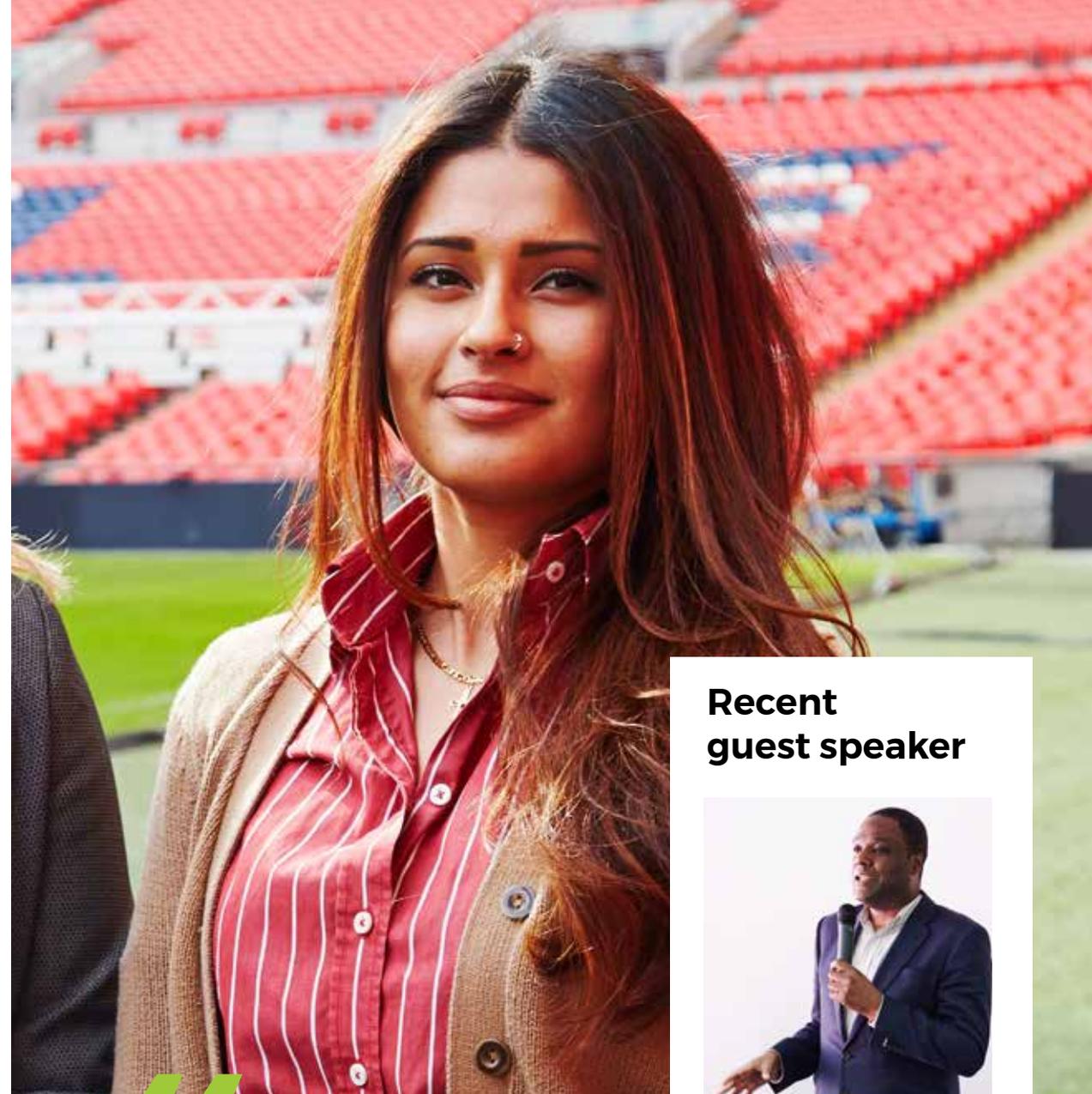
For more information, including entry requirements, please visit:

ucfb.ac.uk/sports-law

KEY FACTS

- 📍 **LOCATION**
Wembley or Etihad Campus
- 🔍 **UCAS CODE**
SBL1

Payments from Premier League clubs to player agents grew from £174m to £211m in 2017/18



Recent guest speaker



Sky Andrew Sports and entertainment agent

"It's a fantastic opportunity for students to be based in these stadiums. It means they're in the football environment and at very close hand there are people who work in these industries."

“

What I love about the sports industry is that it's so unique to any other industry. Social, political, and economical affairs all come into question.

”

Sharon Hoyos-Martinez

UCFB graduate

Partnerships & Events Lead at **Football Beyond Borders**

BA (Hons) Sports Management*

*This degree will be available from September 2021, subject to validation.

