

Kick off your
career in the
football and
sports industry

UCFB

UNIVERSITY CAMPUS OF FOOTBALL BUSINESS

POSTGRADUATE

Your UCFB Postgraduate Journey

Welcome to your future in the world of football, sport and events. Our postgraduate prospectus has been designed to guide you along your path to a fulfilling career in the world's most exciting industries.

Inside these pages you will find details of our unique teaching locations and postgraduate course offerings, 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 the University Campus of Football Business.

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 www.ucfb.ac.uk/postgraduate-events

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**

Welcome to **University Campus of Football Business (UCFB)**, the leading destination for Undergraduate degrees, Master's degrees and executive education in the world's most exciting sector. 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 industries.

Having delivered football and sports-focused Master's degrees at UCFB for the past ten years, our postgraduate courses help you to reach new heights with the support of the global sports industry behind you.

Through our industry partners and connections, our students are embedded in the sports industry, provided with unique access to advance their careers with employability and work experience opportunities. Executive education is an exciting recent addition to our portfolio, part of our strategy to provide lifelong learning. Led by our partners at VSI Executive Education, these courses, including the MSc Sports Directorship, have a track record of taking sports leaders to the next level in their career.

Whilst UCFB makes every effort to produce as informative a prospectus as possible, our website www.ucfb.ac.uk is always your best source for the most up-to-date information.

We look forward to welcoming you to the University Campus of Football Business.

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, now used for a selection of our Premier Events, marked a significant step in the growth of UCFB. This was followed by the opening of Manchester Sports Village at Belle Vue and UCFB Study Hub at Piccadilly Place

in 2019, and a further campus expansion across Manchester in 2023.

It's not just in the UK where UCFB is making strides, but also abroad, opening a global hub in the US through a unique partnership with Inter Miami's Chase Stadium. This world-first initiative allows students to access the stadium for once-in-a-lifetime learning and networking opportunities with some of the biggest organisations in world sport. Additionally, UCFB's partner, the Global Institute of Sport (GIS) has expanded its education provision to further sites in North America and Australia.

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 |  BURNLEY | 2020 | Inaugural global sports summits take place across the world |  |
| 2014 | UCFB opens its second campus at the iconic Wembley Stadium |  WEMBLEY CONNECTED BY | 2021 | UCFB partners with Hashtag United and other leading organisations to provide enhanced student opportunities |  |
| 2016 | UCFB opens its third campus in Manchester, which features the Etihad Stadium at its heart |  ETIHAD CAMPUS | 2022 | The first intake of students arrive at GIS Miami Campus |  |
| 2017 | The National League and Rugby Football League join UCFB's long list of elite partners |  NATIONAL LEAGUE RFL | 2023 | Expansion of UCFB Manchester in September 2023 to include more teaching sites across the city. |  |
| 2018 | The launch of the exclusive UCFB Employability Award |  | 2024 | The Global Institute of Sport became its own company, expanding opportunities for students |  |
| 2019 | UCFB opens global hubs at stadium locations in Melbourne, Australia, New York and Atlanta in the US, and Toronto, Canada |  | | UCFB and The FA unite to launch a new higher education course in Football Development |  |

Contents

Pg 6

Your Career in Football and Sport

- 8 Learn. Achieve. Inspire.
- 10 Making an impact
- 12 Why choose Football and Sport
- 14 An award-winning institution

Pg 16

Your Iconic Campuses

- 18 Welcome to London
- 20 Your Wembley campus
- 22 Teaching locations across UCFB Wembley
- 24 Facilities at UCFB Wembley
- 26 Welcome to Manchester
- 28 Your Manchester Campus
- 30 Teaching locations across UCFB Manchester
- 32 Each site across UCFB Manchester
- 34 Facilities at UCFB Manchester

Pg 36

Your Degree

- 38 Your Career Opportunities
- 39 Ten Benefits of Studying On-Campus
- 40 MSc Football Business
- 42 MSc Football Coaching and Analysis
- 44 MSc Performance Analysis in Football
- 46 MSc Football Communications and Digital Marketing
- 48 MSc International Sport Management
- 50 Executive Education
- 51 VSI Sporting Directors' Forum: Speakers
- 52 MSc Sports Directorship
- 54 CEO of a Sports Organisation
- 56 UCFB Academic Leaders

Pg 58

Your Bespoke Journey

- 62 Your Bespoke UCFB journey
- 63 Exclusive Development Activities
- 64 Employability and Career Planning (ECP) Premier Events
- 66 Our Inspiring Guest Speakers
- 68 Unique Opportunities
- 70 UCFB Future Leaders Conference at St. George's Park
- 72 UCFB Scholarships
- 73 Previous Scholars
- 74 Our Academies
- 76 Your Students' Union
- 78 UCFB Athletic and Students' Union

Pg 80

What's Next?

- 82 Attend an Open Event
- 84 Continue your journey at UCFB
- 86 How to apply
- 88 Expert advice from our network
- 92 Graduation

University Campus of Football Business is a college of the University of East London. Graduates of these courses will be awarded a degree by the University of East London.



**University of
East London**



Your Career in Football and Sport



Sarah Levy

MSc International Sport
Management alumna

Academy Player Care Manager at
The Premier League

Learn. Achieve. Inspire.



When I went to an open day at Wembley Stadium, I just found it was the place for me. I found it was home. Everybody was on the same page. Everybody wanted to look after you. I got that real family feel from everyone connected with UCFB.

Wesley McGrath

Owner and Founder of
Kick Off Football Academy

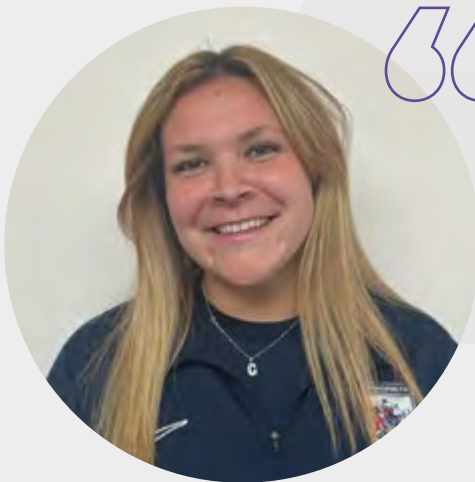


UCFB redefines what an academic experience should be, providing networking opportunities and careers days to build connections and gain hands-on learning of the industry.

