

2016  
2017



Wembley Stadium, London, home of UCFB Wembley

# Football is the Business

University degrees in the football,  
sport and leisure industries



Etihad Stadium, Manchester, home of UCFB Etihad Campus



Working in partnership with



Escuela Universitaria  
Real Madrid  
Universidad Europea



Carl Froch v George Groves Boxing Match at Wembley Stadium, connected by EE

# Contents

|   |     |
|---|-----|
| A World First...  | 4   |
| The Global Sports and Leisure Industries                        | 6   |
| Our Groundbreaking Partnership with Real Madrid Graduate School | 10  |
| Our Exclusive Partnership with the League Managers Association  | 11  |
| Meet our Students: James Sandford                               | 12  |
| Our Unique Complementary Curriculum™                            | 14  |
| Work Experience Opportunities                                   | 16  |
| Meet our Students: Sam Swanton                                  | 20  |
| Our Unrivalled Executive Guest Speaker Series                   | 22  |
| Strategic Leadership and Management Programme                   | 24  |
| Enriching your Studies  | 26  |
| Your Academic Mentors   | 28  |
| Your Dedicated Pastoral Mentors                                 | 30  |
| Your Journey to Graduation                                      | 32  |
| Your Inimitable UCFB Experience                                 | 34  |
| Meet our Students: Leah Jakeman                                 | 36  |
| Choosing your Campus  | 38  |
| UCFB Wembley  | 40  |
| Living in London  | 44  |
| UCFB Etihad Campus  | 48  |
| Living in Manchester  | 52  |
| Our Unique Degree Programmes                                    | 56  |
| Our Entry Criteria  | 88  |
| The Application Process   | 89  |
| Guidance on Student Finance                                     | 90  |
| Our Specialist Learning Support                                 | 92  |
| Our Dynamic Students' Union                                     | 94  |
| Meet our Students: Saad Wadia                                   | 96  |
| Our Winning Athletic Union                                      | 98  |
| The UCFB Bursary and Scholarship Programme                      | 100 |
| Meet our Students: Chloe Simpson                                | 102 |
| Our Warm Welcome to International Students                      | 104 |
| Valued Commendations  | 106 |
| Our Respected Advisory Board                                    | 108 |
| Our Esteemed Ambassadors  | 110 |
| Celebrating our Success and Accreditation                       | 112 |
| The UCFB Story  | 114 |
| Contact Us  | 115 |

# A World First...

"I would like to wish you a very warm welcome to UCFB. We are proud to be a world first in Higher Education, dedicated to the delivery of degrees in the operational and business facets of the football, sports and leisure industries; global multi-billion pound market sectors which require high calibre professionals with specialised administrative, creative, management and operational capabilities.

"There are three key ingredients for a successful career within any industry, not least sport. These are namely a degree, good references from a network of business contacts and a proven track record of work experience. At UCFB these are met and delivered by our Complementary Curriculum through a unique lecture series, workshops, work placement opportunities and executive speakers as part of our inimitable approach to Higher Education.

"Our active involvement in the football, sports and leisure industries provide a unique and exclusive undergraduate experience for our students. Our undergraduate degrees enable a smooth progression to our portfolio of postgraduate programmes.

"Our degrees have been selected with great care in partnership with the wider and global sports industry to ensure that not only do our students have best-in-class business and management capabilities but also understand the skills required and the nuances of the range of sports careers. You will be taught by leading figures in football business and sports academia, whose expertise has up to now only been available at the level of highly specialised Masters and PhD.

"We are proud to have campus sites located in two state-of-the-art iconic and inspirational locations. UCFB Wembley is situated within the legendary Wembley Stadium, a world class entertainment venue and the spiritual home of English football and sports. Our UCFB Etihad Campus is located within Etihad Stadium in Manchester, a world-leading, modern sporting facility.

"The UCFB teaching facilities overlook the famous Wembley, and Etihad stadia which are used as our 'chemistry labs' for our students, allowing you to live, learn and work within the machinery of the industry. During your time at UCFB, you will have the opportunity to apply for paid and voluntary placements within the stadia and within the wider sport and entertainment industries, engaging with staff and customers, and gaining insight into the operations behind matches and events.

"Many students at UCFB have career aspirations outside the sports industry and merely wish to read a traditional academic subject such as a finance degree in the context of something for which they have passion and empathy. Like all things, education is all about motivation and the opportunity for students to read a degree within this inspirational environment is unique to UCFB."



Professor Philip Wilson, Provost & Chief Executive and Co-Founder of UCFB

As a co-founder of UCFB, Professor Wilson has created the ethos of the institution, putting each student at the centre of everything that UCFB does and embodying the UCFB DNA.

*"Thank you for your interest in studying at our pioneering Higher Education institution.*

*"The UCFB Team and I will be delighted to welcome you to UCFB and support your academic, personal and professional development into a high calibre graduate.*

*"I ultimately look forward to sharing with you and your family the pride of graduation day where your hard work and dedication will be rewarded and celebrated."*

**Professor Philip Wilson**  
Provost & Chief Executive  
Co-Founder, UCFB

# The Global Sports and Leisure Industries

Career pathways upon graduation from UCFB are many and varied, both within the football, sports and leisure industries, and in the wider business sectors. New prospects consistently present themselves in these expanding global industries which have proved robust regardless of fluctuating economic climates.

There are thousands of careers in the UK alone which depend on football and sport. The possibilities are far-reaching, both in the UK and globally, including professions such as financial directorship, sports journalism, stadium management, marketing and PR, talent and performance management and sports law, to name only a few from the broad spectrum.



The England Team playing Slovenia at the European Championships 2016 Qualifiers at Wembley Stadium, home of UCFB Wembley

# The Global Sports and Leisure Industries



David Weir, winner of the men's T54 marathon



Bradley Wiggins, winner of the Tour de France 2012

The global sports industry is growing at 7% annually



The NFL International Series at Wembley Stadium - Jacksonville Jaguars v Dallas Cowboys

The market for sporting events is now worth £50 billion per year, in many countries growing faster than GDP

The global sports industry is worth over £445 billion (2015)



Everton Ladies v Manchester City Ladies

- Media and PR
- Broadcasting
- Law
- Marketing & Communications
- Psychology
- Merchandising
- Community Development
- Physical Education
- Events Management
- Finance
- Stadium Management
- Talent Identification
- Nutrition
- Hospitality Management
- Coaching



Jessica Ennis-Hill winning Gold at the London 2012 Olympics



Mo Farah and Usain Bolt at the London 2012 Olympics

World class Undergraduate Degree Programmes leading to a wealth of career opportunities

The London 2012 Olympics created 100,000 additional jobs in the UK

In the UK alone, over 350,000 people work in the sports industry



Chris Gayle of the West Indies, batting against England, 2014

The 2014 FIFA World Cup saw 3 million people go through the turnstiles at 12 Brazilian stadia



Orlando City Soccer Club Fans outside the Orlando Citrus Bowl Stadium



Northern Irish professional golfer Rory McIlroy

# Our Groundbreaking Partnership with Real Madrid Graduate School

UCFB Wembley's recent partnership with the Real Madrid Graduate School created the opportunity for students to live, learn and work inside the world's greatest sporting venue, Wembley Stadium, as well as experience the inner workings of the world's biggest football club, Real Madrid.