ABOUT THE COURSE

A career in sports management is both challenging and exciting. Students will learn many operational, financial, marketing, and legal skills required for many management roles at the same time as developing specific and detailed knowledge of complex and contemporary developments in national and global sport.

Your first year will provide a strong foundation in sports business practice, with particular attention to understanding the sports industry, key sports marketing principles and fan and consumer behaviour. From here the programme will advance your knowledge and skills development by focusing on sports-specific organisation management, legal issues in sports governance, and entrepreneurship, before the final year teaches you how to engage with contemporary issues in sports management and build specific strategic management competencies.



Global sport received \$35bn from sponsorship deals in 2019

MODULES

- **Year one:** Introduction to Marketing, Understanding Sports Business, Industry Competencies (Mental Wealth), Understanding Sports Fan Behaviour, Financial Management Information Systems, Sport, Media and Society
- **Year two:** Negotiating and Winning Contracts, Managing Sports Organisations, Industry Readiness (Mental Wealth), Research Methods, Legal Issues in the Governance of Sport, Entrepreneurship
- **Year three:** Strategic Management, Event Delivery, Professional Project, Industry Engagement (Mental Wealth), Contemporary Issues in Sport Management

MORE INFO

For more information, including entry requirements, please visit: ucfb.ac.uk/sports-management



KEY FACTS

- 📍 **LOCATION**
Wembley
- 🔍 **UCAS CODE**
SM10



Recent guest speaker



Gus Poyet
Former Brighton & Hove Albion Manager

"Today in the world of any business, and football is a business, your CV and your studies are very, very important"



I think mainly, without my UCFB degree, I would not have been able to get the work placement during the 2018/19 season which ultimately means I would not be in the position that I am now.



Josh Easterbrook

UCFB graduate

Commercial & Legal Executive at **Wycombe Wanderers**

BA (Hons) Stadium & Events Management

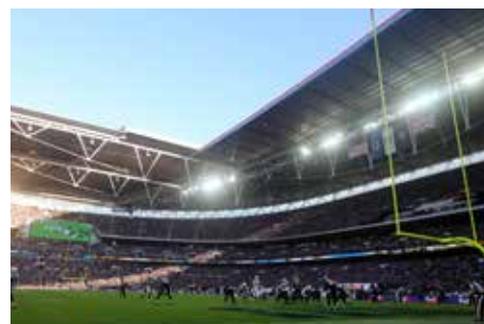
ABOUT THE COURSE

The role of sports and live events is expanding at an unprecedented pace, with the industry contributing significantly to the global economy. This growth is creating a range of fascinating career paths in event management.

On this degree, you will cover core topics such as event planning and event design, as well as the key event components of marketing, finance and event legislation.

MODULES

- **Year one:** Introduction to Stadium Management, Introduction to Events Management, Industry Competencies (Mental Wealth), Introduction to Football Finance, Introduction to Marketing, Introduction to Human Resources in the Events Industry
- **Year two:** Facility Management and Stadium Utilisation, Theory of Digital Marketing, Industry Readiness (Mental Wealth), Negotiation and Winning Contracts, Stadium and Events Organisation, Research Methods
- **Year three:** Event Leadership and Management, Strategic Event Delivery, Industry Engagement (Mental Wealth), Contemporary Issues in International Events Management, Professional Project



MORE INFO

For more information, including entry requirements, please visit:

ucfb.ac.uk/events

KEY FACTS

 LOCATION
Wembley

 UCAS CODE
SEM1

Atlanta's Mercedes-Benz Stadium holds the world record for total number of food and beverage transactions at a sports event (120,357)



Recent guest speaker



Georgia Bekyra
UK Athletics' Head of Ticketing Operations

"It's important to have a theoretical and academic background, but for me one of the main things is to have passion. How much do you want to learn new things and progress?"



Put yourself out there. Even if you aren't sure an opportunity is exactly what you want it will give you an opportunity to test yourself and make an impression on others within the industry.



Emma Anderson
UCFB graduate
Events Officer at **England Golf**



STUDYING ONLINE AS PART OF A BLENDED DEGREE

Blended degrees allow students to study online for the majority of the programme. These degrees at UCFB are designed to allow flexibility whilst also maintaining structure to help you progress through your studies. Each module will require the completion of weekly activities set by the module leader as well as the submission of one to two assessments per module.

Blended students will also have access to UCFB's Global Study Hubs and Insight Series, set in iconic stadium locations in the UK, Australia, Canada and the US.

HOW BLENDED STUDY WORKS

Students on a blended degree programme will also have concentrated periods of practical classes on campus. These on-campus elements are available at both UCFB Wembley, London and UCFB Etihad Campus, Manchester.

