

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

UCFB

UNIVERSITY CAMPUS OF FOOTBALL BUSINESS



LONDON



MANCHESTER



MIAMI



MELBOURNE



NEW YORK METRO



TORONTO

Over **93%** of UCFB graduates find full-time employment within 6-9 months of graduating. Two thirds of whom are working in football and sport.

What we teach



Football Coaching,
Psychology
& Physical
Education



Football
Business,
Law &
Finance



Football Media,
Marketing,
Esports &
Events

How we teach



Classroom



Guest
speakers



Placement
opportunities

Where we teach

UK CAMPUSES



With Wembley Stadium, London at the heart of your campus



Our state-of-the-art city campus devoted to the football and sports industry in the heart of Manchester

GLOBAL CAMPUSES & HUBS



MIAMI



MELBOURNE



NEW YORK METRO



TORONTO

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.



University of
East London

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 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



Welcome to **University Campus of Football Business**

I would like to wish you a very warm welcome to University Campus of Football Business (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. On top of this, UCFB hosts groups of students for annual summits at our global hubs in Miami, New York, Toronto and Melbourne, all of which have world-renowned sporting arenas at their heart. Students on the distance 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
Former 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.

It's not just in the UK where UCFB is making strides, but also abroad, opening global 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 and Toronto's BMO Field for once-in-a-lifetime learning and networking opportunities with some of the biggest organisations in world sport. Additionally, UCFB's Global Institute of Sport (GIS) opened its first North American campus in 2022 at Inter Miami CF's DRV PNK Stadium.

We're proud that over 93% of our graduates are in employment within six to nine 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.

2011

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



2014

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



2016

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



2017

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



2018

The launch of the exclusive UCFB Employability Award.



2019

UCFB opens global hubs at stadium locations in Melbourne, Australia, New York and Atlanta in the US, and Toronto, Canada.



2020

Inaugural global sports summits take place across the world, providing opportunities to learn from leading partners.



2021

UCFB partners with Hashtag United and other leading organisations to provide enhanced student opportunities.



2022

The first intake of students arrive at GIS Miami Campus, marking GIS' first physical campus in North America.



2023

Expansion of UCFB Manchester in September 2023 to include more teaching sites across the city.



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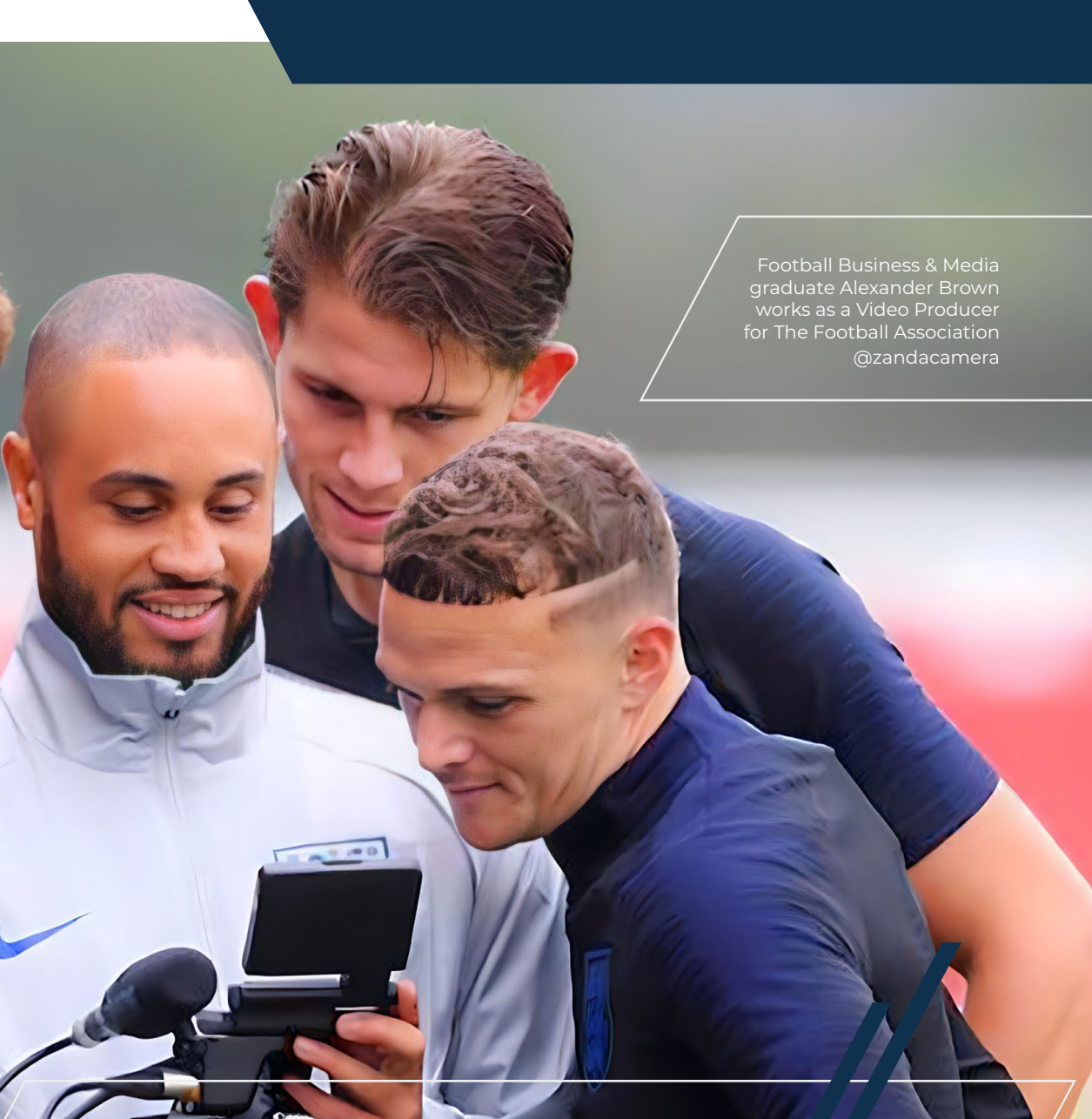
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Your Career in Football & Sport



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



Learn. Achieve. Inspire.



UCFB was extremely important in developing my skills and knowledge within my area of work and allowed me to create relationships with friends, academics, and professionals within the industry.

Grace Scott

Ticketing, Media and Marketing
Officer at Maidenhead United



UCFB gives you the opportunity to engage in a variety of sports. Keep your options open and gain experience anywhere you can. You might end up falling in love with that sport, but even if you don't, it will provide you with valuable experience for the future.

Cassandra Aina

Community Project Planner at
The All England Lawn Tennis Club,
Wimbledon





UCFB has been an experience that I will never forget. The people you meet, the connections you make in the industry and the opportunities, are second to none!

Scott Moore

Media Co-ordinator at
Premier League Productions



I'm loving my time at UCFB! I've made some incredible friends and met other amazing coaches, who I've been able to observe and learn from. The staff have been brilliant with the support that they've given me. It's been the best experience.

Chelsea Pope

Current student and
Foundation Coach at Chelsea FC



Learn. Achieve. Inspire.



Without a doubt, one of the best decisions I have ever made was to study at UCFB. I've made some great friends and have been taught by some incredible lecturers along the way.

Taylor Wood

Video Content Producer at
West Ham United



The best thing about studying at UCFB is that the lecturers are in the industry, so they've all got jobs in football as well as lecturing, and they can give really helpful advice on football and your career.

Lucy Cross

Coach at
Manchester United Foundation





UCFB gave me all the skills and support that I needed to set me up for my career. It was a great decision to join!

Jessica Furness

Social Media Producer at Manchester City



I don't think I've ever been in an environment where all the girls love football. Everyone here is really driven, and knows that they want to work in the football industry.

Rio Rosenberg

Current student and Head of Women's Football at Hayters TV



Making an impact



Education is so important. I would encourage any young professional footballer to think about teaching themselves to do something else, whether that's attached to sport or not.



Eddie Howe

Newcastle United Manager



Be hungry to work in the game. Be passionate about the game. If you love football, then it won't feel like a job, and live your dream!



Kelly Smith MBE

Arsenal FC Women's coach



Paul O'Brien

Commercial Director
at Watford FC

“If somebody has got UCFB on their CV, we take that more seriously because we know everyone coming from UCFB knows the basic principles, they're all willing to work hard and they've all got a good understanding of what they've come in for.”



Natalie Sawyer

TV and talkSPORT
presenter

“There are a lot of people who do their jobs on a daily basis who don't love it. Ultimately, working in football should be your passion, and to say you work while it's a passion of yours – I think we're very lucky.”