From September 2016, UCFB's postgraduate students will be given the opportunity to add to their unique experience of studying inside the famous Wembley Stadium by spending a period of time in Madrid, providing an unrivalled international sports education. The Real Madrid Graduate School's facilities include the new Sports City and the Santiago Bernabéu Stadium, home of Real Madrid.

*"Our partnership with UCFB is an exciting development that brings together excellence and sport, producing leaders with the skills required to succeed in the international sports industry. Studying in these two world-leading locations will inspire and empower students to reach their potential."*

Emilio Butragueño  
Former Spain and Real Madrid striker  
Director General of the Real Madrid Graduate School



UCFB's Professor Philip Wilson with Emilio Butragueño



Santiago Bernabeu Stadium, Madrid, Spain, home of Real Madrid Football Club

# Our Exclusive Partnership with the League Managers Association

In 2015, UCFB formed a significant partnership with the League Managers Association (LMA), the organisation representing all football managers from the English Premier League and the Football League.

The partnership will provide UCFB with unprecedented access to LMA Members in order to enhance curriculum programmes with their insights and experiences via live Q&As and filmed content.



Roy Hodgson, England First Team Manager, with Mike Walsh, Programme Leader of Coach Education at UCFB, and UCFB students at England's national training facility, St. George's Park



*“The industry is very complex, but the most important part of the role is having really strong negotiation and communication skills. My placement with Aon has further confirmed to me that a career in finance is a wise investment.”*

## James Sandford

### Football Business & Finance BA (Hons)

James embarked on his journey at UCFB in 2013, choosing to study Football Business & Finance having previously completed his A Levels. James has embraced a wide range of activities and opportunities while studying at UCFB, and it is this proactive approach that led him to being offered an internship at Aon Insurance Brokers, leading global financial services organisation and training ground and training kit sponsors of Manchester United Football Club.

James was offered this prestigious position having previously completed a placement with the widely-renowned and global company, where the Director of Aon Risk Solutions was extremely impressed by his professionalism and enthusiasm. Due to the lasting impression James made, he was asked to return for an extended period of work experience.

During his placement, James assumed an impressive amount of responsibility. He managed contracts for the Aon Sports Retailing and Entertainment department, liaised with high profile sporting professionals regarding the renewal of their insurance policies, negotiated with clients and insurance underwriters and presented all available options to the client.

Throughout his placement James was invited to attend important meetings and networking events in order to build relationships with clients and networks that he can utilise throughout his future. As a keen sportsman James also opens the batting for Aon’s corporate cricket team.

James aspires towards a career in finance and this placement has provided the perfect platform, opening the door to endless opportunities in the world of finance.



# Our Unique Complementary Curriculum™

At UCFB we bridge the gap between education and business. Our students are given significantly more contact time than those at traditional Higher Education institutions, allowing a unique approach to education.

We provide two curricula; the traditional academic curriculum which encompasses exams and coursework and a Complementary Curriculum™ – a three year journey of professional and personal development. This provides access to best-in-class industry guest speakers, additional qualifications and extensive work experience opportunities to ensure our students graduate as well-rounded, empowered professionals.

Networking opportunities accompany learning and knowledge enhancement activities, which in turn are put into a real-life context through our programme of organised excursions.

***The Complementary Curriculum™ significantly increases the contact time and commitment our students have which exceeds the norm of those students in conventional Higher Education institutions.***

UCFB student Alex on his sports broadcasting placement



UCFB Wembley students visiting White Hart Lane, home of Tottenham Hotspur



UCFB Wembley students with Kelly Simmons, MBE, Director of the National Game & Women's Football at The FA



UCFB students on performance analysis practical sessions

# Work Experience Opportunities

Industry experience and work placements significantly add value to your qualification. The ability to showcase a portfolio of work experience and discuss the professional development achieved is a key advantage for graduates upon entering the workplace. This gives you a competitive advantage in the graduate job market by developing valuable skills across the vast number of additional learning offerings available. These include work experience on match days (paid/unpaid) and employment opportunities outside of event days, both long term or on special projects.

The wide range of placements available within the sports, leisure and business industries enable our students to develop valuable skills in areas including communication, project management, problem solving and teamworking. By putting yourself forward for our unparalleled work experience opportunities, you will not only become a UCFB graduate with a high standard of Higher Education, but also have the opportunity to gain an impressive CV with several years of work experience and a demonstrated professional track record.

In your first year, the emphasis is on obtaining short term or voluntary placements. In the second year we encourage you to pursue longer internships and work placements, focusing more closely on your chosen career path. In your final year, there is access to excellent opportunities, however the focus needs to be on your dissertation and therefore placements tend to be more project-based and linked to your dissertation.

Work experience can take different forms, from intensive full-time positions during breaks between semesters, or on a part-time basis for the duration of a competition, season or year. Reflective of real life recruitment, our positions are advertised on the student intranet, My.UCFB, and students register their interest by submitting a cover letter and CV. Shortlisted candidates are then interviewed for the position and selected upon their suitability, application to their academic studies and reliability.

## Stadium Events

On match and event days, students have the ability to be involved in and to watch selected events or fixtures at our campus locations, Wembley Stadium, and the Etihad Stadium. This reiterates the UCFB ethos that outside of the field of play, there is a well organised and coordinated environment of employment and services. At our three sites you have the opportunity to carry out employment activities within the operational environment. This gives you a platform to further strengthen your CV and gain a wider understanding of the 360 degree operation of the sports and leisure industries, working alongside the best in the business. In addition, you will present yourself in the employment 'shop window', exhibiting your capabilities to potential future employers on a regular basis.

Further exciting opportunities include a wide and varied range of projects, both short and long term, for you as a UCFB student to put your best foot forward. These projects range from working with digital marketing agencies and managing social media content to operational business support for organisations on matters such as sponsorship activation. Also, many of our students are involved in other organisations and agencies such as The Football Association and other professional football clubs.