Nathan Greenslade

Judicial Services Administrator
at The Football Association





I chose the course because of the chance to learn about so many different areas within the industry, from finance to operations and marketing, we got to experience so many different opportunities.

Georgia Hill

Football Development Assistant at
Oxfordshire Football Association



I studied at UCFB because I knew they catered to the football industry. I knew that the networking options that UCFB would provide me would be like no other.

Rohan Shukla

Partnerships Manager
at Portsmouth FC



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





Shaun Barry

Manager of Content Services at Sky

“UCFB graduates have become an invaluable people resource at Sky. The practical experience gained during their courses means that knowledge of industry standards is at a fantastic level compared to other candidates.”



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.”



Dan Ashworth

Former Sporting Director at Manchester United

“Having a qualification shows me as a potential employer that this candidate is serious about their career. It is vital for all of us to have that mindset, that you want to get better and learn every day.”



Gareth Southgate

Former England Men's Manager

“There are so many areas of sport that go into running stadiums, putting a team on the pitch and running a successful club. Clubs now want people educated in those fields rather than a more generic course.”



Paul Barber

CEO of Brighton & Hove Albion FC

“I think education is an important platform no matter what job or industry you want to go into. Those who come into the organisation with a solid education base tend to progress their careers that much faster.”



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 and Sport?**



The **European football market** was worth a record
£30.7bn

at the end of the 2022/23 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



European women's soccer is set to hit

€686m

in annual commercial returns over the next decade



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

that have held positions at

all 20

Premier League Clubs

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

Why choose **UCFB?**

We conducted an internal study which
concluded that...

99%

of our Master's graduates
are in full-time work or
employment after
9 months

97%

of these are in
highly skilled jobs

79%

are working or
studying within sport







Your Iconic Campuses





Welcome to

LONDON

Minnie Roe

UCFB Wembley Campus Student
MSc Football Communications and Digital Marketing
Commercial Sales Executive at Fulham FC

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 0AF
- Arch View House, First Way, Wembley, HA9 0JD
- Silver Jubilee Park, Townsend Lane, Kingsbury, London, NW9 7NE

Time to central London

Approx. 20 minutes by Underground

Around the campus

- London Designer Outlet
- OVO Arena
- Boxpark Wembley

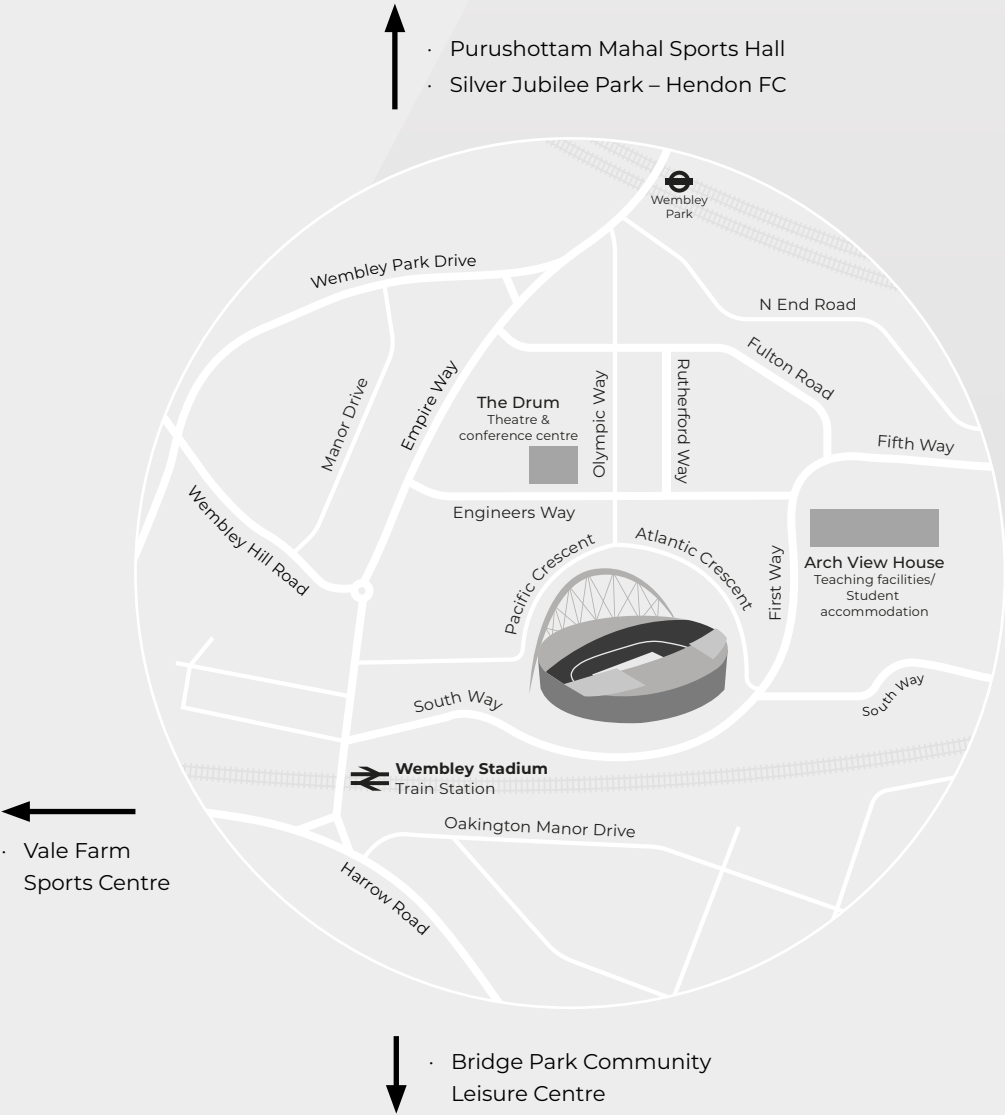
Campus facilities

- Wembley Stadium
- Arch View House on First Way
- Bridge Park Community Leisure Centre
- The Drum Theatre & Conference Centre
- Vale Farm Sports Centre
- Purushottam Mahal Sports Hall
- Silver Jubilee Park – 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.

In 2021, UCFB 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 dedicated facilities to what's already on offer in and around Wembley Stadium.



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 course. 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.



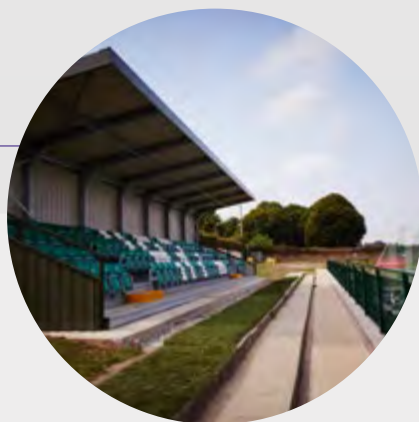


Arch View House

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.