WHAT WE OFFER:

- BA (Hons) Football Coaching (Blended)

UCFB  +  **WEMBLEY**  **ETIHAD CAMPUS**  **GLOBAL**
BLENDED DEGREES

BA (Hons) Football Coaching (Blended)

ABOUT THE COURSE

The BA (Hons) Football Coaching (Blended) degree qualification is designed for those who wish to further their knowledge and understanding of working in football coaching settings. In addition to providing the opportunity to develop coaching practice, the programme provides opportunities to engage in a range of underpinning areas such as player scouting and recruitment, talent development and tactical awareness.

This programme is a Blended degree, meaning the majority of your studies will take place online through UCFB's dedicated Online Hub. However, there will be the opportunity to learn on-campus at either UCFB Wembley, London or UCFB Etihad Campus, Manchester, for two weeks of each academic year.

MODULES

- **Year one:** An Introduction to Football Coaching (Blended), Coaching and Skill Acquisition (Blended), Football in the Community (Blended), Injury Prevention in Football (Blended), Talent Development (Blended), Industry Competencies (Mental Wealth)
- **Year two:** Scouting and Recruitment (Blended), Coaching Within Small Sided Games (Blended), The Reflective Coach (Blended), Research Methods, Psychology in Coaching Football (Blended), Industry Readiness (Mental Wealth)
- **Year three:** Match Analysis (Blended), Professional Project, Working in an Elite Environment (Blended), Coaching with Tactics and Strategies (Blended), Industry Engagement (Mental Wealth)

MORE INFO

For more information, including entry requirements, please visit:

ucfb.ac.uk/coaching-blended



KEY FACTS

LOCATION

Blended Delivery (Online plus Wembley or Etihad Campus)

See the UCFB website for additional global locations that this degree may be delivered at from 2021

UCAS CODE

FCB1



It's really rewarding to make a difference in the community. The kids have a wide range of abilities and ages so they're really receptive to getting something they don't usually get. I'm not just going in with a bag of footballs; it's Sunderland so they get really excited about that.

Jake Hannah

UCFB graduate

Sports Development Officer at Foundation of Light, Sunderland AFC



Recent guest speaker



Paul Simpson
Bristol City Assistant Manager

"The day that you think you know everything is the time to get out because you're kidding yourself. You can always learn something."

36% of the global sports coaching market share will come from North America by 2023

UCFB academic leaders



Our focus and priority is to provide first-class, quality degrees with a major focus on employability, as well as giving you the unrivalled networking opportunity to enable a start in your career in the football and sports industry.



Professor Martyn Jones
Director General

Professor Martyn Jones joined the UCFB executive board in 2019, bringing with him a raft of senior higher education experience. He is the Deputy Vice-Chancellor at Kingston University after previously holding the role of Pro Vice-Chancellor for External Affairs and subsequently to that, Pro Vice-Chancellor for Academic Support and Student Services.

Martyn joined Kingston University from the University of Kent where he was the director of the Business School. Prior to this he was the director of the School of Management and Business at the University of Wales, Aberystwyth. His academic career was preceded by service as a British Army Officer. His last role was Commander Education and Training 1 (UK) Armed Division.

Martyn's academic interests are programme design, business strategy and human resources management.



Arlo Wood
Head of Academics (Undergraduate)
at UCFB Wembley

Arlo is a vastly experienced sports practitioner, with qualifications in physical education, sports science and sports psychology. His teaching experience spans across a variety of different subjects and levels, including secondary and higher education, mathematics and religious studies.



Neil Silver
Head of Employability & Enrichment

Neil is an award-winning journalist, author and academic who worked for a number of national newspapers before moving into education and journalism training. He has covered major sporting events including World Cup finals and the Olympic Games, and was a senior member of the London 2012 press team. Neil, who has a Master's in Sports Journalism, works in the industry part-time covering football for various national newspapers. He is also a member of the NCTJ's Sports Exam Board.



Dr Gerald Griggs
Head of Academics
at UCFB Etihad Campus

Gerald has worked in education for over twenty years and brings a wealth of higher education experience to the team. He is a globally recognised figure in his field of Primary Physical Education and to date has published five books and over 40 international peer reviewed journal articles.



Mike Walsh
Operational Head of Academics

Mike has 21 years' experience of coaching the youth academies including Manchester United, Manchester City, Preston North End and Blackpool, travelling to and taking coaching sessions in Asia, South America, Europe and the Middle East. He is a UEFA A Licence qualified coach, a Coach Educator at The FA, an MA in Sports Coaching and is currently studying a Professional Doctorate in Applied Sport and Exercise Science.



YOUR BESPOKE JOURNEY

“

Part of coaching is having a thirst for knowledge and improving. You need to always be looking for new ways of working and new methods of getting the players to understand your messages.