**VACANCY**  
ADVERTISED  
ON MY.UCFB

**SUBMIT**  
CV & COVER  
LETTER

**ATTEND**  
INTERVIEWS

**SUCCESSFUL**  
RECRUITMENT

**COMMENCE**  
WORK  
PLACEMENT



UCFB students on a coaching placement in Baltimore and Washington DC, USA



Football Business & Finance student Josh on placement with The Hong Kong FA



Jade undertook a marketing placement with the Rugby League World Cup



Football Business & Media students Alex and Antar undertake independent video production projects

## A Unique Experience at Orlando City Soccer Club

UCFB students had the unique and exciting opportunity to undertake work placements at Orlando City Soccer Club in key roles including marketing, operations and coaching soccer for young individuals. Our students arrived in the Sunshine State ready for the challenge ahead, embracing the opportunity. The students, including Students' Union President Sam Swanton, supported a wide range of activities while at Orlando City Soccer Club, assisting with match day organisation, marketing the activities and working on coaching programmes.

*“UCFB student Sam is an exemplary ambassador for UCFB. He made an exceptional impact on the children and was an outstanding hit with all 200 youngsters that he coached over the three weeks at Orlando City. Sam’s personality, his hard work ethic and love for the game made him the perfect candidate to coach the children.”*

**Kirk Chin**  
Board Member of Orlando City Soccer Club  
and Camp Community Relations Coordinator



UCFB student Sam on placement at Orlando City Soccer Club



International Sports Management



Placements to date have included positions in domestic and international organisations such as the following, to name a few but not all:

- Wembley Stadium Connected by EE
- BBC Sport
- The Football Association
- United States Tennis Association
- Burnley Football Club
- The Premier League
- talkSPORT
- The Scottish Professional Football League
- Orlando City Soccer Club
- Manchester FA
- The Hong Kong Football Association
- Manchester Phoenix Hockey Team
- Norwich City Football Club
- The Evo-Stik League
- Rugby League World Cup 2013
- Journey9 & the North West Football Awards
- Original Fantasy League
- Stockport County Football Club
- Leeds United Football Club
- Blackburn Rovers Football Club
- Burnley Borough Council
- Doncaster Rovers Football Club
- Soccer Smart
- The Oval
- Middlesbrough Football Club
- St Mirren Football Club
- WFA National Symposium
- Ashton United Football Club
- football4football
- 2LF Sports Management
- Lancashire Evening Telegraph
- Ear to the Ground
- International Sports Management
- Sporting Pro
- Partick Thistle Football Club
- Fleetwood Town Football Club
- Crawley Town Football Club
- Nottingham Forest Football Club
- Fulham Football Club





***“I absolutely loved every minute of my placement at Orlando City Soccer Club. It was a once in a lifetime opportunity, doing what I love while sharing it with a group of passionate youngsters who wanted to learn the intricacies of the sport. I felt extremely appreciated as a coach, and it was genuinely an amazing experience that I will always carry with me during and beyond my journey at UCFB.”***

# Sam Swanton

## Football Business & Marketing BA (Hons)

Students' Union President at UCFB's north campus, Sam Swanton was amongst the successful individuals who travelled to the USA to spend a summer on work experience coaching young people at Orlando City Soccer Club.

During his trip, Football Business & Marketing student Sam coached young people at the club's main camp, as well as other camps all across Orlando. Sam was able to coach and develop a range of people during his time at Orlando City, ranging in age, gender and ability. He took a training session with the club's under 15 goalkeepers and on his last day, had the opportunity to spend time with Orlando City owner, Phil Rawlins, learning how the business side of the club worked.

Like any work placement, on occasion it was challenging, nevertheless it was an extremely rewarding experience for Sam to be part of. To witness how the children had grown over such a short period of time was a particular highlight for Sam, as he felt partly responsible for their improvement as individuals both on and off the field.

In addition to his work experience at Orlando City Soccer Club, Sam has enjoyed work experience at Wembley Stadium. During his placement Sam worked within the Operations department as Stadium Events Coordinator. Here he experienced life in the control room at the Stadium, covering important events such as the England v Scotland Rugby Football League game and the Manchester United v Wigan Community Shield match. Sam also produced reports with regards to stadium rules and regulations, making recommendations where applicable.

Through his love of football, Sam also worked for the Fantasy Football League where he was solely responsible for reporting on the affairs of his beloved Arsenal Football Club, assisting with their digital strategy through a variety of social media platforms.

In addition to work experience, Sam is integral to the overall UCFB experience as football captain of the men's first team. Having played for the team for almost three years, Sam has experienced a number of sporting successes, such as the team being unbeaten in their first year and going on to compete in the final of the British Universities & Colleges Sport (BUCS) Northern Plate Cup.

As Students' Union President at UCFB's north campus, Sam is responsible for the organisation of all student related events and activities. He has successfully organised events such as Freshers' Week and charity initiatives, namely the Children in Need 24-hour football marathon, fundraising for the British Heart Foundation and organising the annual sport tour to Salou.

Sam's dedication to both his academic studies and his Students' Union presidency demonstrates his dedication to his personal and professional development. He has been instrumental in the growth and development of the UCFB Students' Union.

# Our Unrivalled Executive Guest Speaker Series

As a UCFB student you will have the exclusive opportunity to engage with and learn from senior industry and sector specialists through our unrivalled executive guest speaker series. At least one guest speaker visits UCFB every week to deliver lectures on their areas of expertise and to answer questions. This phenomenal opportunity to network with industry experts at the top of their game ensures you gain knowledge from some of the greatest minds in the country who are world leaders within their field. You will certainly find their passion and enthusiasm inspirational.

We host over fifty guest speakers per academic year, including Chief Executives of Premier League Football Clubs, Directors of international corporations, senior figures in football governing bodies and in the core related industries of finance, marketing, media and broadcasting, along with leading journalists, academics and management professionals. This provides you with unique and unlimited access to a leading global network which includes, but isn't limited to:

- Jamie Carragher** Former Professional Football Player and Sky Sports Commentator
- Greg Dyke** Director at The Football Association
- Daniel Geey** Voted one of the UK's top Sports Lawyers in 2014
- Neil Doncaster** Chief Executive of the Scottish Professional Football League
- Alastair Campbell** Former Government Director of Communications and Strategy
- Sam Hodges** UK Communications Manager, Twitter
- Mike Phelan** Former Assistant Manager at Manchester United with Sir Alex Ferguson
- Dan Johnson** Head of Communications, Premier League
- Kelly Simmons, MBE** Director of The National Game and Women's Football at The Football Association
- Professor Brian Barwick** Chairman of The Rugby Football League and Former Chief Executive of The Football Association, Former Head of BBC Sport, Former Head of ITV Sport, Chairman of Barwick Media & Sport, Chairman of the Football Conference
- Sean Dyche** Manager of Burnley Football Club
- John Amaechi, OBE** Organisational Consultant and High Performance Executive Coach
- Rachel Brown-Finnis** Former Everton and England Football Player
- Paul Tyrrell** Former Director of Communications at Everton Football Club, Liverpool Football Club and Manchester City Football Club
- Joey Barton** Professional Footballer
- Sue Smith** Professional Football Player and TV Commentator
- Susan Black** Director of Communications at Liverpool Football Club
- Jacqui Oatley** BBC Sports Broadcaster
- Heather Rabbatts, CBE** Former Professional Footballer and BBC Sports Presenter
- Mark Lawrenson** Chairman of The Football Association
- Julie Harrington** Managing Director of St. George's Park
- Steve McManaman** Former Real Madrid, Liverpool and England Football Player and BT Sport Commentator
- Ian Ladyman** Daily Mail Sports Journalist
- Lee Clayton** Head of Sport at the Daily Mail and MailOnline
- Christian Purslow** Managing Director at Chelsea Football Club
- John Wardle** Founder of JD Sports and Former Chairman of Manchester City Football Club
- Brendan Foster, CBE** Former Olympian, former Vice-President at Nike Europe and founder of the Great North Run
- Peter Salmon** Director of BBC England
- Ian Haythornthwaite** Finance Director at the BBC
- Alistair Mackintosh** Chief Executive of Fulham Football Club



Jamie Carragher



UCFB Guest Speaker Jamie Carragher



Daniel Geey



Alastair Campbell and Brendan Foster, CBE



Heather Rabbatts, CBE



Jacqui Oatley



John Wardle and David Makin



Mark Lawrenson with students Alex and Antar



Peter Salmon and Ian Haythornthwaite



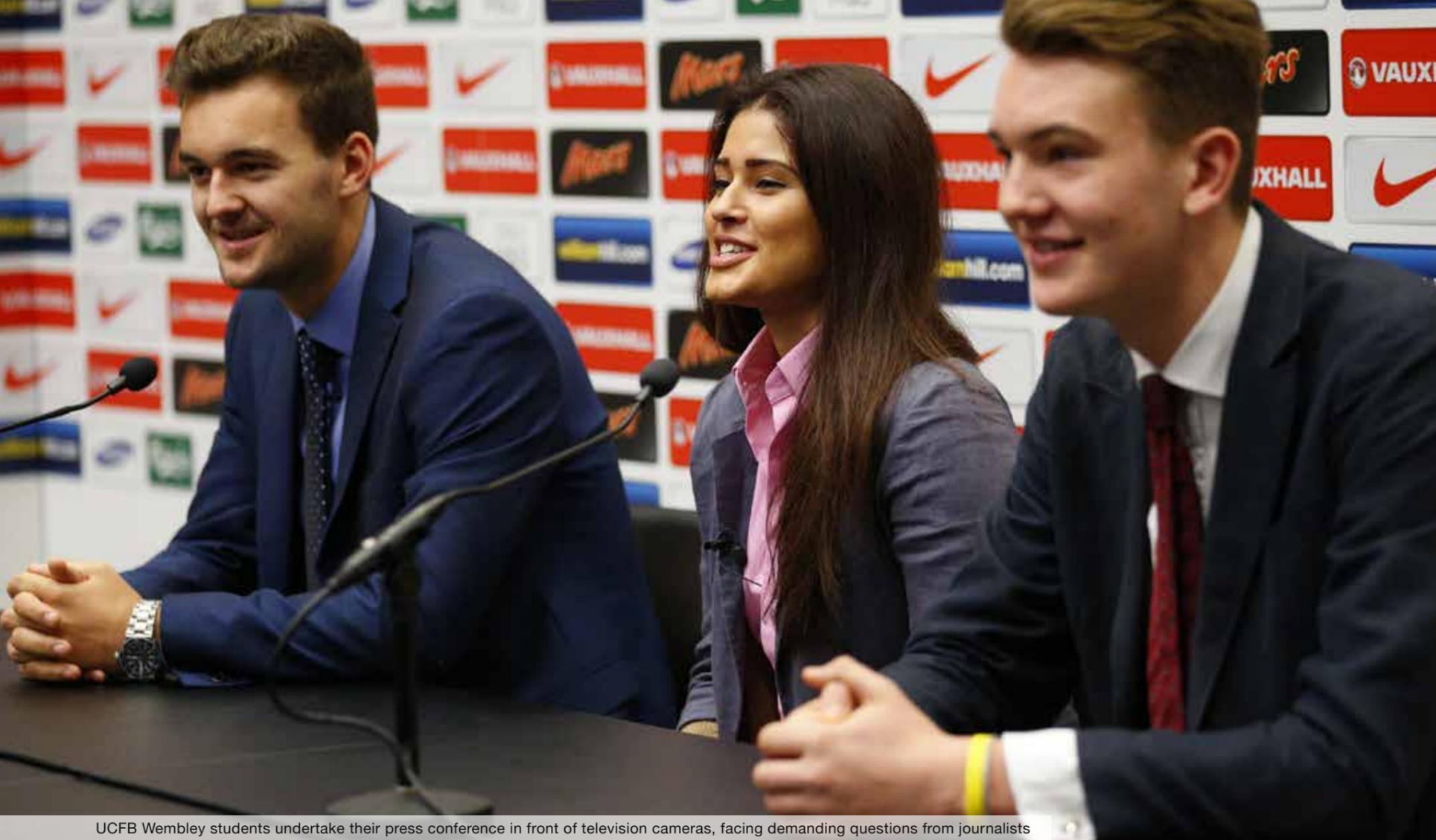
Julie Harrington with students at UCFB Wembley



Neil Doncaster



Andy Mitten with Lionel Messi



UCFB Wembley students undertake their press conference in front of television cameras, facing demanding questions from journalists

# Strategic Leadership and Management Programme

This unique programme, referred to as The Management Game, spans all three years of study. UCFB students are placed in the context of a Director or Senior Manager and are required to assess realistic football and sports situations based on real life scenarios and problems faced within the sector. You will then make judgements and decide on a course of action in the pressure of real time.

At the end of a session, you will often be required as a member of the Board to take part in a press conference in front of the camera, developing valuable interpersonal and business skills. The opportunity to be taught by the Chief Executive of the Scottish Professional Football League, Neil Doncaster, who was also Chief Executive at Norwich City for nearly a decade, enables you to enhance your personal and professional development. In developing your reasoning and formulating decisions, you have the opportunity to benefit from the advice and experience of seasoned professionals and executives from across related industries.