Silver Jubilee Park

Hendon FC – home to UCFB’s Practical Coaching undergraduate and postgraduate courses, various UCFB football teams and a practical and theoretical teaching space



Bridge Park Community Leisure Centre

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



Facilities at **UCFB Wembley**

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







Welcome to

MANCHESTER

Jamie Dyson

UCFB Manchester Alumnus

MSc Performance Analysis in Football
Performance Analyst at Barrow AFC

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

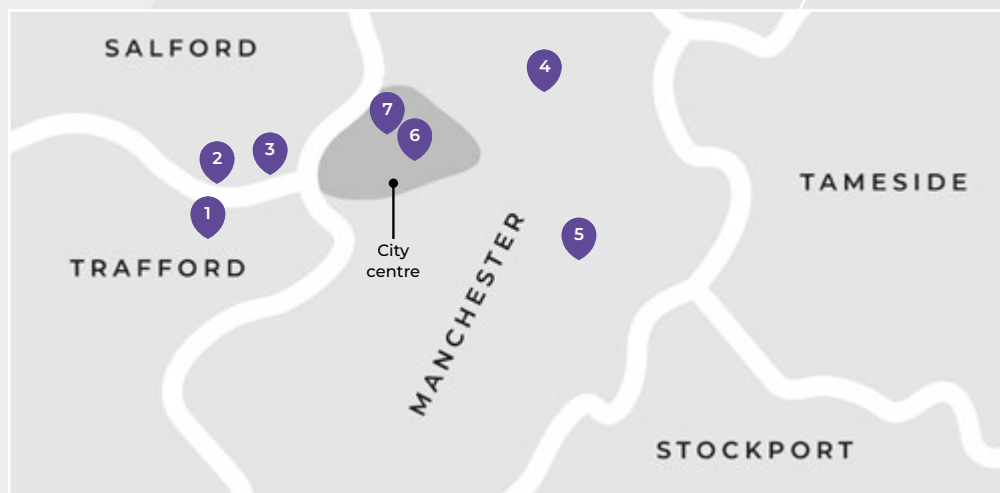
UCFB Manchester is a campus devoted to the football and sports industry in the heart of Manchester – one of the world’s most famous footballing cities with a thriving student population

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 in close proximity to employment partners in 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 courses, 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 Bellevue/Speedway
Pitch, Analysis Suite and Lecture/
seminar rooms

6 Piccadilly Place
Study Hub, Sports lab, SU Sports Lounge

7 111 Piccadilly
Staff office

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

Quay Plaza, MediaCityUK and Exchange Quay, Salford Quays house two of our academic centres and includes teaching spaces and study lounges for our students to enjoy, whilst being situated in the heart of industry.





Manchester Sports Village, Belle Vue

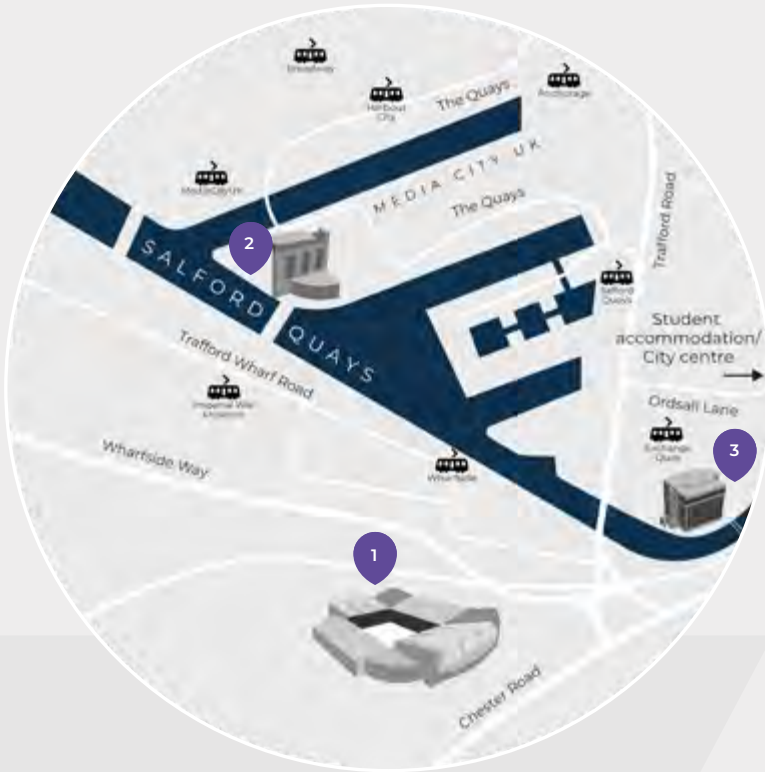
At Manchester Sports Village, Belle Vue, students can live, learn and work across a network of sports venues which include the National Speedway Stadium and Belle Vue Leisure Centre. Facilities include sports pitches, halls and classrooms. This is the primary teaching location for Sports Performance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

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.



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:

MediaCity UK, 0.2miles, 4 mins walk

Distance from city centre:

25 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 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



6 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

7 111 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.



Explore our Miami Campus



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 experiencing 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.





Your Degree



University Campus of Football Business is a college of the University of East London. Graduates of these courses will be awarded a degree by the University of East London.



**University of
East London**

Your Career Opportunities



- Player Agent
- Finance and Accountancy
- Agency Director
- Commercial Director
- Sports Lawyer
- Operations Director
- Partnerships and Sponsorship
- Executive Level Positions

- Performance Director
- Football Coach
- Sports Coach
- Sports Tutor
- Chief Scout
- Sports Psychologist
- Youth Coach



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

Ten Benefits of Studying On-Campus

1 ENHANCED LEARNING ENVIRONMENT

Students can engage directly with their lecturers, ask questions in real-time, and benefit from immediate feedback, all of which contribute to a deeper understanding of complex concepts.

2 UTILISING COURSE LEADERS' CONNECTIONS

Studying on campus allows students to directly tap into connections with well-connected professionals within the sports industry, gaining access to a network of industry experts, guest speakers, and potential employers.

3 STRUCTURED LEARNING ENVIRONMENT

With a well-defined schedule of classes, seminars, and workshops, students can develop strong time-management skills and a disciplined approach to their studies.