”

Gareth Southgate OBE
England Manager
UCFB guest speaker





THE EXCLUSIVE UCFB AWARD IN FOOTBALL & SPORTS LEADERSHIP

On top of your UCFB degree, you'll also have the chance to earn the UCFB Award in Football & Sports Leadership by taking part in a number of unique learning initiatives to help further enhance your employability prospects. These exclusive qualifications are delivered to the standards of our partners, including The Football Association, and are assisted by our brilliant Career Coaches - your direct point of contact to help you understand and maximise these opportunities.

YOUR CAREER COACH

Our dedicated team of Career Coaches are here to help you understand and maximise the world of opportunities available to you at UCFB away from the classroom. Where do you want to progress to on your journey? Our Career Coaches are here to help you get there.

Whilst your university degree is vitally important during your time at UCFB, we believe that developing your skills, knowledge and experience outside of your degree studies can be just as beneficial for your future career prospects.

Your bespoke UCFB journey

Listed below are the amazing opportunities available to you outside of your degree programme. It's up to you how you shape your personal, professional and academic journey at UCFB and ultimately build yourself towards your career upon graduation. Each programme you take part in counts as credit towards earning your exclusive UCFB Award in Football & Sports Leadership.

		Foundation	Year 1	Year 2	Year 3
PERSONAL DEVELOPMENT	FRESHERS & REORIENTATION WEEKS	•	•	•	•
	PUBLIC SPEAKING CLASSES	•	•	•	
	LANGUAGE SKILLS	•	•		
	ATHLETIC UNION TEAMS	•	•	•	•
	STUDENTS' UNION ACTIVITIES & SOCIETIES	•	•	•	•
	CROSS-CAMPUS VISIT OPPORTUNITIES	•	•	•	•
	EQUALITY AND DIVERSITY TRAINING	•	•	•	•
	NUTRITION AND WELLBEING TRAINING		•	•	•
	UCFB LEADERSHIP CHALLENGE				•
	VARIOUS CONTINUING PROFESSIONAL DEVELOPMENT COURSES	•	•	•	•
PROFESSIONAL DEVELOPMENT	WORK PLACEMENTS INCLUDING THE NATIONAL LEAGUE	•	•	•	•
	FA COACHING BADGES	•	•	•	•
	SPORTS AGENT PROGRAMME				•
	MANAGEMENT GAMES	•	•	•	
	STADIUM VISITS			•	
	EXECUTIVE GUEST SPEAKERS	•	•	•	•
	JOBS FAIR FOR ALL	•	•	•	•
	MATCH COMMENTARY MASTERCLASSES	•	•	•	•
	FINANCIAL PROJECT			•	•
	SPORTS BUSINESS SKILLS	•	•	•	•
	MARKETERS ROLES AT USA SOCCER			•	
	JOB SKILLS: CVS, INTERVIEWS & NEGOTIATION, LINKEDIN TRAINING	•	•	•	•
	UCFB FUTURE LEADERS CONFERENCE AT ST. GEORGE'S PARK				•
	PERFORMANCE ANALYSIS QUALIFICATIONS	•	•	•	•
	UCFB SPORTS ENTREPRENEUR COMPETITION	•	•	•	•
CAREERS FAIR*				•*	
ACADEMIC DEVELOPMENT	ACADEMIC SKILLS	•	•	•	
	RESEARCH SKILLS	•	•		
	LEARNING SUPPORT	•	•	•	•

In some instances, optional activities provided by UCFB may carry an additional cost for participants. Any additional costs will be provided to students in advance of any such sessions running.

Priority is sometimes given to students on the most relevant degree subjects. *May be opened to other year groups subject to availability.

Inspiring **guest speakers**

Our students are given unprecedented access to some of the world's leading football and sports professionals. Key personalities from backgrounds including media, coaching and law, as well as chief executives from clubs and institutions, visit our iconic campuses to pass on invaluable advice to students and share knowledge from their experiences within these industries.

As a UCFB student, you will have access to a series of headline guest speakers at your campus, as well as further speakers tailored to your particular degree, where appropriate. Here are just some of our recent guests at UCFB:

Roberto Martinez
Belgium Manager

Education is everything. In any role that you're going to be involved in within football, information is powerful.



Gail Emms
Olympic Silver Medallist
and Head of Marketing at LAPS

In sport if we do the same things we will get the same results. Be the person to make that change; be that person to stand up and be brave. I'm jealous because this generation has the power to do things differently.



Jane Bateman
Head of International Relations at
The Football Association

Understanding the football industry and where those transferrable skills might be applied is of great benefit. For a UCFB student to have that broader knowledge also gives them more ideas of where they might find their mark in the football industry.

Roy Keane
Former Manchester United
Captain and TV pundit

If you're passionate about what you want to do then go for it, simple as that. If you've got a passion for it then that's fantastic.



Jermaine Jenas
Former England international and
TV pundit

I think it's great that you have guest speakers at UCFB to get through to the students and give them what they need to move forward in their life and in the business of sport.