Neil Doncaster provides feedback following Strategic Leadership and Management Programme sessions



Prozone performance analysis at UCFB

# Enriching your Studies

As part of the Complementary Curriculum™ each student has access to continuous professional development opportunities, dependent upon the needs and goals of each individual student, including access to industry standard qualifications:

## Green 4 Solutions Customer Relationship Management

Green 4 Solutions are the market leader for Customer Relationship Management (CRM) within the sports and leisure industries. UCFB has an exclusive partnership with Green 4 Solutions where students learn the fundamentals behind sports customer relationship development and ticketing strategy on a Microsoft Dynamics CRM.



## Prozone Performance Analysis

Prozone is the global leader in sports performance analysis software and services. They currently work with many of the biggest clubs in world football to deliver a genuine on-field advantage. UCFB students can achieve a recognised qualification in match performance analysis using Prozone software.



## Institute of Leadership and Management (ILM)

ILM is internationally recognised as one of the leading providers of Leadership and Management qualifications. UCFB's ILM accreditation enables students to gain a valuable leadership and management qualification. Students develop their knowledge of the business theories and practices behind management and enhance their research skills, effective decision making and quantitative research abilities for academia.



## Modern Foreign Languages

UCFB students have the opportunity to study for a qualification in conversational French and Spanish alongside their undergraduate studies. This enables individuals to be competitive in international business on graduation, being able to communicate in a second language and have an awareness of cultural etiquette.

## The FA Level 1 and 2 Coaching and Level 1 Refereeing Certificates

The FA Level 1 and 2 Certificates provide students with a combination of practical experience and class-based theory, gaining an understanding of the planning, conducting and evaluation of ethical football coaching and refereeing.



## 1st4Sport Coaching Awards

UCFB is a recognised centre for 1st4Sport, delivering coaching qualifications across a number of sports, including 1st4Sport Level 1 coaching awards in rugby union, basketball, badminton and tennis to name a few. We also offer the 1st4Sport Level 2 certificate in football coaching.



## Preparation for a Graduate Career

You will have the opportunity to undertake certificates which prepare you for your future career:

- Media Training
- Crisis PR and Communications
- Match Day Commentary
- Sports Journalism
- Food and Wine Appreciation
- Essentials of Public Speaking
- Excel Training
- Adobe Certified Certificates
- Digital Marketing
- Spectator Safety
- Interview Techniques.



UCFB Football Business & Finance student, Leah, during an academic mentoring session

# Your Academic Mentors

UCFB students are supported by an Academic Mentor to encourage your academic development across your three years of study. Academic Mentors oversee the academic performance and progress of all students to ensure you achieve and exceed your potential and support you in areas of your studies where you require development and guidance. Each student is an 'educational athlete' and your Academic Mentor acts as your educational coach, providing the necessary support to attain the best possible degree.

Academic Mentorship is tailored to ensure we enable you to achieve your full potential. We operate an open-door ethos where each student has email and mobile telephone details for Academic Mentors. As a UCFB student you can approach your Mentor at any time when you need guidance, support or advice on your academic development.

Academic Mentors will work closely with you to ensure you undertake the most relevant and appropriate work placements and internships. This ultimately will lead you to find your future career pathway in the football, sports and leisure industries.

For those who wish to extend their studies at the end of their degree, opportunities to study at Masters Level will be encouraged and the Academic Team will provide the necessary guidance to ensure progression to the best quality and most suitable course of study, either at UCFB or with our Academic Partners.



# Your Dedicated Pastoral Mentors

Our Pastoral Team supports each student throughout your three years, which means we get to know your personal, academic and professional needs and expectations.

Pastoral Mentors are dedicated to guiding each student throughout your time at UCFB. In addition to having a dedicated Academic Mentor, each student is allocated a Pastoral Mentor, responsible for your wellbeing and your emotional, cultural and personal development across all three years of study.

We are delighted to recognise our students' dedication to their studies. Those achieving 100% attendance throughout the academic year become a member of the prestigious 100 Club whose commitment is celebrated at an annual awards ceremony hosted by Professor Wilson.

Our Pastoral Team provide a friendly, comprehensive and bespoke package to ensure that students feel supported and listened to at all times.

You will be provided with your Pastoral Mentor's email address and contact telephone number to enable you to get in touch should you have pressing questions or concerns. There are weekly opportunities to meet with your Mentor on a one-to-one basis to discuss queries or concerns and for support, guidance or advice.

A member of the Pastoral Team is available should you need their support, 24 hours a day, seven days a week, 365 days a year. Our highly experienced and skilled team can offer advice and guidance on matters including finance and learning support, and can signpost to external agencies where appropriate. Our in-house confidential counselling and life coaching service can be accessed by all students.

UCFB Wembley student, Holly, receives pastoral support in the Learning Resource Centre



100% attendance is recognised with an annual celebration of the 100 Club



UCFB Wembley student, Scott, receiving pastoral mentorship



UCFB student, Mwamba, receiving support in the Library



A selection of the Class of 2015, at their graduation at the historic Towneley Hall in Burnley

# Your Journey to Graduation

At UCFB, along with our industry partners, we believe there are three key ingredients for a successful career. These are namely a degree, good references from a professional business network and a proven track record of work experience.

We will ensure that we provide you with every opportunity to achieve all three components and to graduate with an extensive set of transferable skills to enable you to enter all market sectors, sporting or otherwise.

Throughout your time with us you will develop into your own greatest ambassador and leave with the three key ingredients for a successful career; your degree, your network and necessary work experience, to achieve the career you aspire to and deserve.

In the final year of your undergraduate degree, UCFB is fully dedicated to condensing your knowledge and expertise into a package which will set you apart from, and make you more competitive than, other graduates in the job market.

Our academic and pastoral support teams are fully committed to providing you with the necessary support. All we ask of you is to take full advantage of and maximise the opportunities provided to you to enhance your final grade.

## Preparation for Graduation:

- Sessions with UCFB's Sport Psychologist
- A suite of LinkedIn graduate profile master classes
- Employment planning and recruitment training
- Digital strategy certificate
- Executive media training
- Match commentary certificate
- Sports journalism certificate
- Continuous dissertation support from your Academic Mentor
- Crisis PR training
- Communications training
- Food and wine appreciation



Abbie, one of the 2015 graduates



Dr. Brian Barwick at the 2015 graduation



Graduation day was a memorable day for all our graduates and their families

# Your Inimitable UCFB Experience

At UCFB, as our student you are the most important person to us. In today's competitive environment, you need more than a strong academic qualification to achieve your full potential as a graduate. Therefore, aside from your academic and learning experiences, your time at UCFB will be enhanced by a truly inimitable experience.