Roy Keane

TV pundit and former
Manchester United captain

“The students here will have to find their own paths, but I'd remind them to just keep it simple. I've always told myself that, even as a player.”



Michael Carrick

Middlesbrough FC
Manager

“You've got to have that belief and drive to succeed. That's got to come from you.”



Jonas Eidevall

Arsenal FC Women's
Manager

“Learn and keep learning throughout your career. I didn't know anything about coaching, but I wanted to listen to people who did. I read a lot and went to a lot of courses, and that helps a lot.”



Paul Ince

Former England captain
and football manager

“To all the students, listen and learn. Listening is the most important thing. And believe in your ability. Don't let anyone tell you that you can't do something, no matter what it is.”

Why choose **Football & Sport**



The **European**
football market
was worth a record

£25.4bn

at the end of the 2021/22 season



110,500
sports coaches,
instructors
and officials
are operating in the UK



Women's sport
will generate

£1bn

in revenue a year by 2030



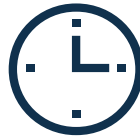
Sport and
physical activity
contributes

£39bn

to the UK's economy



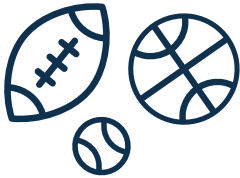
The value of
esports is
estimated to keep
growing, reaching
£4.1bn
by 2028



Time spent
**consuming and
participating in
sport** in the UK will
increase by
34%
by 2030



The **UK** is the only
country in the world
where the annual
total sporting
attendance is
**greater than
its population**



Over **1.5m**
people in the EU
work in sport

Men 55% **Women** 45%



The global sports
market value is
expected to grow
to over
\$826bn
by 2030



563,000
people are
employed in the
business of sport
in the UK



UCFB have graduates

who have held positions at

all 20

Premier League Clubs

and at **49 of the 72 clubs** in the
English Football League



Your Iconic Campuses





WELCOME

Welcome to

Rio Rosenberg

UCFB Wembley Campus Student
BA (Hons) Football Business and Media
Also Head of Women's Football at Hayters TV

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**.





Your Wembley campus

Key info

Addresses

- Wembley Stadium, London, HA9 0WS
- Arch View House, First Way, Wembley, HA9 0JD

Time to central London

Approx. 20 minutes by Underground

Around the campus

- London Designer Outlet
- OVO Arena
- Boxpark Wembley

Campus facilities

- Wembley Stadium
- Arch View House on First Way
- The Hive London
- Bridge Park Community Leisure Centre
- The Drum Theatre & Conference Centre
- Vale Farm Sports Centre
- Purushottam Mahal Sports Hall
- Hendon FC

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, and numerous industry business centres, with each offering professional surroundings to further your educational experience.

UCFB recently opened its very own dedicated multi-purpose facility directly opposite Wembley Stadium. Arch View House on First Way includes lecture theatres, a library, office space for staff, halls of residence for up to 680 students and a gym. The development is a key milestone for UCFB and adds further state-of-the-art facilities to what's already on offer in and around Wembley Stadium.

- The Hive London
- Purushottam Mahal Sports Hall
- Hendon FC



- Vale Farm Sports Centre

- Bridge Park Community Leisure Centre

Teaching locations across **UCFB Wembley**

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 the 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 cafe.





Arch View House

Arch View House on First Way is a dedicated UCFB facility directly opposite Wembley Stadium. It features contemporary 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 with 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.

Silver Jubilee Park

Hendon FC – home to UCFB's Practical Coaching undergraduate programmes, various UCFB football teams and a practical and theoretical teaching space for GIS coaching programmes.



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



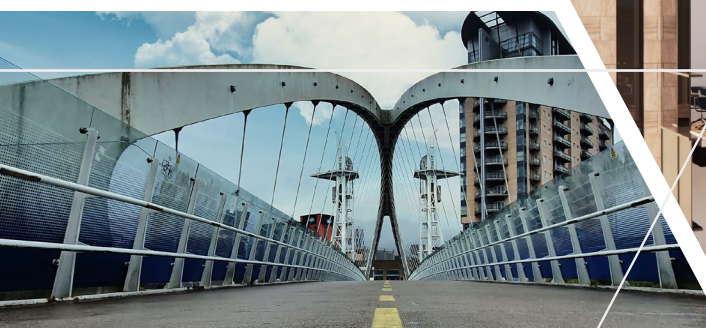
Will Hobson

UCFB Manchester Alumnus
BA (Hons) Multimedia Sports Journalism
Now Assistant Producer at BBC Sport

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.**





Your Manchester campus

Key info

Address

UCFB Study Hub, London Road,
Manchester, M1 3BN

Time to central Manchester

Located in the city centre

Around the campus

- The Northern Quarter
- Ancoats
- New Islington
- Manchester Arndale
- The National Football Museum
- The Printworks
- Salford Quays
- Corn Exchange

Campus facilities

- Quay Plaza, MediaCityUK
- Exchange Quad, Salford Quays
- UCFB Study Hub @ Piccadilly Place
- Manchester Sports Village, Belle Vue
- Curzon Ashton FC
- Old Trafford Football Stadium
- Etihad Stadium
- National Basketball Centre
- Manchester Regional Arena
- National Squash Centre
- Manchester Tennis & Football Centre
- The National Speedway Stadium
- The National Cycling Centre
- Ten Acres Lane Sports Complex

*Subject to UEL Site approval.

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

Specialist academic centres support our courses with high-quality, dedicated teaching facilities, including the Football and Sports Business centre within Exchange Quay and Salford Quays, which is closely linked to employment partners within the business districts of Manchester and Salford. Our innovative Multimedia centre is based at Quay Plaza, MediaCityUK which is home to Football and Sports Media and Communications students. Manchester Sports Village, Belle Vue plays host to lectures for several degree programmes, including our Sports Performance and Football Coaching students, with high

quality sports facilities also available there for UCFB students.

Manchester city centre is home to our Student Library, Study Hub including broadcast studio facilities, Student Support Services and Student Union at our Piccadilly Place location, whilst also being in close proximity to an exciting array of shops, bars, restaurants and entertainment venues.

Our campus also has the iconic Old Trafford Football Stadium and Etihad Stadium at its heart, where premier events take place throughout the academic year.

Campus locations across Manchester



- 1 Old Trafford Football Stadium**
Premier Events and ECP
- 2 Quay Plaza***
Lecture and seminar rooms, Staff office
- 3 Exchange Quay***
Lecture and seminar rooms

- 4 Etihad Stadium**
Premier Events and ECP
- 5 Curzon Ashton FC**
Pitch and Seminar room
- 6 Bellevue/Speedway**
Pitch, Analysis Suite and Lecture/seminar rooms

- 7 Piccadilly Place**
Study Hub, Sports lab, SU Sports Lounge
- 8 111 Piccadilly**
Staff office

*Subject to UEL Site approval.

Our teaching locations across **UCFB Manchester**

UCFB Manchester has a number of unique teaching locations, tailored to the teaching used for each course. All UCFB Manchester students have access to Old Trafford Football Stadium and Etihad Stadium for premier events throughout the year.

Quay Plaza*, MediaCityUK and Exchange Quay*

The degree courses for Media and Communications will be delivered from Quay Plaza, MediaCityUK. This houses new teaching spaces with study lounge areas. The home of the Business Centre is at Exchange Quay, Salford Quays. This provides four classrooms and study lounge space whilst creating a dynamic space for our Business students in the heart of the industry.

*Subject to planning authority approval and subject to UEL site approval





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, halls and classrooms. This is the primary teaching location for Sports Performance and Football Coaching students.

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 with the Manchester Football Association and currently competes in the National League North. Many UCFB coaching sessions are delivered here.



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.

UCFB Study Hub @ Piccadilly Place

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



*Subject to UEL Site approval.