Unique work experience

UCFB actively encourages all students to gain as much work experience as possible while studying their degree to help bolster their CV and employment prospects. With 25 students gaining work experience every week on average throughout 2017/18, some of those students explained to us their roles and the vital benefits of their experience.



From an events perspective, the whole game and show was impressive, and for me personally it was a great experience to learn how big events like that unfold.

Lewis Wiseman
Rugby Football League Events Team at the Super League Grand Final
BA (Hons) Football Business & Media

Working for the NFL not only looks fantastic for my CV, it allowed me to witness first hand just how much thought global organisations put into the customer journey, which as a marketer I need to be aware of and learn from.

Owen Chengun
Events Assistant at NFL International Series
BA (Hons) Football Business & Marketing



I think the partnership between UCFB and the USL is definitely one that is going to benefit many more students. I never thought I would get an opportunity to work in America!

Ellie Reynolds
Media Assistant at Brazos Valley Cavalry FC
BA (Hons) Football Business & Marketing



Witnessing the production of the trophy tour event from a professional standpoint was incredibly insightful. Event production company Beyond 90 allowed me to shadow them during the event, giving me hands on experience in the build up to the Grand Prix weekend.

Sam Dickov
Trophy Tour Assistant at Abu Dhabi Grand Prix
BA (Hons) International Football Business

Being able to develop my network is key for succeeding in the industry, and this scholarship wants to help people from minority backgrounds have the opportunity to get great mentorship to lead them in the right direction.

Prerna Acharya
Lionesses' Fan Embassy at the FIFA Women's World Cup & She Kicks Scholarship recipient
BA (Hons) International Football Business



The opportunities I am given through this role are extremely valuable both academically and practically. I travel with the team to away fixtures, giving me hands-on and industry-appropriate experience by dealing with tight deadlines, showing flexibility and communication skills.

Grace Scott
Media and Communications Officer at Maidenhead United
BA (Hons) Football Business & Media



UCFB Global Insight Series

The UCFB Global Insight Series is an elite on-campus and online networking and thought leadership series.



WEMBLEY



ETIHAD



BLENDED

Available online through UCFB digital publications, podcasts and videos, and through live seminars and annual summits across our UCFB campuses, global study hubs and networking centres, this key professional development facet of our offering is distributed to the mobile phone and laptop of every member of the UCFB family.

Access guest speakers at both UK campuses

As part of UCFB's new Global Insight Series, students are able to register to attend guest speaker talks at both of our UK campuses - allowing you to experience both Wembley and Etihad stadiums.

The UCFB Global Insight Series provides unprecedented access and collaboration opportunities between the world's elite sports network.

Find out more at ucfb.ac.uk/global-insight



Annual UCFB conference

UCFB Future Leaders Conference at St. George's Park



This incredible event brings together the best in leadership advice and networking from across the football industry.

Figureheads from the world of football management, media and business gather for one day at the epicentre of the national game to deliver a series of talks, seminars and practical sessions to UCFB students.

Expect guests from some of our esteemed partners, including The Football Association, League Managers Association and The National League.



Exclusive development activities

At UCFB we believe in teamwork, leadership and ideas. Over the course of your time with us, you'll have the opportunity to win major investment to start a new business in our Sports Entrepreneur Award competition, and follow in the footsteps of Premier League footballers as part of the UCFB Leadership Challenge, as seen in the photos on these pages.

THE UCFB SPORTS ENTREPRENEUR AWARD

This Dragons' Den-style competition provides students with the opportunity to compete for real company investment, by presenting their sports business ideas to a panel of sports leaders and field any questions they might have. Previous winners of this competition have gone on to feature on Sky Sports and work with Premier League football clubs.



THE UCFB LEADERSHIP CHALLENGE

This challenge provides a range of intense but fun team and leadership activities delivered by Waktu, the experts also used by the Premier League, Manchester United FC and Burnley FC. Our exclusive higher education agreement sees these challenges run amongst some of the most beautiful yet challenging landscapes in the UK.



More **career & employability** programme highlights



FA COACHING BADGES

Get your coaching career off to the best possible start by gaining prestigious FA badges alongside your degree. Your time at UCFB will allow you to train and study for the FA Level 1 Coaching Award and FA Level 2 Certificate in Coaching Football – the first steps on the ladder towards possible UEFA badges.



AGENT TRAINING

A potentially lucrative career option, this programme offers UCFB students the chance to learn from the very best on the day-to-day dealings of a sports agent. Delivered in 2019/20 by leading sports agents along with former professional footballers, this sports agent programme is exclusive to UCFB students.