4 ACCESS TO INDUSTRY EXPERTISE

On-campus learning offers direct exposure to industry professionals who regularly visit UCFB to provide invaluable insights into the latest trends and developments within the sports industry.

5 NETWORKING OPPORTUNITIES

Being physically present on campus facilitates networking with peers, academics, and industry professionals. UCFB's unique setting, often within iconic sports venues, offers students numerous opportunities to build relationships that are essential for career advancement.

6 DEDICATED FACILITIES

From modern classrooms to specialised sports labs, students have access to resources that support both their academic and practical training. These facilities are crucial for hands-on learning, allowing students to apply theoretical knowledge in real-world contexts.

7 COLLABORATIVE LEARNING

Working closely with peers in a face-to-face setting fosters essential skills such as teamwork, communication, and problem-solving. These experiences prepare students for the collaborative nature of roles within the sports industry.

8 IMMEDIATE ACCESS TO SUPPORT SERVICES

UCFB offers a range of support services, including academic advising, career counseling, and mental health support. Face-to-face consultations with tutors and support staff are often more effective, ensuring students receive the help they need to succeed.

9 CULTURAL AND INDUSTRY IMMERSION

With campuses often located within or near major sports venues, students are constantly immersed in the culture and dynamics of the sports world.

10 'YOU NEED TO BE IN THE ROOM'

Being a postgraduate student on campus affords you privileged access with our broad sports network, including access to exclusive 'round table' discussions with guest speakers, alumni networking events and much more. We put you at the forefront of the sports industry in order to build your own network.

MSc Football Business

Study here



Football is a global, multi-billion pound business 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 in-depth course is designed for those who wish to develop their expertise in key areas shaping the current landscape of the football industry. The course provides opportunities to engage in different aspects of football business including areas such as fan engagement, football finance, and football operations.

Modules

Our MSc Football Business modules have been designed to give you the best preparation for a leadership career in the football industry:

- **Football Fan Engagement**
- **Football Operations Management**
- **Football Finance**
- **Global Sports Leadership**
- **Applied Professional Project**
- **Global Sports Consulting and Analysis (Option)**
- **Sports Law and Governance (Option)**

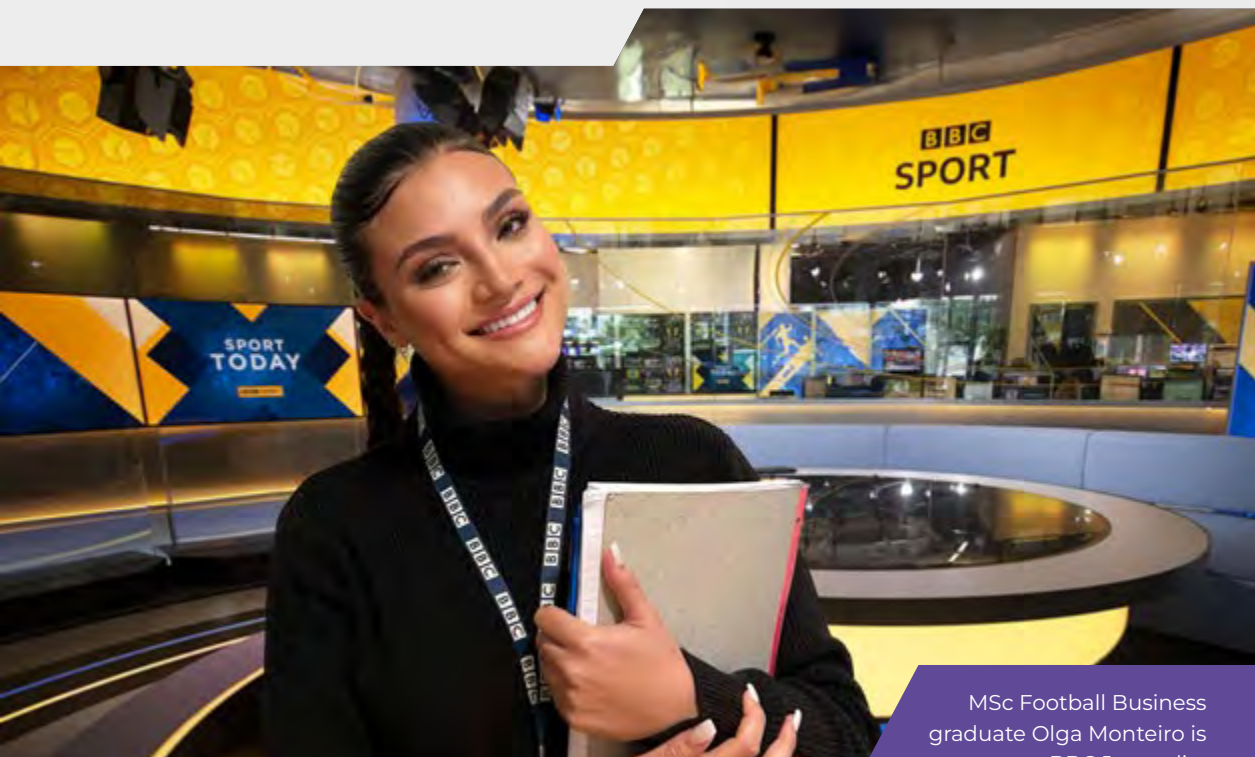


This course covers the range of key elements to provide you with the right background and the correct tools to perform in the football industry.

Christopher Winn

Course Leader





MSc Football Business graduate Olga Monteiro is now a BBC Journalist

Key info

On Campus

| | |
|-------------------|---|
| Location | UCFB Wembley or UCFB Manchester |
| Duration | One year (full-time) or two years (part-time) |
| Study mode | Full-time or part-time |
| Fees | Home students: £12,250 |
| 2025 entry | International students: £18,450 |

Future Career Prospects

Management positions within the core functional departments of the football industry

High-ranking operational roles within football

Ability to specialise in area of your choosing due to holistic nature of the degree



Visit www.ucfb.ac.uk/MSc-Business for the latest course information

MSc Football Coaching and Analysis

Study here



This course provides an inclusive, current and versatile curriculum of study which reflects the needs of the football industry for postgraduate students looking to upskill in both coaching and analysis, supporting the continuing professional development of football coaches, performance analysts and those working in football or sport.

From a player's fitness to their in-game performances, video and data play a huge part in the modern game. This course will take an in-depth look at the numbers that make the game tick, alongside theoretical and practical coaching disciplines.