Each site across **UCFB Manchester**

1 **Old Trafford Football Stadium**

Premier Events and ECP

Nearest public transport stop:

Wharfside Metrolink stop,
0.3 miles, 7 mins walk

Distance from city centre:

30 mins via Metrolink

2 **Quay Plaza***

Lecture and seminar rooms,
Staff office

Nearest public transport stop:

Imperial War Museum Metrolink stop,
0.2 miles, 4 mins walk

Distance from city centre:

20 mins via Metrolink

3 **Exchange Quay***

Lecture and seminar rooms

Nearest public transport stop:

Exchange Quay Metrolink stop,
0.2 miles, 5 mins walk

Distance from city centre:

25 mins via Metrolink

4 **Etihad Stadium**

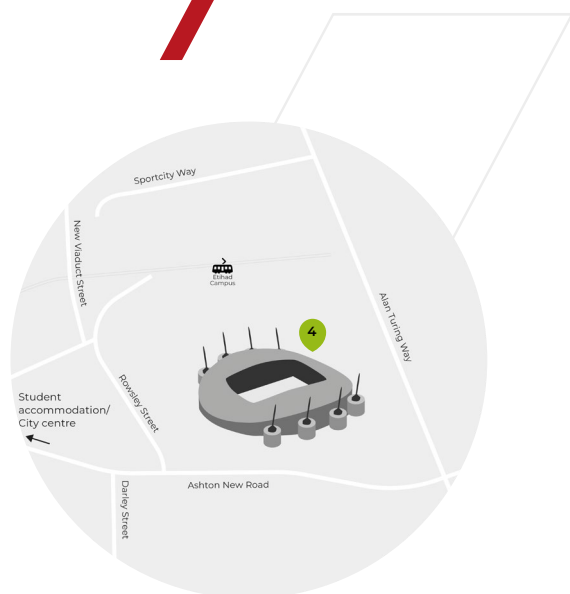
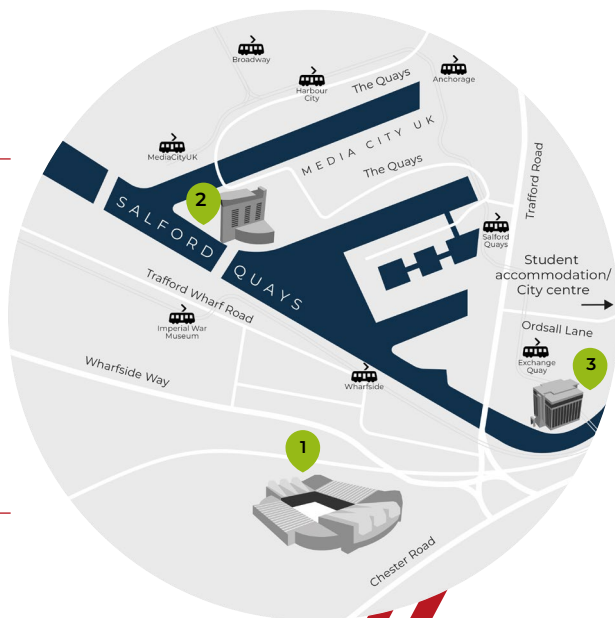
Premier Events and ECP

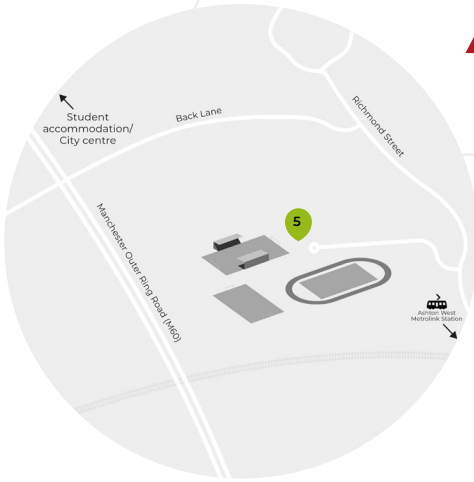
Nearest public transport stop:

Etihad Campus Metrolink stop,
0.2 miles, 3 mins walk

Distance from city centre:

15 mins via Metrolink





5 Curzon Ashton FC

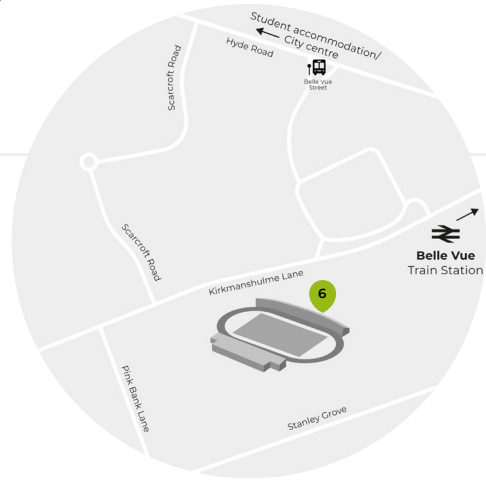
Pitch and Seminar room

Nearest public transport stop:

Ashton West Metrolink stop,
0.5 miles, 11 mins walk

Distance from city centre:

40 mins via Metrolink or 25 mins via car



6 Bellevue/Speedway

Pitch, Analysis Suite and Lecture/
seminar rooms

Nearest public transport stop:

Belle Vue Street bus stop,
0.4 miles, 7 mins walk

Distance from city centre:

30 mins via 201 or 203 bus



7 Piccadilly Place

Study Hub, Sports lab, SU Sports
Lounge

Nearest public transport stop:

Manchester Piccadilly train/Metrolink
station, 0.1 miles, 3 mins walk

Distance from city centre:

Located in the city centre

8 111 Piccadilly

Staff office

Nearest public transport stop:

Manchester Piccadilly train/Metrolink
station, 0.2 miles, 3 mins walk

Distance from city centre:

Located in the city centre

Facilities at **UCFB Manchester**

UCFB Manchester 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, the National Squash Centre and Manchester Regional Arena.








Your Global Hubs

UCFB has launched a series of elite sports industry networking centres and global hubs, partnering with some of the most inspirational sporting locations around the world.



Key

-  Campus
-  Global Hub
-  Networking Centre

Global Institute of Sport (GIS) is the **postgraduate** arm of UCFB, offering Master's degrees and professional qualifications in the football and sport industry.

Each year, UCFB hosts groups of students and graduates at 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



MELBOURNE

Your Global Hubs



DRV PNK Stadium

Miami, USA

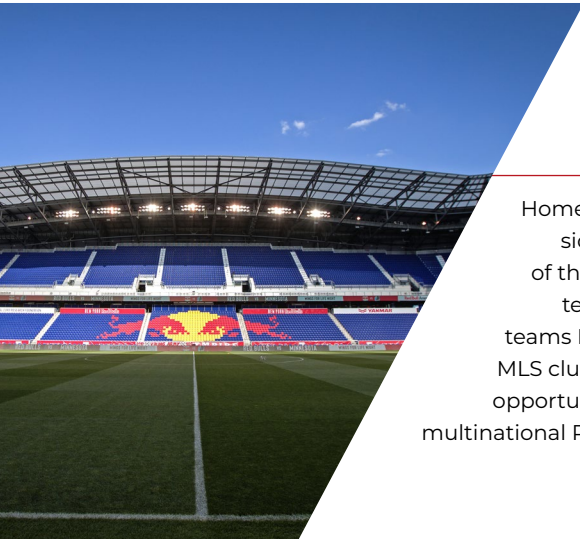
Situated in Fort Lauderdale, Inter Miami CF's 21,000-seater stadium is the home of our first US campus. At each annual global sports summit, UCFB students will learn from leading names as well as experience sport in a city that also hosts the NFL's Miami Dolphins, NBA's Miami Heat, the Miami Marlins of MLB and NHL side the Florida Panthers.



Melbourne Cricket Ground

Melbourne, Australia

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.



Red Bull Arena

New York City Metro, USA

Home to popular MLS team New York Red Bulls and NWSL side Gotham 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.