## Our Personalised Approach

We aim to ensure that all of our students have an exceptional and distinctive experience while studying with us; adopting a cohesive, inclusive and personalised approach to enhance the student experience. You can expect to benefit from excellent teaching, in addition to a strong academic and pastoral framework which responds effectively to the range of individual circumstances, experience, expectations and interests.

Our academic and pastoral staff are well-renowned, passionate and care deeply about you and our institution. Individual support will help you take control of your learning experience and help develop your confidence. As a UCFB student your experience is based upon the 'touch points' on a day to day basis and we will work with you to ensure you achieve your full potential, giving you advice and assistance to support you in both your academic and personal development.

## Academic and Practical Field Trips

Throughout your journey at UCFB there will be opportunities to enhance your experience by taking part in stimulating and exciting field trips and visits to complement your studies. Our students have visited locations such as the National Football Museum, where they were able to work behind the scenes at a live 'Football Focus' show produced by the BBC. Our students supported the operational departments and discovered exactly how the show was created from the sound through to the seating and the presenting.

Other enriching field trips have included visits to Premier League football clubs such as Arsenal, Tottenham Hotspur and Bolton Wanderers, where students viewed the behind the scenes retail functions and business operations to assess the business methodologies employed by different sporting businesses. Trips such as these provide our undergraduates with a greater understanding of your degree modules and really provide inspiration on how to put your educational experience into practice once your journey at UCFB is complete.

## Volunteering & Mentoring Opportunities

We have excellent relationships with local schools and community organisations. As a student at UCFB you will have the opportunity to be involved with volunteering and mentoring projects. UCFB Student Mentors are placed within a position of trust and confidence, in some cases dealing with personal matters that they have not encountered before and, in the process, learn a great deal about real life themselves.

You will use your own personal experiences and the context of the football and sports industries to be a positive role model to inspire and motivate your Mentee. In return, you will develop your leadership, communication and motivational capabilities in preparation for your future professional careers.

## Your Personal Development

We encourage you to make the most of your experience here at UCFB by offering career development opportunities throughout your degree. There are numerous opportunities to gain extensive industry work experience during your time at UCFB as well as access to best-in-class industry guest speakers, providing perfect networking opportunities.

We will deliver an educational experience that encourages critical and independent thinking and analysis. Not only will you be taught to pass exams and coursework, but you will be assessed on transferable skills that employers value; working well within teams and tackling problems creatively.

On leaving UCFB, you will be equipped with the expertise and graduate attributes needed to achieve your full potential within the global community. This unique blend of learning and engagement remains unique to UCFB and provides an exclusive experience during your three years with us.



UCFB Wembley students on their field trip to the Emirates Stadium



UCFB students at The National Football Museum, Manchester



UCFB Coaching students with England Captain, Wayne Rooney at St George's Park



UCFB students in the Tottenham Hotspur Press Room



Practical broadcasting practice at Bolton Wanderers Football Club



Students networked at the North West Football Awards



***“I am extremely proud of what I have achieved throughout my placement. It was fantastic to work in such an exciting environment where people were negotiating contracts involving huge amounts of money and securing deals. I have no doubt this is the environment I want to work within in the future.”***

# Leah Jakeman

## Football Business & Finance BA (Hons)

Football Business & Finance student Leah embarked on her journey at UCFB having previously studied A Levels in Physical Education, Government and Politics and Sociology at Harrogate Grammar School.

As a keen footballer, Leah formerly played for the regional team, Leeds City Vixens; and now currently represents Burnley Ladies' Football Club and the UCFB ladies' team as goalkeeper.

Aside from Leah's sporting interests, she has also gained a number of qualifications, particularly in coaching, where she has worked hard to become an FA licenced coach. As an FA recognised centre, UCFB offers the unique opportunity to gain the Level 1 Award in Coaching, supporting students like Leah on their journey to becoming an FA licenced coach.

Work experience and placements have been in abundance for Leah since her arrival at UCFB which have helped build an extremely strong portfolio. Moreover, Leah has further used her initiative on other occasions which has attributed to her gaining experience from professionals such as in-house Lawyer at Liverpool Football Club, Natalie Wignall, where Leah was able to shadow her role and kick-start her career within the ever expanding industry.

On her most recent internship, Leah worked with an FA and FIFA Licensed Player Agent during the busy transfer window. As one of the UK's top sports agencies, they negotiate contracts at all levels; ranging from Premier League contracts for England internationals to first contracts for young scholars. The premier sports agency have represented elite players in premier football, looking after their careers right through to retirement.

On a daily basis Leah was responsible for researching the transfer market and the players of interest to the organisation, both domestic and international. Leah was recognised as being responsible to enter this type of confidential environment and to be party to financial and contractual information.

This fantastic opportunity will open some promising doors for Leah while at UCFB and in the near future. The experience she has gained working with a leading sports agent is invaluable and has really provided her with an insight into what the industry entails.

Leah is now working towards pursuing a career in this industry as it is clear to her now that the agent and legal pathway in football is what she most aspires to.

# Choosing your Campus

UCFB provides an exceptional environment in which to live and learn, with award-winning facilities in prestigious campus sites; the iconic Wembley Stadium connected by EE in London, and the state-of-the-art Etihad Stadium in Manchester.

As a UCFB student you will need to select the campus at which you will study. There will be opportunities to explore and engage with each campus during your time at UCFB, although the majority of your studies will take place at your chosen campus.

Your degree of choice may well influence the campus at which you study, although a number of our core degrees are delivered at both UCFB campus locations and as such you will need to decide which campus is more appropriate for you.

This decision can be aided and supported by the UCFB Team at our Open Days.



Wembley Stadium, home of UCFB Wembley



UCFB students at an Open Day at UCFB Etihad Campus



The UCFB Wembley Learning Resource Centre overlooking the Wembley Pitch



Inside the Etihad Stadium, home of UCFB Etihad Campus



UCFB students walking down the famous Wembley Way

# UCFB Wembley

Located within the iconic Wembley Stadium, London, UCFB Wembley provides you with an inspirational and motivational environment for your studies. Within our UCFB Wembley campus we have facilities which reflect the excellence of the Stadium with classrooms, lecture theatres, seminar rooms, quiet study areas and Learning Resource Centre to name but a few, overlooking the pitch.

During your time at UCFB Wembley, you will have the opportunity to apply for paid and unpaid work and engage with Wembley staff and corporate partners. As a UCFB Wembley student you will have the opportunity to apply for event day employment. This is a fantastic opportunity for you to not only gain experience within the best-in-class business environment and their partners but also to give you the opportunity to support yourself financially while you are studying.

Furthermore, as is the norm at UCFB, there will be a wide array of external placements and work experience available during your degree studies.

