



Introducing your Programme Leader

TOM WENHAM



Career history and interests

I have coached the England men's lacrosse team from 2004, including four World Championships and a gold medal at the European Championships in 2016. I am currently the Head Coach of GB Men's Lacrosse.

Worked in event management for 12 years, including management roles at the Olympic, Paralympic and Commonwealth Games. I've worked as a lecturer since 2013 including roles at Sheffield Hallam University and Sheffield Business School. I joined UCFB six years ago and have been the Programme Leader for Sports Business and Coaching since 2017.

What you can expect in your first few weeks

A comprehensive induction will be provided to help you understand the delivery and teaching approach taken. There will be lots of events to attend and opportunities to meet the rest of students on the course. All the modules will start with an introduction and will set out what you expect right from the outset.

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). It is strongly recommended that you gain experience in your chosen area, either with paid or voluntary work. The Employability and Careers Planning team can help you with this when you arrive at UCFB.

What you can be doing to prepare

Read, read and read!! The more reading you can do before you arrive the better.

There are some suggestions below but if you'd like some specific suggestions please contact me on t.wenham@ucfb.com.

Reading list

Read as widely as you can from both business and sports books. Autobiographies are a good place to start, especially ones which look at leadership as well.

You'll spend a lot of time reading academic journals and textbooks on the course so spend the summer getting ready for this by starting with books like:

- Alex Ferguson: Leading by Michael Moritz Quiet Leadership by Carlo Ancelotti
- Coaching Better Every Season by Wade Gilbert

Specific books for the first business module you'll do in Semester 1 are:

- Beech, J. and Chadwick, S. (2013) The business of sport management. Harlow: Pearson Education.
- Foster, G. and O'Reilly, N. and Dávila, A. (2016) Sports business management. London: Routledge. Part 1.
- Trenberth, L. and Hassan, D. (2011) Managing sport business. Milton Park, Abingdon, Oxon: Routledge.