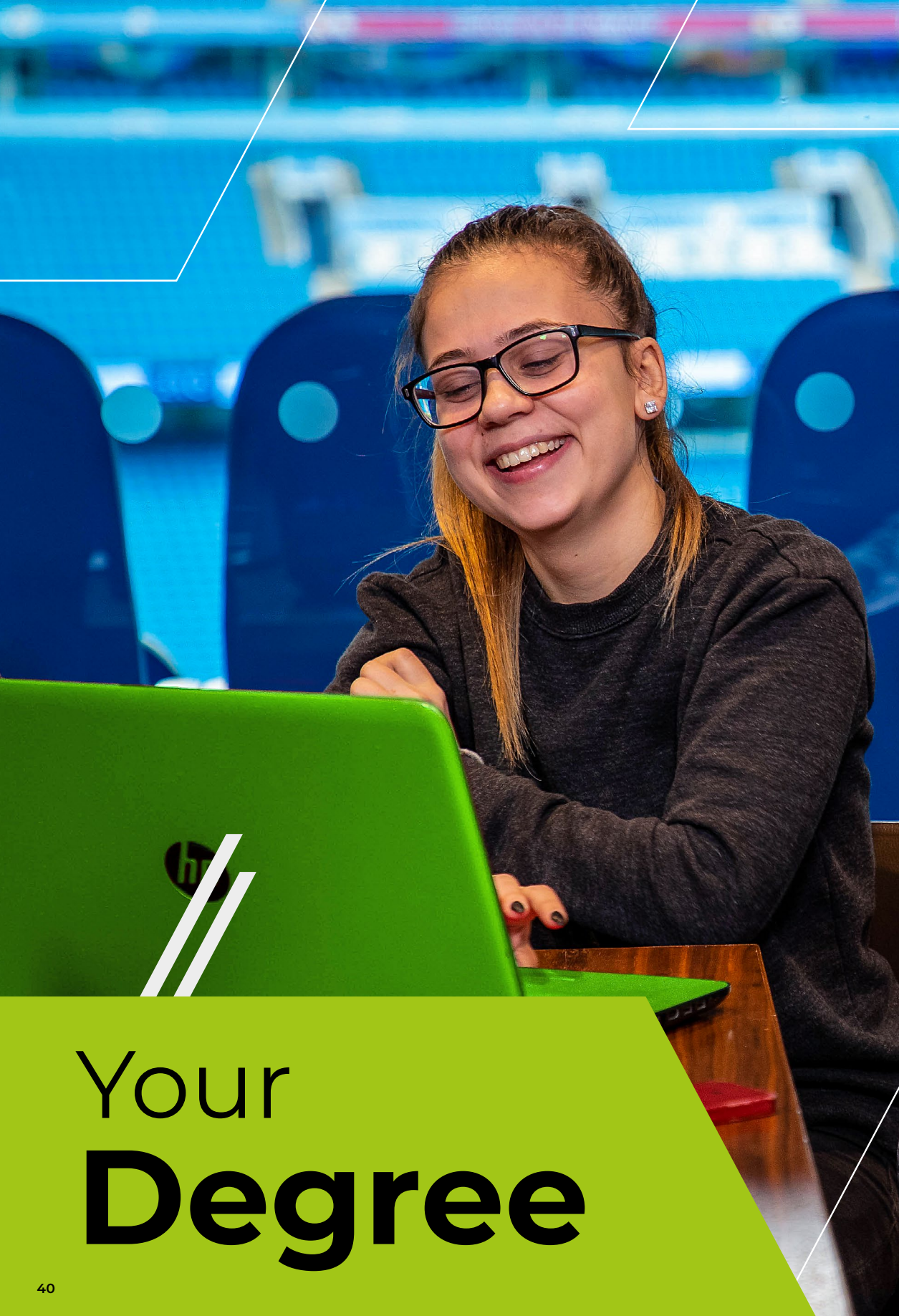


Toronto FC

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.























Your
Degree



Open
Your Future

Handy Degree Matrix

Page Number	Degree Name	Where can you study
44	Esports	
46	Football Business	
48	Football Business & Finance	
50	Football Business & Marketing	
52	Football Business & Media	
54	Football Coaching & Management	
56	Football Coaching & Talent Development	
58	International Football Business	
60	Multimedia Sports Journalism	
62	Physical Education	
64	Sport Psychology	
66	Sports Business & Coaching	
68	Sports Business & Sports Broadcasting	
70	Sports Business & Sports Law	
72	Sports Coaching Science	
74	Sports Management	
76	Stadium & Events Management	
78	Football Coaching (Distance With Attendance)	

Your Career Opportunities

Take a look at the table below for a sample of the career opportunities available with a UCFB degree. Our highly qualified Career Coaches are always available to direct our students to the wider world of opportunities available.

Media & Marketing

Related Degrees

- Football Business & Marketing
- Football Business & Media
- Multimedia Sports Journalism
- Sports Business & Sports Broadcasting
- Esports

Potential Careers

- Marketing/PR Director
- Chief Sports Reporter
- Broadcaster
- Content Director
- Production Manager
- Video Producer
- Brand Director
- Social Media Director

Coaching, PE & Psychology

Related Degrees

- Football Coaching & Management
- Football Coaching & Talent Development
- Physical Education
- Sport Psychology
- Sports Business & Coaching
- Sports Coaching Science
- Football Coaching

Potential Careers

- Performance Director
- Football Coach
- Sports Coach
- Physical Education Teacher
- Chief Scout
- Sports Psychologist
- Youth Coach



Business & Law

Related Degrees

- Football Business
- Football Business & Finance
- International Football Business
- Sports Business & Sports Law
- Sports Management

Potential Careers

- Player Agent
- Finance Director
- Agency Director
- Commercial Director
- Sports Lawyer
- Operations Director
- Financial Advisor
- Executive Level Positions

Events

Related Degrees

- Stadium & Events Management
- Esports


Potential Careers


- Event Director
- Artist or Event Agency Director
- Head of Ticketing
- Stadium Operations Director




BA (Hons) Esports

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
· 1ESP
· FESP with
foundation

 **Foundation
level available**

About the course

The esports industry continues to grow at an unprecedented rate. It is estimated to be worth around £3.3 billion, nearly half the size of the NBA and comparable to Germany's Bundesliga.

This programme will look at how the business of esports fits into the 'traditional' sports business model, areas that are yet to be explored, how to market the product and how to effectively run a esports event and organisation.

Modules

Year one

- An Introduction to Esports
- Understanding Sports Business
- Industry Competencies (Mental Wealth)
- Business of Digital Media
- Introduction to Broadcasting
- Principles of Marketing

Year two

- Organising an Esports Event
- Theory of Digital Marketing
- Industry Readiness (Mental Wealth)
- Research Methods
- TV Studio Production
- Practice of Digital Marketing

Year three

- Esports LIVE!
- Sports Commentary
- Professional Project
- Industry Engagement (Mental Wealth)
- Digital Futures

It is projected that there will be 720.8m Esports users by 2027



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



I saw an advert for UCFB and thought that's going to be the best opportunity to make something going forward. I'm going to meet like-minded individuals who want to do something similar to me.

Richard Buckley

UCFB graduate
Esports Commentator at
Playstation & FIFA



Recent guest speaker




Seb Carmichael- Brown


Commercial Director at
Hashtag United


"I wish there was somewhere like this to come and study back when I was enrolling at university. There really is no better way for you to get started in a career in football."

BA (Hons) Football Business

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
· FB22
· FBUF with
foundation

 **Foundation
level available**

About the course

Football is a global, multi-billion pound industry that shows no sign of slowing down. Bumper TV deals and huge transfer fees means more money than ever is flowing through the game, ensuring it's vital that there are personnel ready to jump straight in and shape its future.

This programme is designed for those who wish to develop an appreciation of key areas shaping the current landscape of the football industry. The programme provides opportunities to engage in different aspects of football business including areas such as governance and regulation, fan engagement, operational management and business development.

Modules

Year one

- Principles of Marketing
- Introduction to Football Finance
- Industry Competencies (Mental Wealth)
- Understanding Sports Fan Behaviour
- Understanding the Business of Football
- Sport, Media and Society

Year two

- The Organisation and Marketing of World Football
- International Culture and Relations
- Industry Readiness (Mental Wealth)
- Research Methods
- Intermediate Financial Accounting
- Entrepreneurship

Year three

- International Finance and Football Business
- Football Brand Management
- Professional Project
- Industry Engagement (Mental Wealth)
- Contemporary Issues in Sports Management

Europe's top 20 football clubs generated a combined revenue of **€9.2 billion** in 2022



For more information, including entry requirements, please visit ucfb.ac.uk/football-business



Having a career in football is something that came to life at UCFB. Before studying there, I wasn't aware of the career paths and options available.

Danny Stroud

UCFB graduate
Partnerships Manager
at Liverpool FC



Recent guest speaker




Dion Dublin


Pundit, TV presenter and
former Premier League
footballer


"Make sacrifices. Give up what's not going to help you move forward, and pick the right path."

BA (Hons) Football Business & Finance

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
· FBF1
· FBFF with
foundation

 **Foundation
level available**

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 & 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 and Football Business
- Professional Project
- Industry Engagement (Mental Wealth)
- Corporate Reporting

Premier League clubs contributed **£3.6 billion** to government taxes in 2020



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



My degree gave me the foundation from which to build my career and with the experiences gained from work-based placements, my journey into sport began.

Sunny Dhillon

UCFB graduate
Partnerships Analyst at
Wolverhampton Wanderers



Recent guest speaker




Alan Shearer


Former England and Newcastle United footballer


“What all leaders have to do is you have to produce. When your team needs you, you have to be relied upon to deliver.”