MATCH COMMENTARY & MEDIA MASTERCLASSES

We're delighted to be able to offer our students the chance to learn the ropes of match day commentary with The Football Commentary Workshop and hone other media skills through a series of masterclasses. Professionals from Sky Sports visit our campuses to deliver these sessions. Students also have opportunities to put the skills into practice at live matches.



PERFORMANCE ANALYSIS QUALIFICATIONS

UCFB introduces students to world leading software for football performance analysis. Endorsed and used by leading clubs around the world, at UCFB you will learn how to use game changing technology to identify and develop talent, as well as scout the opposition.



PUBLIC SPEAKING SKILLS

Whether presenting to a board room or giving a press conference, chances are in your sports career you will have to speak in front of a crowd. Our intimate public speaking classes are led by industry-leading professionals and will develop the way you speak, stand and deliver in these situations.



ESPORTS TOURNAMENT

Students at both UK campuses and studying online can take part in the annual esports tournament to compete for prizes. This event brings the student community together and provides an insight into the fastest growing sector in sport.



Whilst UCFB makes every effort to accommodate all interested students, priority access to some of these programmes is given to students on certain degrees.

Your Students' Union

**UCFB GIS
Students'
Union**

**You speak. We listen.
Together we do.**



YOUR STUDENTS' UNION

The Students' Union's role is to represent UCFB students and make your time here as exciting and rewarding as possible. The SU is also responsible for student involvement around each campus, such as planning unforgettable social events and being the student voice and point of contact with senior management.

Each member of the SU is elected to their post and takes great pride in their role at UCFB. The SU is in charge of organising the always incredible annual Freshers' Week at the start of each academic year. The week long party is a great opportunity for new students to meet and includes live music, a trip to a football match and fun games around London and Manchester - depending on your campus - to get to know the area.

During your time at UCFB, you'll have the opportunity to participate in a number of fun and unique trips that will live long in the memory. Previous trips have included a day at Cheltenham Races, boat parties and exclusive nightclub events.



Harrison Crass
UCFB Etihad Campus
Students' Union President

I took the role of SU President because I want to increase the engagement of our students, help them get the social experience they came for, and ensure they feel part of the UCFB community. I want all students to know who they can come to in order to get involved, share their ideas and help shape their social experience.

Libbie Strutt
UCFB Wembley
Students' Union President

This year I will be taking on the role of SU President at UCFB Wembley. I will be going into my 2nd year of Stadium & Events Management at UCFB. I look forward to taking on this role and being a part of the Students' Union team.