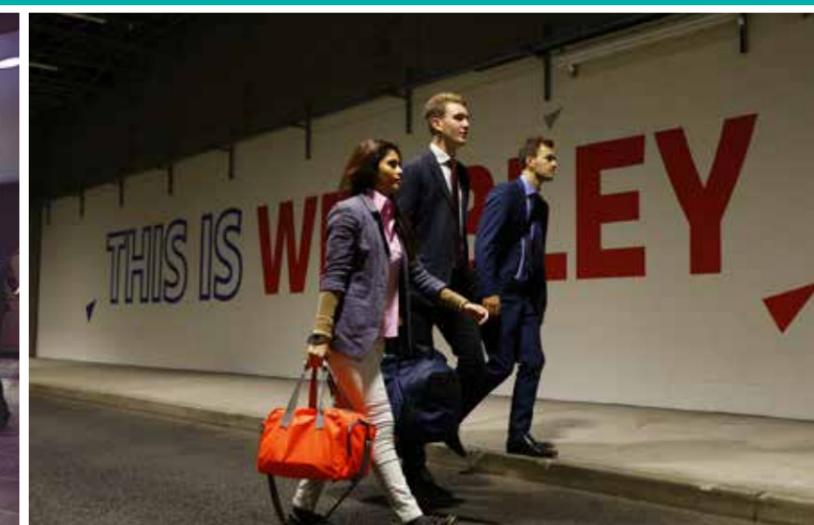
Key Wembley operational staff form part of our Executive Speaker Series, providing an invaluable insight into the Stadium's operations and enabling you to network and promote yourself for future employment opportunities.

***“Walking up Wembley Way every day to the English home of football is truly an inspirational experience.”***

Saad, Football Business & Marketing student



The UCFB Wembley Auditorium overlooking the pitch



Students experience the operations behind the scenes at Wembley Stadium



Wembley Stadium, London, home of UCFB Wembley

# Living in London

Living and studying in one of the world's greatest capital cities enhances your UCFB experience. Your campus is less than 15 minutes away from Central London, giving you access to a cultural and vibrant social experience.

On your doorstep of UCFB Wembley, you will find the London Designer Outlet, an entertainment and retail centre with a range of restaurants, entertainment, multi-screen cinema, sporting and lifestyle facilities. Furthermore, within close proximity to your campus are a wide range of faith centres offering access to worship and faith support as well as the UCFB Halls of Residence, which are only 5 minutes' walk away.

London offers access to many sporting pastimes not just football, rugby and cricket but many others as would be expected from such a great capital city. In addition, London's historic centre boasts monuments of the past and present, and world class theatre and concert venues.

*London is the most visited city in the world, home to 100 of Europe's top 500 companies with the largest economy in Europe.*

*The city is your classroom; a global centre for finance, media and many other industries.*

## Halls of Residence

We have a number of accommodation providers with whom we have a relationship, including Raffles House - Wembley and Victoria Hall, which offer modern student accommodation.

Furnished to a high standard the halls have contemporary fully-equipped kitchens, free WiFi and broadband internet. Communal areas with flat screen TVs provide a relaxing environment in which to socialise.

*London is home to more museums and galleries than any other city in the world, including New York and Paris.*

*The British Library in London houses every text ever published in the English language.*



Borough Market



Tower Bridge



Ronnie Scott's Jazz Club



St Paul's Cathedral



Shopping on Oxford Street



The Shard Building



The Gherkin Building



The Houses of Parliament



Buckingham Palace



Studio Room at Victoria Hall



The Science Museum



Victoria Hall



Theatres in London's West End



Richmond Park



UCFB Wembley students at The Natural History Museum



London's Houses of Parliament and Big Ben



UCFB students inside Etihad Stadium, home of UCFB Etihad Campus

# UCFB Etihad Campus

The launch of UCFB's third campus, UCFB Etihad Campus, at the Etihad Stadium in Manchester marks a significant step in UCFB's growth.

UCFB Etihad Campus will allow students to live, learn and work at the heart of one of Europe's leading sporting facilities, and will see lectures and seminars delivered within the stadium itself, building on the unique learning environment harnessed at UCFB. Opening in autumn 2016, the UCFB Etihad Campus facilities will include access to state-of-the-art, modern sporting facilities at the heart of a truly global sporting city.

You will be joined by second and third year students from UCFB Burnley, who will be transferring to Manchester in September to complete their degrees at the Etihad Campus.

*"The UCFB Etihad Campus is a very exciting development for us and gives our students the opportunity to study right at the heart of the most progressive sporting facility in the world."*

*"We are also aware that locating our campus in the heart of this community will support the football club and Manchester City Council with their long-term legacy and social mobility goals as well as providing economic benefits for local people and local businesses. I am convinced that our already internationally recognised faculty will benefit from the global profile the Etihad Campus has already developed."*

Brendan Flood  
Chairman & Co-Founder of UCFB

*"This is truly a landmark moment for the development of UCFB and also for higher education in this country. This momentous addition for UCFB reiterates our standing as the world leader in higher education for the football and sport industries."*

*"Our expansion to the Etihad Campus will provide UCFB with highly advanced, world-leading facilities that epitomise the football club's professionalism and winning mentality in the business of football."*

*"Our graduates' success is a result of the unrivalled access to placements and work experience opportunities with leading sports organisations throughout each of UCFB's degree programmes. Our new campus in Manchester will provide us with the ability to connect our students with another world-class sporting environment, perfectly complementing our existing location in Wembley Stadium. We look forward to our UCFB Etihad Campus students leaving their mark as future leaders in the industry."*

Professor Philip Wilson  
Provost & Chief Executive  
Co-Founder, UCFB



UCFB students pitchside at Etihad Stadium, home of UCFB Etihad Campus



UCFB students will study within the stadium itself



Etihad Stadium, Manchester, home of UFCB Etihad Campus

# Living in Manchester

## The Student Capital

Largely recognised as England's second city in polls, Manchester is a truly cosmopolitan city with a thriving student population. Living in Manchester is a unique experience for all students as the modern and varied city caters for all tastes and is designed for the optimal student experience.

## A Truly Global Sporting City

Sport is an important part of Manchester's culture, the hosts of the 2002 Commonwealth Games and the 2003 UEFA Champions League Final. The city is synonymous with footballing success and is home to two of the Premier League giants, Manchester United and Manchester City. Aside from football, there are large followings for rugby league, rugby union, ice hockey, cricket, cycling and netball, with UCFB's partners Manchester Thunder coached by England's Tracey Neville.