BA (Hons) Football Business & Marketing

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
• FMA1
• FMAF with
foundation

 **Foundation
level available**

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 knowledge and insights into key marketing concepts applicable in the global football business.

This degree covers a range of marketing tools and transferable skills required in the marketing discipline.

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 Marketing 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)

Premier League teams made up five of Europe's top 10 most-followed football clubs on social media in 2023



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



My role varies between content creation, copywriting, communications, PR and journalism, so I'm happy I did a degree that gave me an understanding of all of these different aspects.

Jake Rodgers

UCFB graduate
Social Media & Content Executive
at Sheffield United



Recent guest speaker




Kelly Smith MBE


Former England footballer and current Coach at Arsenal Women FC


"The people are the best thing about working in football. So many knowledgeable and enthusiastic people all across the board who want to see the game do well and want to help it grow."

BA (Hons) Football Business & Media

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
· FM10
· FM1F with
foundation

 **Foundation
level available**

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 an 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
- Public Relations Crisis Management
- Digital Futures
- Professional Project
- Industry Engagement (Mental Wealth)

Football accounts for over 50% of all global sports media rights



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



The sports industry does not feel like work. It feels like fun every day and I can definitely vouch for that.

Mya Graham

UCFB graduate
Producer at talkSPORT



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

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
· FCM1
· FCMF with
foundation

 **Foundation
level available**

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

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



For more information, including entry requirements, please visit ucfb.ac.uk/football-coaching



I'm enjoying my time here at UCFB, I've made some great friends and been fortunate enough to have been taught by some incredible lecturers.

Cameron Marshall

Current student and
Foundation Coach at
Chelsea FC



Recent guest speaker




Eddie Howe

Newcastle United
Manager

"My advice for any young coach is to coach. That sounds silly, it sounds basic, but it's so important."

BA (Hons) Football Coaching & Talent Development

 **Location**
Wembley or
Manchester

 **UCAS Code**
FCTD

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)

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



For more information, including entry requirements, please visit ucfb.ac.uk/talent-development



At UCFB, you're in the best possible place to receive guidance and feedback from professionals so when given the chance to coach on the course, take it.

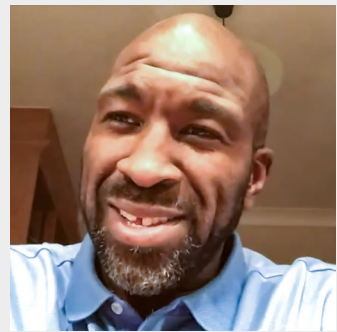
Tia Fleming

UCFB student
Pre-academy Coach at
QPR FC

(Second right in photo above)



Recent guest speaker




Darren Moore

Former Manager of
Sheffield Wednesday


“Whatever it is that you enjoy and feel passionate about, then go all out with it. No regrets in doing it – the regretful thing is to turn around and not do it.”

BA (Hons) International Football Business

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
· IFB1
· IFBF with
foundation

 **Foundation
level available**

About the course

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 Environment
- Introduction to Football Law
- Industry Competencies (Mental Wealth)
- Integrated Marketing Communications
- Financial Management Information Systems
- Technical Directorship and Leadership

Year two

- International Football Business Analysis
- International Culture and Relations
- Industry Readiness (Mental Wealth)
- Research Methods
- Marketing, Technology and Innovation
- Intermediate Management and Cost Accounting

Year three

- Strategic Management
- International Football Law and Governance
- Professional Project
- International Events and Project Management
- Industry Engagement (Mental Wealth)

The European football market was worth a record £25.4 billion at the end of the 2021/22 season



For more information, including entry requirements, please visit ucfb.ac.uk/international-business



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
Former chair of Youth Board
at Youth Sport Trust



Recent guest speaker




Dan Ashworth


Sporting Director at
Newcastle United


"Be meticulously prepared for every meeting. My mantra and main piece of advice would be to always be prepared."

BA (Hons) Multimedia Sports Journalism

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
· MSJ1
· MSJF with
foundation

 **Foundation
level available**

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

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



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



One of my roles is creating digital content for the BBC Sport social channels, and for the website. That will include working with Match of the Day, Football Focus, Final Score and other sports shows.

Will Hobson

UCFB graduate
Assistant Producer at
BBC Sport



Recent guest speaker




Natalie Sawyer


Presenter for talkSPORT


"Sports media continues to change. When I started, it was just television and radio, and now there's multimedia platforms. You can absorb news wherever you want, and that's for the benefit of the industry."

BA (Hons) Physical Education

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
· PE10
· PE1F with
foundation

 **Foundation
level available**

About the course

Physical Education teachers are creative, active and possess the empathetic and solution skills that are needed to get far in life; many PE teachers rise quickly up the ranks in schools because they have the soft skills to get the best out of pupils and their colleagues alike.

This degree has a double focus of pedagogy (what and how to teach) and practical – giving students experience and teaching practice in a wide range of sports, artistic movement and outdoor pursuits. The course will involve student-led learning coupled with voluntary work in schools to build competent and confident teachers who can deliver effective teaching in schools, private settings and sports jobs.

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)

In 2022, there were more than 1.5m people working in the field of sport in the EU, representing 0.8% of total employment



For more information, including entry requirements, please visit ucfb.ac.uk/physical-education



A big thing in my job is public speaking and being a leader, so the skills I learnt at UCFB through my degree programme has prepared me to be able to do things like I am doing today.

Liam Kiziltan

UCFB graduate
Founder & Community Director
at EQUIP Coaching



Recent guest speaker




Wes Morgan


Former Leicester City and Jamaica footballer

“Having a lot of contacts helps players transition to a career after football. It's important to use it to your advantage”

BSc Sport Psychology

Key info

 **Location**
Wembley

 **UCAS Code**
SPSY

About the course

Sport and Exercise Psychology is an exciting field which helps athletes and performers to improve their performance, cope with the pressurised world of sport and engage in good practices to enhance well-being.

You will explore important traditional and contemporary areas of research, theory and psychological models which underline the diverse practical application of sport psychology and physical activity.

Modules

Year one

- Psychological Research Methods 1
- Psychological Research Methods 2
- Industry Competencies (Mental Wealth)
- Introduction to the Applications of Sport, Exercise and Performance Psychology
- Foundations of the Psychology of Sport, Exercise and Performance
- Introduction to Biological and Cognitive Psychology

Year two

- Psychological Quantitative Research Methods
- Psychological Qualitative Research Methods
- Industry Readiness (Mental Wealth)
- Social Psychology
- Application of Sport, Exercise and Performance Psychology
- Cognitive Neuroscience

Year three

- Psychology Dissertation
- Personality, Individual Differences and Psychopathology
- Developmental Psychology
- Industry Engagement (Mental Wealth)
- Professional Practice in Sport, Exercise and Performance Psychology

Severely injured footballers are on average 5x more likely to develop mental health symptoms in the following 12 months by comparison with non-injured players



For more information, including entry requirements, please visit ucfb.ac.uk/sport-psychology



Sports psychology is a growing field, so with determination, hard work and the support of your lecturers, your journey into psychology at UCFB will be one full of opportunities and achievement.

Chloë Howse

UCFB graduate
Research Associate
at Adelphi Values



Recent guest speaker




Gareth Southgate OBE


England Men's Manager


"If you ask any sports person or any coach what's the difference at the highest level it's the mental side of the game, so why wouldn't we try and train that, and why wouldn't we try and work to improve that?"

BA (Hons) Sports Business & Coaching

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
· SBC1
· SBCF with
foundation

 **Foundation
level available**

About the course

This programme provides a unique learning experience and the opportunity to live, learn and develop within the live operations of a professional sports environment by our lecturers and tutors who are highly qualified coaches, some of whom have previously coached at the academies of leading Premier League clubs, as well as national governing bodies and professional sports organisations.

This programme allows engagement and understanding across a broad range of areas, from coaching within a variety of settings to performance analysis and business development. 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 Fan 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

The global sports coaching market size is expected to grow by \$11.8 billion from 2023-27



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



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

Josh Arnold

UCFB graduate
Academy Manager at
Bloomsbury Football



Recent guest speaker



Sam Allardyce


Former Premier League
Manager


"Be as qualified as you possibly can, not just academically. The practical side can be much more difficult, so get as much practical as you can as well as theory."