Your Students' **Union**

**UCFB GIS
Students'
Union**

**You speak. We listen.
Together we do.**

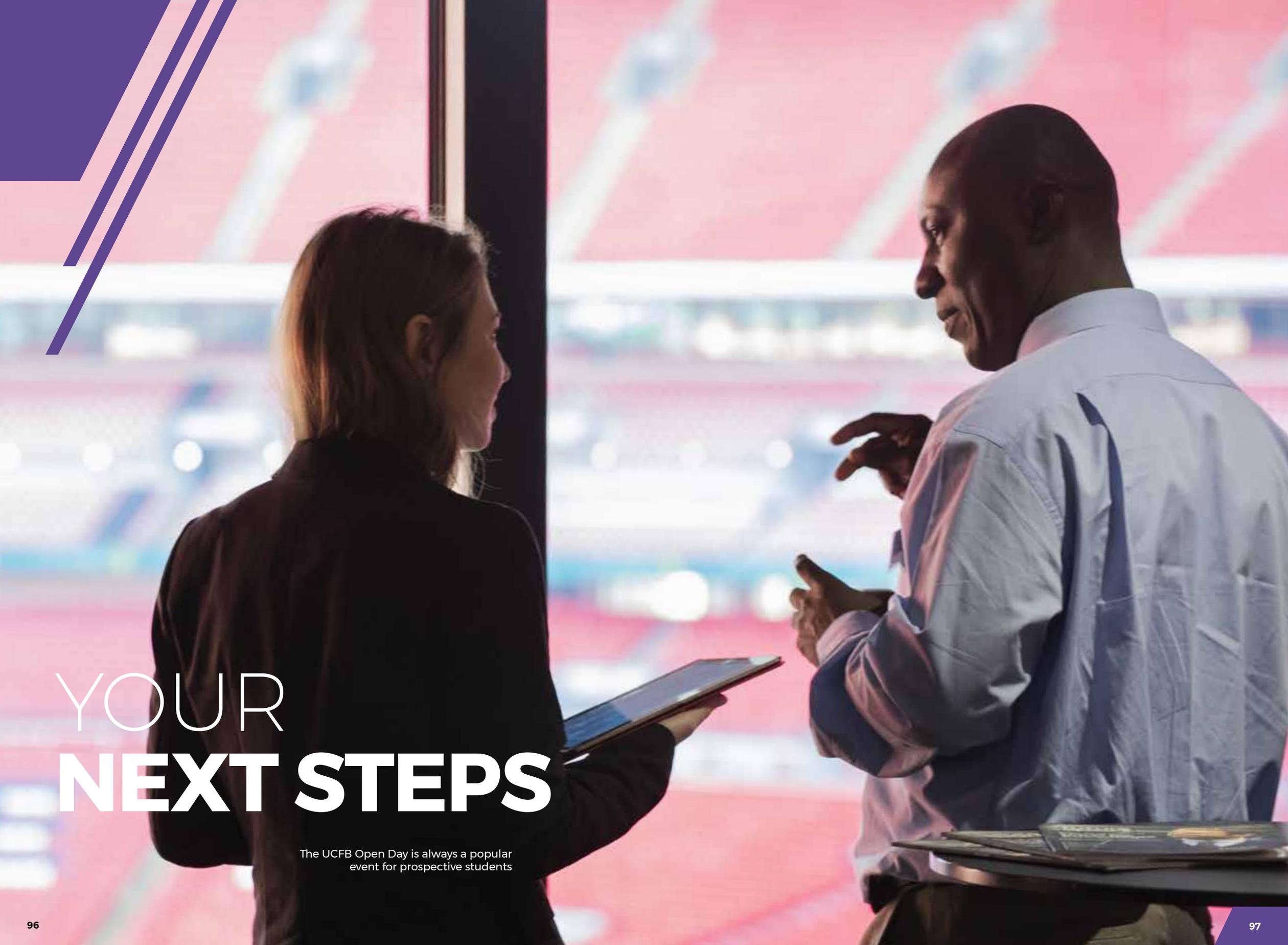


The UCFB Athletic Union enables students to take part in a number of sports during their time here, whether competitive or recreational. This allows students extra opportunities to feel part of the close UCFB student community. We have teams across both campuses for male and female students, including football, rugby, netball and basketball, with more sports being added all the time.

A number of our teams compete in the British Universities and Colleges Sport (BUCS) leagues and tournaments - the leading organiser of competitive activity among universities. Our football teams across both campuses have enjoyed particular success in recent years. We also offer a full range of recreational activities to keep students active throughout the week and organise an intramural MiniFootball league. If a sport you play doesn't have a team at UCFB, there may be the opportunity to establish one. Our sports coordinators are always happy to help and discuss new ideas to broaden the activities on offer to students.

Students who wish to participate in individual sports activities are also encouraged to compete and will be supported by UCFB to enter competitions throughout their time here.

For students who prefer to observe rather than participate, there are also opportunities to join the match day media teams of UCFB's respective sides. The chance to film matches, interview players and write match reports not only aids students promoting each other's successes, but it's also an opportunity for budding sports media professionals to enhance their skill-set.



YOUR NEXT STEPS

The UCFB Open Day is always a popular event for prospective students

Attend an **on-campus or virtual Open Day**



Where possible, we would like to welcome you to view our world-class campus facilities in London and Manchester, which have the iconic Wembley and Etihad stadiums at their heart.

At a UCFB Open Day you will meet and hear from our hugely experienced academic team, speak to staff and current students, and have the opportunity to tour the magnificent surroundings which will be your academic home for three years.

Demand is always high, so we recommend you book your place as soon as you can via our website at ucfb.ac.uk/opendays.

In the current climate, we may be unable to host regular on-campus Open Days, however we have a suite of virtual events including our Virtual Open Day, Open Day Content Hub and a series of webinars. You can register for these at ucfb.ac.uk/opendays.

Once you have applied to UCFB and if you receive an offer from us, you will also be invited to an on-campus or virtual Taster Day. There, you will be able to experience a day in the life of a student including real lectures and guest speakers on your degree of choice.



KEY POINTS

- Find out more about UCFB from academics, staff and current students
- Open Days take place at each campus approximately once a month
- Take a look around our magnificent campus facilities
- Learn more about our great Students' Union and Athletic Union
- Book your place in advance to guarantee availability

WHAT PARENTS SAID

Andrea Hunt: "A fantastic Open Day with inspirational speakers. All staff and students were informative and really gave the impression that there were a lot of great opportunities within the sports industry. Any young adult considering a sports related degree should put UCFB on their list."

Phil Nielsen: "I'm absolutely buzzing today, if I was younger I'd come here myself."



How to apply

For further detail as well as advice for International students, visit ucfb.ac.uk/your-application

Contact us

Our dedicated team of advisors are on hand to answer any of your questions about life at UCFB. Whether it's accommodation, finance, further course information or about our brilliant Open Days, our team is happy to help and provide all the information you need about studying for a career in the football and sports industry at UCFB.

