



Introducing your Programme Leader EMILY HILL



Career history and interests

Welcome to Sports Business and Coaching! I look forward to welcoming you to UCFB and being part of your UCFB journey. One of my key roles as programme leader is to not only guide and support you, but also challenge you to achieve and succeed on the programme.

I have a background in sports and football development alongside being a UEFA B licence coach with experience of coaching in school, community, player development and club academy settings. Alongside being an academic, I am an active practitioner within coach education as a 1st4Sport Tutor and Lead Coach Developer for The FA. I also work for The FA as a Talent Reporter (scout) in the England Women and Girls Talent Pathway.

I am a Fellow of the Higher Education Academy. I attended the University of Lincoln to gain my undergraduate degree BSc (Hons) Sports Development and Coaching as well as my postgraduate degree, MSc Sport and Physical Education. I have also recently gained my Postgraduate Certificate in Academic Practice from Buckinghamshire New University.

What to expect in your first few weeks

In the first few weeks you will have a comprehensive induction and be given the information you need to get the most from your time at UCFB. Importantly, you will also have the opportunity to meet your peers and tutors. You should spend time getting to know your fellow students and the different venues you will be taught in.

By enrolling on the degree you're transitioning to Higher Education standards of academia and a career in business and/or coaching. You will need to be proactive outside of timetabled lessons, reading as much as possible and networking as well as taking advantage of learning opportunities, enrichment activities and placements.

As well as being in the classroom and lecture theatres, there are practical elements to the degree. We highly recommend getting out on the grass or into the sports hall to coach or observe other coaches. If you don't have anywhere to coach when coming to Wembley, UCFB can support you with placements if needed.

Course expectations

The course offers modules on both the coaching and business side of sports. There are both practical and theoretical elements with a mix of business activities (such as developing your own business plan for a new company and setting up and running a sports or entertainment event) and coaching opportunities (both at the community and elite end of the spectrum).

Managing your 'self' alongside developing positive habits and behaviours are key. Be dependable, communicate clearly and regularly, think critically about all that you see, read, hear and watch, and try to do the best you possibly can.

These don't guarantee success, but they give you the basis to make the absolute most of the opportunities available at UCFB Wembley.

What you can be doing to prepare

As you are undertaking both business and coaching modules there are a few different ways you can prepare to hit the ground running.

Coach over the summer! If possible, complete a coaching course or observe other coaches delivering different sports in different contexts and settings. Get involved with organisations, not only on the pitch, but learn about how to run things off the pitch as well.

Engage with relevant resources such as podcasts and documentaries. Explore different coaching topics as well as what happens off the grass around how sport operates behind the scenes.

Read, read and read! Read widely and talk to others about what you have read. What are you interested in and what you have discovered? What do you want to know more about? The more reading you can do before you arrive the better to help you begin to develop your knowledge and understanding.

Reading list

Book Recommendations:

- Rebel Ideas by Matthew Syed
- Shoe Dog by Phil Knight
- Alex Ferguson: Leading by Michael Moritz

Academic Texts:

- Understanding Sports Coaching: The Social, Cultural and Pedagogical Foundations of Coaching Practice by Cassidy, T., Jones, R. & Potrac, P.
- Sports Coaching: Professionalisation and Practice by Lyle J. & Cushion, C.
- Talent Identification and development in sport by Baker, J., Cobley, S. & Schorer, J.
- The Business of Sport Management by Beech, J. & Chadwick, S.

Podcasts:

- The High Performance Podcast

Documentaries:

- 'All or Nothing' (multiple series available on various sports including Football, NFL, NHL, Basketball) available on Amazon Prime
- 'Drive to Survive' available on Netflix
- 'No Hunger in Paradise: The Players. The Journey. The Dream' – by Michael Calvin – BT Documentary version
- 'The Playbook: a coaches rules for life' – available on Netflix