BA (Hons) Sports Business & Sports Broadcasting

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
· SBB1
· SBBF with
foundation

 **Foundation
level available**

About the course

Ideal for those seeking to work in the fast-growing and 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 and Ethics
- Research Methods
- Audio Storytelling
- The Business of Sports Broadcasting

Year three

- Professional Project
- Documentary Storytelling
- Sports Commentary
- Industry Engagement (Mental Wealth)
- Digital Futures

The NFL's broadcast deal from 2023 is worth over \$10 billion, more than treble that of the Premier League



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



“Most people will have a degree and a base knowledge of the industry, but experience is the thing that sets you apart from anyone else and also gives the opportunity to meet employers and show off your skills.

Mike Day

UCFB graduate
Assistant Producer
at TNT Sports



Recent guest speaker




David Jones


Sky Sports Presenter
and Broadcaster

“Be prepared to make sacrifices. This isn't any run-of-the-mill job. It's a life choice, it's a vocation.”

BA (Hons) Sports Business & Sports Law

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
SBL1

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 local courts 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

Fees paid to agents totalled **£362.6 million** in 2022 across English professional football



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



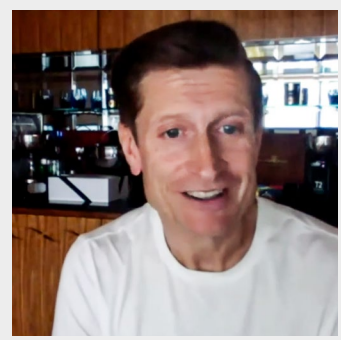
The best thing about working in sport is the matchdays, without a doubt. You cannot beat the atmosphere and the buzz of the stadium on a matchday and seeing all your hard work and preparation come together.

Ben Leanse

UCFB graduate
Premium Services Executive at
Brentford FC



**Recent
guest speaker**



Steve Parish


Chairman of
Crystal Palace


“Do the work, agonise over it, look at it, find out as much information as you can and make a decision based on as much information as possible.”

BSc Sports Coaching Science

Key info

 **Location**
Manchester

 **UCAS Code**
· SPCS
· SCSF with foundation

 **Foundation level available**

About the course

The role of sports science is perhaps the biggest innovation ever in how sports performance is optimised and measured across teams and individuals. Scientific evidence is now used more than ever by those who work at the highest reaches of the industry.

This course is designed to develop an evidence-based understanding of how sport science can be used to enhance and underpin sports coaching across a range of sports. Throughout the course, students are also provided with opportunities to develop transferable skills necessary for graduate jobs.

Modules

Year one

- Fundamental of Sports Coaching
- Introduction to Scientific Coaching Principles
- Industry Competencies (Mental Wealth)
- Coaching in the Education and the Community
- Skills Acquisition for Sports Coaching
- Foundations of the Psychology of Sport, Exercise and Performance

Year two

- Talent Development and Scouting
- Strength and Conditioning
- Industry Readiness (Mental Wealth)
- Research Methods
- Coaching in Education Settings
- Application of Sport, Exercise and Performance Psychology

Year three

- High Performance Coaching
- Applied Coaching Science
- Professional Project
- Industry Engagement (Mental Wealth)
- Performance Analysis

14 million adults in the UK have coached sport or physical activity at some point in their lifetime



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



My inspiration for following the coaching pathway was the challenge of it and wanting to become someone who could teach and develop people and players at any age.

Ethan Vidal

UCFB graduate
Sports Coach at
VIDA Community Sports



Recent guest speaker




Jonas Eidevall


Arsenal Women FC
Manager


“My Sports Science degree helps me massively. Having a good understanding of how it works helps me coaching my team and drives us forward.”

BA (Hons) Sports Management

Key info

 **Location**
Wembley or
Manchester

 **UCAS Code**
· SM10
· SM1F with
foundation

 **Foundation
level available**

About the course

Students will learn many operational, financial, marketing, and legal skills required for many management roles alongside 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 focussing 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.

Modules

Year one

- Principles of Marketing
- Understanding Sports Business
- Industry Competencies (Mental Wealth)
- Understanding Sports Fan Behaviour
- Financial Management Information Systems and Internal Controls
- 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
- Strategic Event Delivery
- Professional Project
- Industry Engagement (Mental Wealth)
- Contemporary Issues in Sport Management

The global sports sponsorship market is expected to grow by 63% to \$108 billion by 2030



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



The modules themselves were fascinating and I really pushed myself to improve my knowledge of the game. I've had the opportunity to learn from some brilliant lecturers too – they are really knowledgeable and kind people.

Shanna Ellis

UCFB graduate
Senior Operations Coordinator
at Major League Soccer



Recent guest speaker





Paul Barber

CEO of Brighton &
Hove Albion FC

"The variety of working in management at a Premier League club is great, the challenges are significant, but that's what makes it such an energetic and enjoyable place to be."

Key info

 **Location**
Wembley

 **UCAS Code**
SEM1

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
- Principles of Marketing
- Introduction to Human Resources in the Events Industry

Year two

- Facility Management and Stadium Utilisation
- Practice 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

76.2 million people attended sports events in the UK in 2022, the highest attendance the country has ever seen



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



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.

Ben Friend

UCFB graduate
Events Manager
at The FA



Recent guest speaker





Chris Sutton

TV pundit and former
Premier League footballer

"It's extremely important for students to think about what is to come, and it's so exciting. Work hard, and do more than everybody else."

BA (Hons) Football Coaching

Key info

-  **Location**
Blended Delivery
(Online plus
Wembley)
-  **UCAS Code**
FCBI

Distance with Attendance

About the course

The BA (Hons) Football Coaching (Distance with Attendance) 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 Distance with Attendance 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 for a five-day period at UCFB Wembley, London each academic year.

Modules

Year one

- An Introduction to Football Coaching
- Coaching and Skill Acquisition
- Football in the Community
- Injury Prevention in Football
- Talent Development
- Industry Competencies

Year two

- Scouting and Recruitment
- Coaching Within Small Sided Games
- The Reflective Coach
- Research Methods
- Psychology in Coaching Football
- Industry Readiness

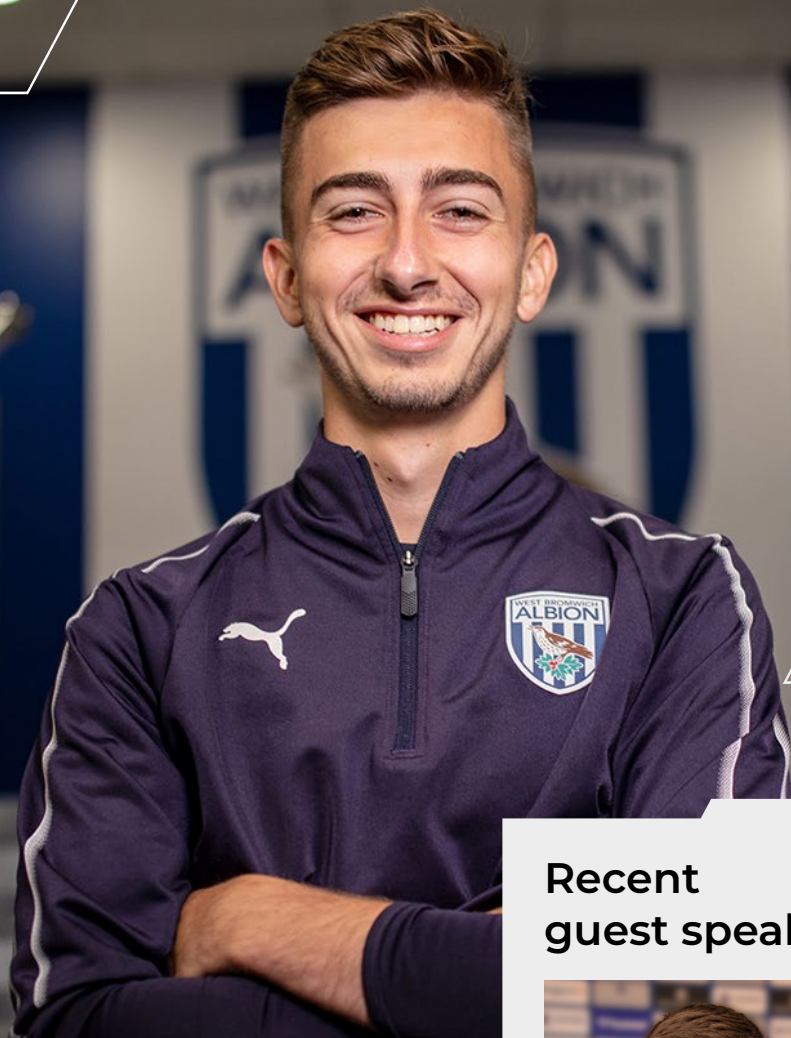
Year three

- Match Analysis
- Professional Project
- Working in an Elite Environment
- Coaching with Tactics and Strategies
- Industry Engagement

The number of sports coaches working in the UK has increased by 45% across the last ten years



For more information, including entry requirements, please visit ucfb.ac.uk/coaching-blended



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



Recent guest speaker



Steven Gerrard

Al-Ettifaq FC Manager and
former Liverpool FC
footballer

"The communications, trust and understanding from coach to player is a big part of coaching. You have to make the players feel like you are there for them."