As a result of a number of exciting partnerships, students on this course have the chance to work alongside the recruitment department for English Football League clubs, gaining insight into scouting methods, data analysis and administration, as well as academy coaching and analyst roles.

Modules

Our MSc Football Coaching & Analysis modules have been designed to give you the best foundation for a successful career in coaching or performance analysis:

- **Applied Football Match Analysis**
- **Analysis of Football Coaching Practice**
- **Applying Football Principles – Tactics and Strategies**
- **Global Sports Leadership**
- **Applied Research Project**
- **Football Statistics and Data Analysis (Option)**
- **Applied Reflective Practice (Option)**
- **Philosophy in the Coaching Process (Option)**



Coaching and analysis are essential components of modern football. Analysts can support the coaching process by delivering video and data insights on tactics and strategies, data and statistics and coach behaviour. Coaches can perform analysis or utilise such information to inform decision making and improve performance on the pitch.

Dr Danielle Prescott
Course Leader





Dene Field is now Goalkeeping Coach at Asmir Begovic Goalkeeper Academy

Key info

On Campus

| | |
|---------------------------|---|
| Location | UCFB Manchester |
| Duration | One year (full-time) or two years (part-time) |
| Study mode | Full-time or part-time |
| Fees 2025 entry | Home students: £12,250 International students: £18,450 |

Future Career Prospects

Roles such as a **first team or academy coach, coach analyst, performance analyst, data analyst, opposition analyst** and **recruitment analyst** can all be achieved



Visit www.ucfb.ac.uk/MSc-Coaching for the latest course information

MSc Performance Analysis in Football

Study here



This course will give students the necessary tools to understand and explore the performance analysis principles that rule the modern game. You will gain the knowledge of the theory and practice that enables enhanced performance on the pitch as well as in player recruitment.

The MSc Performance Analysis in Football course encompasses all that is required of a performance analyst whilst assessing and measuring expectations of this role within an applied football context. The variation of modules captures the appreciation required for an aspiring analyst in relation to what would be expected within a professional sporting environment. Understanding the roles that interlink with the role of a Performance Analyst is just as prevalent as understanding the role of an analyst in isolation.

Modules

Our MSc Performance Analysis in Football modules are designed to give you the best preparation for a career in performance analysis:

- **Applied Football Match Analysis**
- **Football Statistics and Data Analysis**
- **Talent Identification and Recruitment**
- **Applied Research Project**
- **Global Sports Leadership**
- **Applied Reflective Practice (Option)**
- **An Interdisciplinary Approach in Football (Option)**



This course covers the key elements required for aspiring performance analysts in an increasingly important field, as well as the knowledge and practical experience required in the professional game.

Andrew Raines

Course Leader





Elliott Morris (left) graduated from MSc Performance Analysis in Football and now works as First Team Scout at Blackpool FC as well as Emerging Talent Centre Coach for Manchester United Women

Key info

On Campus

| | |
|---------------------------|---|
| Location | UCFB Wembley or UCFB Manchester |
| Duration | One year (full-time) or two years (part-time) |
| Study mode | Full-time or part-time |
| Fees 2025 entry | Home students: £12,250 International students: £18,450 |

Future Career Prospects

Possible opportunities within **teaching and learning environments.**

Career opportunities include **Performance Analyst, Recruitment Analyst, Football Scout, Talent Identification, Opposition Analyst** and **Data Analyst**



Visit www.ucfb.ac.uk/MSc-Analysis for the latest course information

MSc Football Communications and Digital Marketing

Study here



The evolution of the global football industry and the way fans consume media has meant the role of communications and marketing professionals has had to adapt and develop. It is now essential to understand digital viewing trends, social media audiences and how to plan engaging and effective digital media coverage for an ever demanding fan base.

The MSc Football Communications & Digital Marketing degree course is designed for graduates and industry practitioners with a career focus in football and sport.

The course leverages contemporary themes from marketing, such as digital marketing, public relations, fan engagement and multimedia journalism, to enable students to evaluate the relationships between these areas. Those with a particular interest and experience relating to the marketing and communications industry are particularly suitable for this course.

Modules

Our MSc Football Communications & Digital Marketing modules have been developed in order to give you the best preparation for a leadership career in football:

- **Football Fan Engagement**
- **Digital Marketing for Football**
- **Multimedia Football Journalism**
- **Global Sports Leadership**
- **Applied Professional Project**
- **Global Sports Consulting and Analysis** (Option)
- **Customer Relationship Management and Analytics in Sport** (Option)



Our in depth modules give students the tools they need to master the communications and marketing aspects of the football industry.

Jane Abbey
Course Leader





MSc Football Communications & Digital Marketing graduate Rohan Shukla is now Partnerships Manager at Portsmouth FC

Key info

On Campus

| | |
|-------------------|---|
| Location | UCFB Wembley |
| Duration | One year (full-time) or two years (part-time) |
| Study mode | Full-time or part-time |
| Fees | Home students: £12,250 |
| 2025 entry | International students: £18,450 |

Future Career Prospects

Our graduates hold **leading marketing and communications positions** at **Arsenal, Chelsea, West Ham, Tottenham, Crystal Palace, Fulham** and **Nike**.



Visit www.ucfb.ac.uk/MSc-Marketing for the latest course information

MSc International Sport Management

Study here



Delivered in a campus that has the world-famous Wembley Stadium at its heart, this degree is designed to prepare graduates to take on leadership roles in the global sports business. From Asia to Europe and to America, sport is a global phenomenon with a wealth of career opportunities.

UCFB's distinctive MSc International Sport Management degree provides an unparalleled educational and experiential opportunity for aspiring sports leaders. This pioneering course has been developed as a transformational journey suited for graduates of all disciplines, as well as for current professionals working within various sectors of the sports industry, for example in management, marketing or operations.

Modules

The MSc International Sport Management modules provide you with a unique opportunity to develop a senior leadership career in the global sports industry:

- **Global Sustainable Sports Operations**
- **Managing Global Strategy**
- **Global Sports Marketing and Digital Communications**
- **Global Sports Leadership**
- **Applied Professional Project**
- **Contemporary Issues in Sport** (Option)
- **Entrepreneurship in Sport** (Option)



This course is for students from any background; politics, history, sport who have an interest in all thing sport. The course prepares students for a variety of roles within the complex and dynamic sports industry.