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8 Fulton Rd
Wembley
HA9 0NU

UCFB ETIHAD CAMPUS

14th Floor
111 Piccadilly
Manchester
M1 2HY

1 RESEARCH & ATTEND A VIRTUAL OPEN DAY

You can **research** our online degrees from the comfort of your own home, including live Q&As via our webinars

2 FIND THE DEGREE ON UCAS

Click the **'Apply now'** link on the UCFB degree page or search for it via the UCAS website

3 COMPLETE YOUR APPLICATION VIA UCAS

Complete the process of applying for your chosen degree programme(s) via the UCAS website, and **email** admissions@ucfb.com if you have any questions

4 ACCEPT

Once you've received your offer, you can **accept** it

5 RECEIVE CONFIRMATION

When all of your conditions are met, you'll receive **confirmation of your offer** to study from UCFB

6 REGISTER & ENROL

We'll then contact you a few weeks before you start your UCFB journey with details on registration and enrolment, all of which is available for you to **complete online**

START YOUR JOURNEY WITH UCFB!

Continue your journey at UCFB

It's not just unique undergraduate degrees UCFB offers across both of our iconic campuses. An exciting range of Masters programmes are also available, including a number of degrees available to study online via the UCFB Online Hub.



CUTTING-EDGE POSTGRADUATE DEGREES

UCFB's Global Institute of Sport (GIS) offers a number of distinctive Master's qualifications, both on-campus and online. Driving the fast-paced world of sport to new heights, GIS is powered by a global network of industry leaders and elite stadium venues.

On-campus Master's degrees at GIS include:

- MSc International Sport Management
- MSc Sport Management
- MSc Football Business
- MSc Football Coaching & Analysis
- MSc Football Communications & Digital Marketing
- MSc Sports Directorship

Find out more at ucfb.ac.uk/masters.

UNIQUE ONLINE AND BLENDED DEGREES

Students can choose to study MSc International Sport Management (Online), MSc Football Business (Online) or MSc Football Coaching (Blended) in order to gain a career-enhancing Master's qualification from the comfort of their own home within a flexible environment suited to their needs.

Find out more at ucfb.ac.uk/online.

OUR ELITE FOOTBALL ACADEMIES

UCFB's Academies are tailored for elite level footballers across the United Kingdom and led by a selection of leading coaches. Delivered at our iconic campuses in both London and Manchester, the academies provide unparalleled opportunities for aspiring professionals to study a university degree alongside their training programme.

Find out more at ucfb.ac.uk/academy.



Expert advice from our network



Education is massive. Whether you want to go into law, commercial or coaching, you need a background.



Casey Stoney
Manchester United Women's Manager



Gabby Logan MBE
BBC Sport Presenter

Sport has many areas in which you can be involved, whether it is marketing, management, a sports agency or broadcasting. Ultimately, it is what happens on a pitch that sends us all into our jobs.



Malle Koido
International Sports Agent

The most important thing is to be extremely passionate about what you're doing. If your passion is evident, that's when different opportunities open up.



Guillem Balague
Author and International Journalist

Versatility is everything. It's about smelling your opportunity and developing your career, not staying still, and keep on moving.



Robbie Lyle
AFTV Founder

There are so many jobs in social media, it's a new medium. For us it started as just me and a camera man, but it has grown into something so much more now and a whole industry has been built out of it.



Brendan Rodgers
Leicester City Manager

Have real belief in yourself and be ready to work hard. If you're going to reach the very top there's a lot of work in it, there are no shortcuts.



Louise Hatch
Former Event Manager at The FA

Sport is on a huge platform - anyone and everyone sees it and anyone can get involved in it.



Jon Champion
Lead MLS Commentator on ESPN

Sport is a magnificent area in which to work because it's so unpredictable. When you turn up for work you never know what that day is going to hold.

Expert advice from our network

“

Every day you come into work is an opportunity for you to grow, learn and develop yourself.

Steven Gerrard
Rangers Manager
UCFB Insight Series speaker

”



Graduation

Learn. **Achieve.** Inspire.

UCFB graduates are our family for life. As our network grows around the world, the UCFB Alumni team provides opportunities for discounted postgraduate study, exclusive events at our campuses and is a resource to help drive your career forward. Find out more at ucfb.ac.uk/alumni.

UCFB | ALUMNI



University Campus of Football Business is a college of the University of East London. Graduates of these programmes will be awarded a degree by the University of East London. The structure of the advertised programmes may change prior to them beginning in 2021, however all applicants will be notified of any such changes prior to enrolment.



University degrees
in the football and
sports industry

BUSINESS
COACHING
EVENTS
LAW
MARKETING
MEDIA
PE



Lianna Littleton
Radio Presenter
at Wembley Live



Macauley Bishop
Community Coach
at The Albion Foundation



Lipa Nessa
Youth Board Member
at Youth Sport Trust



George Haberman
Media & Communications Officer
at Essex Cricket Club

Learn.
Achieve.
Inspire.