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

Independent Chair,
Academic Governing Body

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

Dean of 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.



Dr Gerald Griggs

Dean of UCFB Manchester

Gerald has worked in education for over 25 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 six books and over 40 international peer reviewed journal articles. Gerald is co-founder of the Primary Physical Education Assembly and a member of the All-Party Parliamentary Group on a Fit and Healthy Childhood.



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 Men's Manager
UCFB guest speaker





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.



The Exclusive UCFB Employability Award

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.

Your Bespoke UCFB journey



Personal Development	Freshers and Reorientation Weeks
	Language Skills
	Athletic Union Teams
	Students' Union Activities & Societies
	Cross-Campus Visit Opportunities
	Equality and Diversity Training
	Nutrition and Wellbeing Training
Professional Development	Work Placements Including the National League
	FA Coaching Badges
	Sports Agent Programme
	Management Games
	Industry Insight Days at sporting venues
	Executive Guest Speakers
	Jobs Fair
	Match Commentary Masterclasses
	Financial Project
	Sports Business Skills
	Job Skills: CVs, Interviews & Negotiation, LinkedIn Training
	UCFB Future Leaders Conference at St. George's Park
	Performance Analysis Qualifications
	UCFB Sports Entrepreneur Competition
	Graduate Careers Event*
Degree-specific Student Conferences	
International Webinar Series	
Women In Sport networking events	
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. All activities are subject to change.

Our 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 and virtually, as well as further speakers tailored to your particular degree, where appropriate. Here are just some of our recent guests at UCFB.



Respect is a bit of a buzz word, but it's something I've believed in for a long time. People have to believe they're working in a respectful environment.

Roy Hodgson

Crystal Palace Manager



A great attitude is everything. You've got to have skill and ability in any walk of life, but without the attitude or work ethic, it doesn't always amount to anything.

Sean Dyche

Everton FC Manager





Sport has a way to speak to people in a way nothing else can. UCFB has individuals who really have that ethos, with that drive to use sport as a vehicle to engage people.

Jason Roberts

Director of Development at CONCACAF and former Premier League footballer



You don't have to be a leader. As long as you just go out there and give it your all, people will always notice that.

Harry Kewell

First Team Coach at Celtic FC and former Premier League footballer



I see women's football growing massively in England over the next ten years, so everyone has the opportunity to develop a career in the women's game, from working, playing, volunteering, refereeing and anything else.

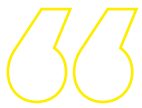
Karen Bardsley

Former England Women's Goalkeeper



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. Some of those students explained to us their roles and the vital benefits of their experience.



Take every opportunity and apply for something a little different. Before last year's tournament I had never even thought about working in tennis. These sorts of roles are always out there, so keep looking and take risks!

Jack Craske

Broadcast Team Leader at
2023 Wimbledon Tennis Championships
BA (Hons) Sports Business & Sports Broadcasting



I am excited to continue my time at university and see how far I can climb the coaching ladder, thanks to the knowledge I have gained from UCFB.

Spencer O'Connor

Coach at Manchester United Foundation
BA (Hons) Football Coaching at Talent
Development





UCFB allowed me a platform to grow my skill set, meet some amazing people in the sports industry and, most importantly, have loads of fun! I'll always look back at my time at UCFB with great fondness.

Anil Kandola

Assistant Producer at
talkSPORT
BA (Hons) Multimedia Sports Journalism



UCFB's connection with the National League is such a fantastic resource for students to learn on the job.

Sam Collard

Media Manager at
Yeovil Town
BA (Hons) Football
Business & Media



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.

Perna Acharya

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



Our Academies

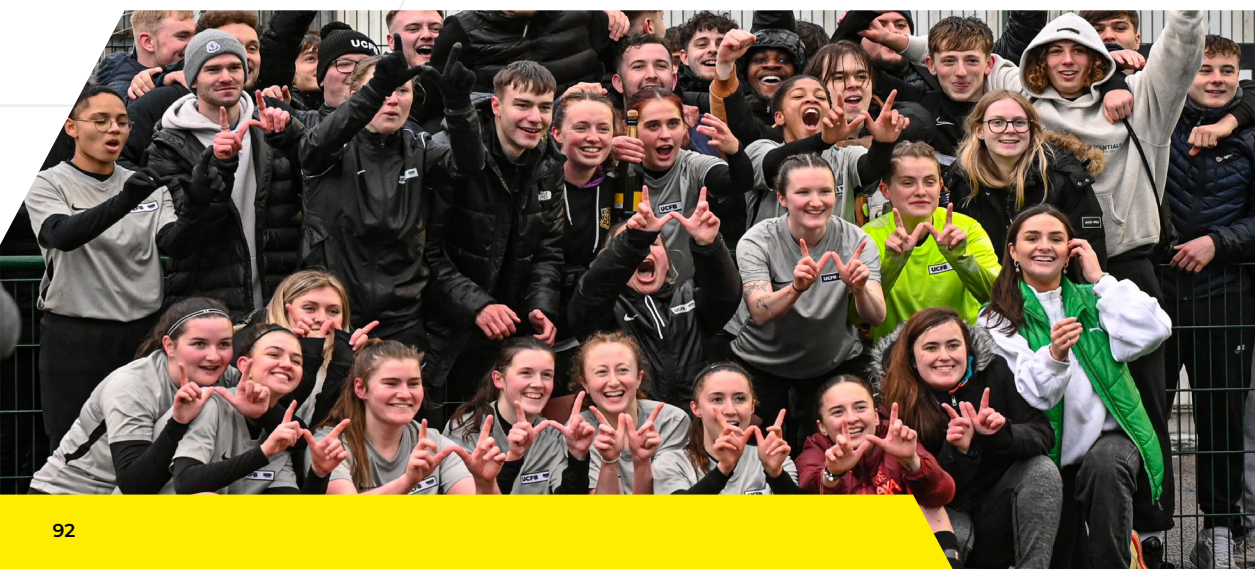
UCFB Football Academy

The UCFB Academy provides unparalleled opportunities for aspiring professionals to study university degrees, alongside a full-time training programme, giving our students the best chance of a successful career, whether on or off the pitch.

Elite-level players are able to train full-time with the intensity and competitiveness of a professional footballer, led by highly experienced coaches from the English Premier League and academy system. The primary aim of the academy is to allow players who have been released from professional club academies to continue to develop their footballing talents through a full-time coaching and education programme.

The Men's Academy is available at both of our UK campuses, while the Women's Academy is based in London. Players can study any of our available Undergraduate programmes*.

*Please be advised some courses are not specifically tailored around your training schedule so sessions may clash with academic commitments.



UCFB Basketball Academy

In partnership with London Elite, the UCFB Wembley Basketball academy is designed for aspiring professionals in the sport, providing unparalleled opportunities to study degrees in the sports industry at Wembley Stadium, alongside their full-time training programmes. This gives students the best chance of a successful career in sport, whether on the court, court-side or behind the scenes in media, marketing or finance.

As one of the fastest-growing basketball clubs in the capital, London Elite will oversee all coaching for the student athletes involved in the academy. With the exclusive chance to train alongside former professionals, individuals are able to create a work schedule that revolves around, and caters towards, their intense training programmes.

To find out more about our academies, visit ucfb.ac.uk/academy



BASKETBALL ACADEMY



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.