Jane Abbey
Course Leader





Lorn Mayers is an MSc International Sport Management student at Wembley Campus

Key info

On Campus

| | |
|--------------------|---|
| Location | UCFB Wembley |
| Duration | One year (full-time) or two years (part-time) |
| Study mode | Full-time or part-time |
| Fees 2025 entry | Home students: £12,250 International students: £18,450 |

Future Career Prospects

Key leadership roles in **business development, marketing, finance, operations and media** within football and sports clubs

International aspect provides students with the **skills and experience** to progress in a **multi-billion pound global industry**



Visit www.ucfb.ac.uk/MSc-Management for the latest course information

Executive Education

POWERED BY



Sport businesses in all sectors need people who can develop a successful vision and strategy and have the leadership skills to deliver for the long-term success of sports organisations.

Our suite of professional Master's and executive education courses are tailored for professionals within this multi-billion-pound industry to further their skillset in order to maximise success within senior leadership positions.

What you can study

Executive Master's

MSc Sports Directorship
(On-Campus and Online)

Executive Qualifications

CEO of a Sports Organisation



To arrange an exploratory meeting regarding these courses please contact admin@vsiee.com

VSI

Sporting Directors' Forum: Speakers



Grétar Steinsson

Technical Director at Leeds United

Steve Nickson

Sporting Director at Newcastle United



Paul Mitchell

Former Sporting Director of AS Monaco



Paul Fernie

Sporting Director at Darmstadt 98



Simon Wilson

Sporting Director at Stockport County



Dr Claire-Marie Roberts

Performance Director at Coventry City



Stephen Ward

Sporting Director at Solihull Moors



Stewart Mairs

Former Technical Director at DC United



MSc Sports Directorship

Study here



This world leading Master's course – from the pioneers of the first Sporting Directorship course – will equip you with the knowledge and experience to excel as a Sporting Director in any sporting organisation.

An array of graduates now populating multiple high profile industry positions is testimony to the value in securing what is regarded as the definitive qualification for ambitious individuals looking to fast track their career in this most competitive of environments.

This is an elite academic course with a curriculum covering leadership, personal development, masterminding innovation and change, governance and best practice but it is also unashamedly vocational.

Our aim is to enable delegates to perform better in existing roles and support them to secure the role of Sporting Director, and perform successfully. Delegates are given the option of studying full time or part time, either face to face, or online. The face to face teaching is delivered with our legal partners, Shoosmiths, in their luxury offices in Manchester, while online students benefit from innovative technologies, to be taught with a truly diverse cohort.

Almost all of our delegates already have taxing career and our aim is to help them learn in the fashion that suits them best.

Modules

Our MSc Sports Directorship modules are designed to give you the best preparation for a career as a Sporting Director:

- **Personal Leadership in a Global Sporting Environment**
- **Leading High Performance Sports Organisations in the Global Environment**
- **Leading Innovation And Change in the Global Sports Industry**
- **Financial, Legal And Media Issues for the Sporting Director**
- **Applied Professional Project**



Master's in Sports Directorship is a great next step. I'd say to every girl who wants to play professional football to do something alongside your career because it helps you get through life, especially after football.



Marisa Ewers

Former Aston Villa footballer
MSc Sports Directorship alumna





In years to come I can look back at this course and say that this was the definitive moment that helped me get to where I want to be.

Joleon Lescott

Premier League winner
and TNT Sports pundit

MSc Sports Directorship alumnus



Key info

On Campus

| | |
|---------------------------|--|
| Location | UCFB Manchester |
| Duration | Two years |
| Study mode | Part-time |
| Fees 2025 entry | Home students: £18,500 International students: £22,500 |

Online (Distance)

| | |
|---------------------------|--|
| Duration | Two years |
| Study mode | Part-time |
| Fees 2025 entry | Home students: £18,500 International students: £18,500 |

Future Career Prospects

The Master's degree in Sports Directorship is the first of its kind designed to **develop all the personal and commercial attributes you need to become a successful Sporting Director**



Visit www.ucfb.ac.uk/sports-directorship for the latest course information

CEO of a Sports Organisation

Study here



Designed for athletes and executives with aspirations to be senior leaders, c-suite and chief executives in the world of sport, the CEO course will help transition those with sporting experience and others with leadership ambitions into the highest roles, by marrying their experience of competitive sport with an educational understanding in business.

Covering sports leadership, finance, governance, negotiation, innovation and change, and personal development alongside a diverse range of hands-on extra-curricular activities, the course provides unrivalled preparation for a senior leadership role in sport organisations across the private, public and voluntary sector.

Modules

Our CEO of a Sports Organisation modules are designed to give you the best preparation for a career as a chief executive:

- The People Game
- The Art of Negotiation
- Secrets to Sport Finance
- Communicating with Impact
- Preparing for your CEO role

Concierge Service

At VSI, you're more than a student – you're a delegate. We recognise the nuances of the sports industry, offering a tailored concierge service to ensure your executive education journey is seamless. Maximise your learning and cultivate global relationships stress-free with VSI.

Mentoring Support

Access invaluable resources including personalised mentoring, informal business coaching, exclusive industry webinars, and expert perspectives through the VSI Sporting Director's Podcast, all designed to enhance your understanding proficiency in the global sports industry.



I completely underestimated what the course was offering and how challenging and interactive it would be. It changed my views 180 degrees. I really enjoyed every session; the theoretical work, the practical elements, and also the interaction between students, and the lecturers.

Zoran Krneta

Charlotte FC Sporting Director
CEO of a Sports Organisation alumnus



Sport is your passion, you know it inside and out, but actually you need to get to know it from a business perspective. I think that even if you have been to uni before, what a brilliant add-on this course can be, because this is so different.

Becky Adlington OBE

Olympian and Founder of Becky Adlington SwimStars and Becky Adlington Training

CEO of a Sports Organisation alumna



Key info

On Campus

| | |
|---------------------------|---|
| Location | UCFB Manchester |
| Duration | Six months |
| Study mode | The course is delivered part-time over one year in six blocks of two days, in a distance with attendance format which allows you to combine study and work in a way that best suits your working life. You can also choose to study by module (visit our website for further details) |
| Fees 2025 entry | £7,000 |

Future Career Prospects

This is the premier course to **propel your career into the boardroom** and equip you with the skills, experience and leadership know-how, to **thrive as a c-suite leader**.



Visit www.ucfb.ac.uk/CEO for the latest course information

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 Advisory Body
and Chair of the Board of Directors

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.

Dr Danielle Prescott

Associate Dean Postgraduate

Danielle has worked within higher education since 2008 across multiple institutions across the UK and Ireland. She is also a respected figure in the fields of Performance Analysis and Talent Identification. In addition to her role as an academic, Danielle is still active within the world of elite sport. Her previous roles include, Performance Analyst across multiple football clubs within the UK across the EFL pyramid, before moving into roles dedicated to Talent Identification and Scouting. The role she is prominently known for in this domain was during 2017-2024 in which she became the first female scout employed at Manchester United FC in which she played a pivotal role in signing those that are yet to blossom at the club. As well as leading the academic centre for Sports Coaching and Performance across our PG portfolio, Danielle now also works as a national scout for the English FA, scouting for the Women's national team.



Dr Richard Elliott

Associate Dean Postgraduate

Richard holds degrees from the University of Winchester (BA Hons, 1st class), the University of Leicester (MSc) and Loughborough University (PhD). He is also a qualified higher education teacher (PGCLT) and Fellow of the Higher Education Academy (FHEA). Richard has spent more than twenty years researching the lived experiences of elite athletes and the environments in which they work. An advocate for mental health literacy, Richard has developed a number of successful education courses designed to support the mental and emotional wellbeing of elite athletes. He also provides expert analysis for the media – appearing in print, on radio and television.





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

Former England Men's Manager
UCFB guest speaker

”





Our dedicated team of Employability and Career Planning advisors 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 Employability and Career Planning advisors are here to help you get there.



Your Employability and Career Planning advisor

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

Your Bespoke UCFB journey

Listed below are the amazing opportunities available to you outside of your degree course. It's up to you how you shape your personal, professional and academic journey at UCFB and ultimately build yourself towards your career upon graduation.

Personal Development

- Freshers and Reorientation Weeks
- Language Skills
- Athletic Union Teams
- Students' Union Activities & Societies
- Equality and Diversity Training
- Nutrition and Wellbeing Training

Academic Development

- Academic Skills
- Research Skills
- Learning Support

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
- 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

Priority is sometimes given to students on the most relevant degree subjects.

*May be opened to other year groups subject to availability.

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.

Exclusive Development Activities

At UCFB we believe in teamwork, leadership and ideas. Over the course of your time with us, such as having the opportunity to win major investment to start a new business in our Sports Entrepreneur Award competition.

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.



Employability & Career Planning (ECP) Premier Events

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 2023/24

Industry insight days

- Silverstone
- National Football Museum
- Twickenham
- Lord's Cricket Ground
- Ascot
- Sky Sports
- Wimbledon Tennis Centre
- Wigan Athletic FC
- St George's Park

Guest speakers

- John Barnes
- Dean Smith
- Clare Tomlinson, Sky Sports
- Martin Tyler, football commentator
- Gareth Ainsworth

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



Additional courses/ conferences

- Women In Sport events
- ASA Football Agent Training Programme
- Spanish lessons

International work experience

- Baltimore Orioles
- Las Vegas Golden Knights
- Long Island Rough Riders
- Revolution Soccer Canada

Agent training

A potentially lucrative career option, this course 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 course is exclusive to UCFB students.

Please note that the experiences and highlights listed here are examples of what occurred in 2023/24. UCFB may not necessarily repeat the same ones every year.



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

Former England Men's and
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

Football Coach 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 Opportunities

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.



The industry opportunities and contacts that opened up for us as students was priceless in building confidence, knowledge and our networks, which are pivotal to succeed in this industry.

Iain Stuart

Competitions Officer at
Scottish Women's Premier League

MSc Football Business



It's really refreshing to be in a room with so many like-minded people who, despite our diverse backgrounds and diverse roles in the framework of sport, it's amazing to see how much shared ambition we've got.

Chris Millard

Managing Director of
Emprise Groups

CEO of a Sports Organisation





From experiencing the happenings of the communications department of a football club on a matchday to hearing from industry professionals working in Motorsport during a trip to Silverstone, UCFB has enabled me to network with individuals and learn crucial skills to help kickstart my career within the sports industry.

Emily Greenaway

MSc Football Communications and Digital Marketing student



I think each candidate that comes on the course brings a different skillset and with this academia access to top professors and subject matter experts, I'm really able to connect these dots.

Terry Dunfield

Assistant Coach at Toronto FC
MSc Sports Directorship



While at UCFB, I obtained a six-month contract working at Wimbledon, which was an unbelievable experience. After that, I submitted my dissertation and began work at England Rugby around three months later as a partnerships co-ordinator.

Joe Lake O'Brien

Commercial Partnerships Account Executive at England Rugby
MSc International Sports Management



UCFB

Future Leaders Conference

at St. George's Park

The annual Future Leaders Conference held at St George's Park, is designed to inspire the next generation of sports industry professionals from third-year undergraduates and Master's students.

Attendees have the opportunity to enjoy a tour of the world-class facilities, including outdoor pitches, indoor 3G pitch, changing rooms and a rehabilitation suite.

Throughout the day, students will engage in insightful sessions with leaders from the football industry, and have the opportunity to network with these guests and other conference attendees.

The day will conclude with a keynote speaker, previous speakers have included John Barnes, Dion Dublin and Paul Tierney.

An exciting day packed with opportunities to network and hear from inspirational leaders in the sports industry.





UCFB Scholarships

UCFB is proud to offer an extensive suite of scholarships to support outstanding students as they embark on their postgraduate study.

From scholarships to aid our elite athletes, to attracting aspiring sports leaders, and scholarships which support inclusivity and diversity within the sporting industry, our scholarships are there to support students who want to make a meaningful difference to the future of the sporting world.

Benefits include

- Generous financial awards
- Mentorships with Industry leaders
- Placements and internships with industry partners

How to apply

When applying for a scholarship, you must be a current UCFB applicant, holding a firmly accepted offer on a course at UCFB. For more information, please contact the Future Students Team at mastersenquiries@ucfb.com

1

Apply online to a UCFB masters course via our Learner Portal

2

Once you are holding an offer on one of our courses, please accept the offer before applying for the scholarships

3

Once you have accepted it, return to the Learner Portal and apply for the scholarship online

4

Applications will be assessed against eligibility criteria by a panel of university staff and external staff (where relevant)

Previous UCFB Scholars



I think the contacts, knowledge and opportunities gained from the scholarship will expand my knowledge base, experience and network massively.

Dillan Purewall

MSc Football Coaching & Analysis student

Dean's Progression Scholar
Mentored by GIS Dean Dr Mike Walsh



Looking into the future, I have great ambition to facilitate the growth of the women's game within the South Asian community and believe the mentoring and support I will receive through the scholarship can be a vital component in this.