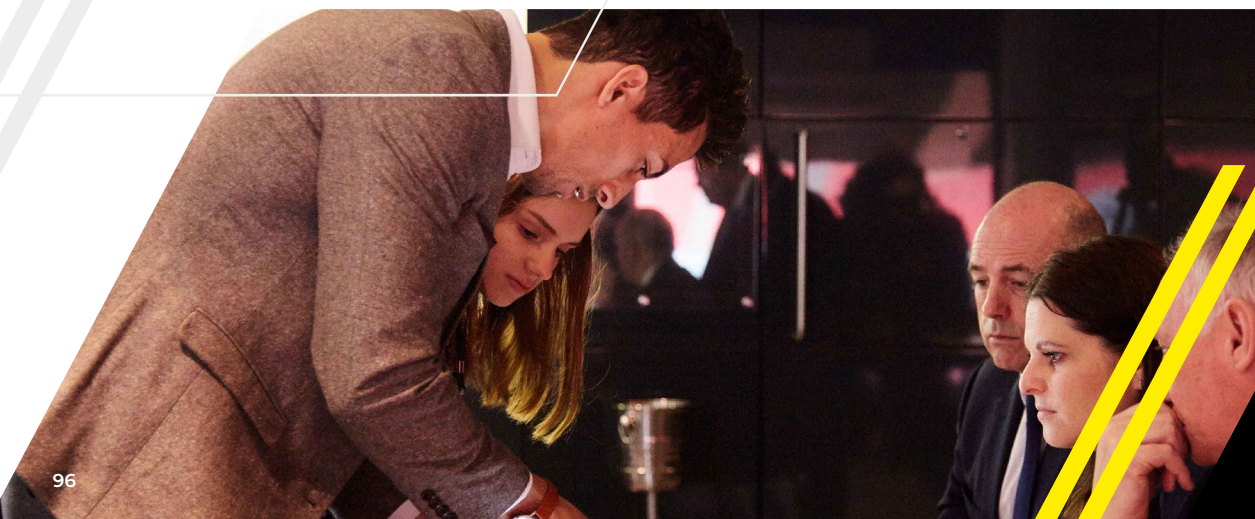


Exclusive Development Activities

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.

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



Also used by



Warwickshire
County Cricket Club



Employability & Career Planning (ECP) Programme Highlights

Experience the real world of industry through our highly valued Industry Insight days. These events provide valuable insights, allowing students to build their professional network and develop key employability skills like communication and networking. They also offer the opportunity to gain insights into the recruitment process, making them particularly valuable for those seeking internships or graduate roles.

Participating in our Industry Insight days provides unparalleled support and guidance for students in their pursuit of a successful career. By attending these events, students gain a deeper understanding of various industries, while developing essential skills and establishing connections within the professional world.

Experiences that our students enjoyed in 2022/23

Industry insight days

- Silverstone
- National Football Museum
- Ascot
- Sky Sports
- Watford FC
- DOCK 10 with Badger and Coombes
- Law in Sport conference
- Future leaders Conference at St. George's Park

Guest speakers

- David Jones, Sky Sports
- Martin Keown
- Sam Allardyce
- Roy Keane
- Natalie Sawyer, talkSPORT

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



Additional courses/ conferences

- Championing EDI in Sport event
- Inspirational Women in Sport and Business Events

International work experience

- Baltimore Orioles

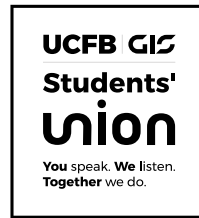
Agent training

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 by leading sports agents along with former professional footballers, this sports agent programme is exclusive to UCFB students.

Please note that the experiences and highlights listed here are examples of what occurred in 2022/23. UCFB may not necessarily repeat the same ones every year.



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.



Heading into my third and final year at UCFB and I aim for this to be the biggest and best year yet.

I will always go above and beyond for every student and I am here to make your experience at UCFB Manchester the best it can ever be. I was elected to serve the students and ensure that your voices are getting heard. I will be at the majority of the Freshers' events and I look forward to seeing you there.



Kyle Sadler

UCFB Manchester Campus
Students' Union President 2023





Hello, I'm Charlie and I'm your new Student Union President at Wembley. I am currently going into my final year at UCFB and am looking forward to making positive changes around the Student Union, our sports teams, and our campuses. If you ever see me around campus, please say hello – it would be great to meet you all.



Charlie Rodgers

UCFB Wembley
Students' Union President 2023



UCFB

Athletic Union

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.



UCFB | GIS

Students' Union

You speak. We listen. Together we do.

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 Open Day

We would like to welcome you to view our world-class campus facilities in London and Manchester.

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

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





Start your journey with UCFB

How to apply

1 Research & attend an Open Day

You can research our online degrees from the comfort of your own home via our website and online events, and can learn more at one of our Open Days.

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.ac.uk if you have any questions.

4 Accept your offer

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.



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.

UCFB Wembley

2nd Floor
Arch View House
16 First Way
Wembley
HA9 0AF

UCFB Manchester

14th Floor
111 Piccadilly
Manchester
M1 2HY

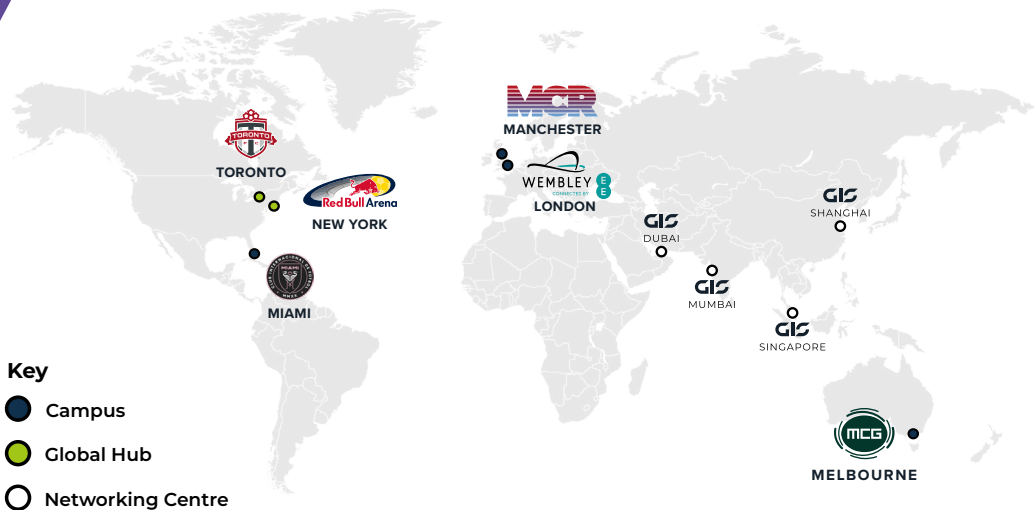
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Continue your journey at UCFB

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

UCFB's Global Institute of Sport (GIS) is the leading destination for Master's degrees and executive education in the world's most exciting sector.

Driving the fast-paced world of sport to new heights, GIS is powered by a global network of industry leaders and elite stadium venues.



LONDON



MANCHESTER



MIAMI



MELBOURNE



NEW YORK METRO



TORONTO



Cutting-Edge Postgraduate Degrees

UCFB's Global Institute of Sport (GIS) offers a number of distinctive Master's qualifications, both on-campus and online.

Master's Degrees At GIS Include:

- Msc International Sport Management
- Msc Football Business
- Msc Football Communications & Digital Marketing
- Msc Sports Marketing & Media
- Msc Football Coaching & Analysis
- Msc Performance Analysis In Football

Unique Distance & Distance with Attendance Degrees

Students can choose to study:

- MSc International Sport Management (Distance)
- MSc Football Coaching & Analysis (Distance with Attendance)
- MSc Football Communications & Digital Marketing (Distance)
- MSc Football Business (Distance)
- MSc Sports Marketing & Media (Distance)

Find out more at [GIS.sport](https://www.gis.sport)



Expert advice
from our network

“

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

”

Casey Stoney

Head Coach
at San Diego Wave



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.



Danny Cowley

Former Huddersfield Town and Portsmouth FC Manager

Knowledge is the bomb, isn't it? If you can keep trying to upskill and keep trying to improve your knowledge and your understanding, then that gives you the tools to hopefully be successful.



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.



Dan Ashworth

Sporting Director at Newcastle United

If you don't want to do a day's work in your life, get a job that you enjoy. By building good, positive relationships you'll enjoy your work.



Jeff Stelling

Former Sky Sports Presenter

You have to be professional, you have to do the right thing – as far as your employer is concerned – and you have to be prepared for absolutely anything.



Rachel Yankey OBE

Former England and Arsenal midfielder

There are so many jobs in the sporting and football world that you can go and do, but the main things are to enjoy it and be you.



“

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

Steven Gerrard

Al-Ettifaq FC Manager,
UCFB guest speaker and
former Liverpool FC
footballer

”



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.



**University of
East London**

University degrees
in the football and
sports industry

**BUSINESS
COACHING
ESPORTS
EVENTS
LAW
MARKETING
MEDIA
PHYSICAL EDUCATION
PSYCHOLOGY**

**Learn.
Achieve.
Inspire.**