Millie Chandarana

Professional footballer at Nottingham Forest

South Asians in Football Leadership Scholar
Mentored by Sky Sports Journalist Dev Trehan

Our Academies

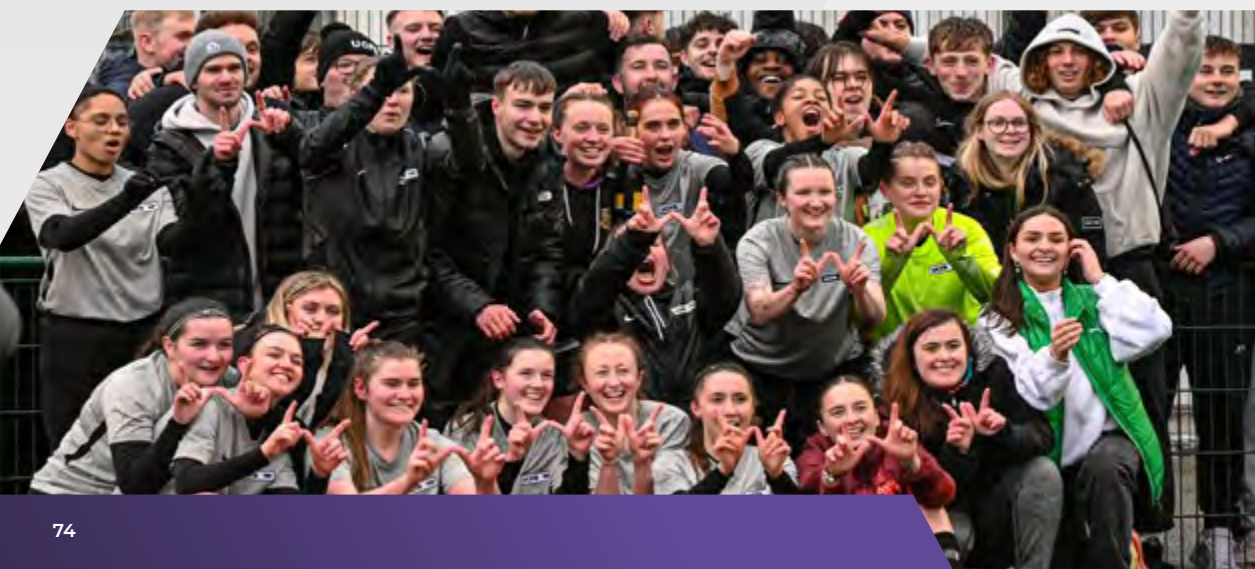
UCFB Football Academy

The UCFB Academy provides unparalleled opportunities for aspiring professionals to study university degrees, alongside a full-time training course, 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 course.

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 courses*.

*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 courses. 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 courses.

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



Your Students' Union



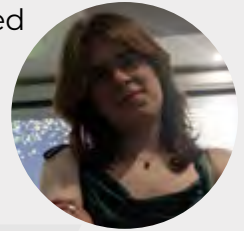
The Students' Union's role is to represent UCFB students and make your time here as exciting and rewarding as possible. The SU is also responsible for student involvement around each campus, such as planning unforgettable social events and being the student voice and point of contact with senior management.

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.



I am really excited to be the new Student Union President here in Manchester. I am working really hard with the rest of the team to make your university experience the best possible. You will see me around campus and at events so come and say hello!



Cameron Mitchell

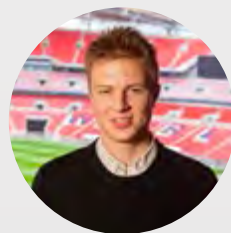
UCFB Manchester Campus

Students' Union President 2024





Hi, I am Ben Blake and your Student President for 2024/25. I am very excited to welcome you all to the university during freshers and see you all start your careers in the sports industry soon after! This is a great place to develop and grow both individually and amongst friends, so please speak to me or any other SU officers should you have any questions. Find us around or in the SU Office by the front of AVH!



Ben Blake

UCFB Wembley

Students' Union President 2024



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 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 Event**

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

At a UCFB Open Event, 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 whilst studying with us..

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

Key points

- Find out more about our Master's offering
- Get a first hand experience of campus life
- Meet course leaders and current students
- Meet the wider UCFB team including **Admissions, Student Finance, Employability & Careers Planning and Student Support.**

We also run a series of Webinars, Drop in Sessions, Campus Tours and 1-2-1s with our Future Students Team. For more information email the team mastersenquiries@ucfb.com





Continue your journey at **UCFB**

At UCFB, we provide a seamless pathway for students to progress from undergraduate to postgraduate study, enabling you to continue your educational journey and expand your knowledge in the exciting field of sports. There are also opportunities to study postgraduate courses as distance or distance with attendance delivery with our education partner, Global Institute of Sport.

Scan here to learn more about transitioning from undergraduate to postgraduate study.



UCFB students who have studied at undergraduate level with us receive a **15% tuition fee discount**



Unique Distance and Distance with Attendance Degrees

Students can choose to study the following courses as Distance and Distance with Attendance at Global Institute of Sport

- Postgraduate Diploma in International Football Business
- MSc Football Business
- MSc Football Coaching and Analysis
- MSc Football Communications and Digital Marketing
- MSc International Sport Management
- MSc Performance Analysis in Football
- Master of International Sports Business
- Master of Sports Analytics
- MSc Sports Marketing and Media
- MA Sports Agency
- PGCert Football Coaching and Analysis
- Certificate of Higher Education in Football Coaching (UG)

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

How to apply



1

VISIT THE WEBSITE OR SCAN HERE

2

CLICK TO APPLY

3

REGISTER AN ACCOUNT

4

COMPLETE YOUR APPLICATION



Contact us

Our dedicated Future Students Team 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 Events, 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


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 @ucfb





Expert advice
from our network

“

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

”

Casey Stoney

Former Manchester United
Women and San Diego Wave
Head Coach



Gabby Logan MBE

BBC Sport Presenter

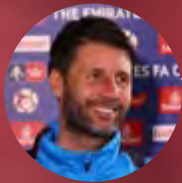
Sport has many areas in which you can be involved, whether it is marketing, management, a sports agency or broadcasting. Ultimately, it is what happens on a pitch that sends us all into our jobs.



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

Colchester United 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

Former Manchester United Sporting Director

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

talkSPORT Presenter and 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.



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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

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