## World-Class Music and Culture

Manchester has produced world-famous artists such as Oasis, the Smiths, the Stone Roses, Happy Mondays, Joy Division and Jamiroquai and as such will be eternally associated with music culture. All of the world's biggest singers and bands tour Manchester and there is a plethora of music venues to attend ranging from Manchester Arena, Manchester Apollo and Manchester Academy to hundreds of smaller indie venues.

In addition to the music scene, Manchester hosts a number of annual festivals and houses museums, art galleries and shopping centres, such as the Arndale and the Trafford Centre, to rival any major global city.

*Manchester has a thriving arts and culture scene and is well known for its influence on popular culture, music, media and sport.*

*Manchester is a lively student city and the administrative, cultural and financial centre for the Greater Manchester area.*

*The city includes a great number of historic, cultural and contemporary attractions for visitors.*

*Regeneration and modernisation has transformed the city and its economy has a vibrant atmosphere.*



The National Football Museum and the Printworks



Manchester Central Library



The Beecham Tower



Manchester China Town



View across Manchester at night



Manchester Town Hall



Manchester city centre



Canal and The Beecham Tower



The Trafford Centre



Media City UK in Salford Quays, Greater Manchester, home of the BBC and ITV

# Our Unique Degree Programmes

*Our degree programmes are a world first, providing you with the unique opportunity to study a traditional academic subject within the context of an industry for which you have a genuine passion and interest.*

At UCFB we are dedicated to the delivery of ground-breaking undergraduate degree programmes in the strategic, operational and business facets of the football business and wider sports and leisure industries.

We have the highest quality standards for our degrees – which is one of the reasons why we enjoy unrivalled student retention rates well above the industry average, with class attendance amongst the highest in the nation for a Higher Education institution.

Student contact time on our undergraduate degrees is significantly higher than the industry norm when utilising the Complementary Curriculum™, with the opportunity to live and learn in our two iconic campus sites throughout your three years – a true inspiration to our undergraduates. Our award-winning facilities ensure you are provided with the best environment in which to develop.

Whether you have ambitions to be a corporate leader in football, sport and leisure, a sports media professional or manage some of the biggest events in the entertainment industry, our unique degrees will prepare you with the transferable skills required for a thriving career in these sectors.

The following pages outline some of a selection of our undergraduate programmes. For an up to date list of all our exciting degrees, please visit [www.ucfb.com/undergraduate-degrees](http://www.ucfb.com/undergraduate-degrees)

| Degree Programmes                                | UCFB Wembley | UCFB Etihad Campus |
|--|--------------|--------------------|
| Football Business & Finance BA (Hons)            | ✓            | ✓                  |
| Football Business & Marketing BA (Hons)          | ✓            | ✓                  |
| Football Business & Media BA (Hons)              | ✓            | ✓                  |
| Sports Business & Coaching BA (Hons)             | ✓            | ✓                  |
| Sports Business & Sports Law BA (Hons)           | ✓            | ✓                  |
| International Football Business BA (Hons)        | ✓            | ✓                  |
| Sports Psychology BSc (Hons)                     | ✓            | ✓                  |
| Stadium & Events Management BA (Hons)            | ✓            | ✓                  |
| Physical Education BA (Hons)                     | ✓            | ✓                  |
| Football Coaching & Management BA (Hons)*        | ✓            | ✓                  |
| American Sports Business Management BA (Hons)*   | ✓            | ✓                  |
| Multi-Media Sports Journalism BA (Hons)*         | ✓            | ✓                  |
| Event Management & the Sport Industry BA (Hons)* | ✓            | ✓                  |
| Music & Live Events BA (Hons)*                   | ✓            | ✓                  |
| Sports Business & Sports Broadcasting BA (Hons)  | ✓            | ✓                  |

UCFB students in a seminar room overlooking the pitch at Etihad Stadium



#### UCAS Information

UCAS Code: Please refer to the UCFB website  
Entry Criteria: 280-320 UCAS Tariff point score

A lecture in Football Business & Finance taking place in the UCFB Wembley Auditorium overlooking the Wembley pitch

# Football Business & Finance BA (Hons)

*Locations: UCFB Wembley and UCFB Etihad Campus*

*The Football Business & Finance degree brings the study of finance into the highly stimulating context of the beautiful game and wider sports industries.*

Products within the football and sports industries attract the most powerful global brands, such as Nike, BMW, Mercedes, Samsung, Intel, Budweiser, Coca Cola and McDonalds. In contrast, many clubs and organisations struggle to break even and meet their responsibilities of paying creditors and the tax authorities. This degree therefore is essential to produce commercially astute business and finance graduates.

Your studies will focus on the core functions of football and sports business management and will be supplemented by the finance pathway. The finance pathway modules introduce you to the principles of financial accounting, management accounting and require you to integrate theory with practice.

You will build upon your understanding of football and sports business and be introduced to international business models, management concepts, business planning, contemporary issues and financial management. You will analyse and evaluate global sources of revenue and issues of financial governance.

## Modules of Study

### First Year

- Understanding Football Business
- The Role of Marketing in Business
- Managing Money
- Understanding Customers and Fans

### Second Year

- Intermediate International Football Business
- Football Entrepreneurship
- Football Business and Finance
- Contemporary Issues in Football
- Financial Reporting

### Third Year

- Strategic Management
- International Finance
- Dissertation
- Elective (30 credits):
  - o Global Marketing Management (30 credits)
  - o Advanced International Football Business (30 credits)
  - o Football Law (15 credits)
  - o Football Policy and Ethics (15 credits)

Modules listed above may vary depending on changes to the syllabus.



# Football Business & Marketing BA (Hons)

*Locations: UCFB Wembley and UCFB Etihad Campus*

*The many facets of marketing provide a broad context for learning and there are exciting career prospects for those who can thrive in its multicultural, technologically sophisticated world.*

Football and sport are multi-billion pound global industries driven by the marketing of their products and services. Consumer retention targets place an increased emphasis on organisations to develop their relationships with fans and consumers. The emergence of digital platforms has provided football and sports organisations with the tools to reach a range of stakeholders on a local and global scale. Consequently, elite and lower league clubs require increased expertise to apply online and offline tools such as websites, social media, advertising and direct mail to increase their brand communications.

Your studies will focus on the core functions of football business management accompanied by marketing modules. The marketing pathways explore the principles of marketing and communications theory and apply this theory to live projects to develop your employability skills.

You will gain an understanding of football and sports business and will be introduced to international business models and management concepts, business planning, return on investment, strategy integration, contemporary issues and digital marketing. You will plan, implement and evaluate digital marketing plans for an industry organisation.

## Modules of Study

### First Year

- Understanding Football Business
- The Role of Marketing in Business
- Understanding Customers and Fans
- Marketing Communications

### Second Year

- Intermediate International Football Business
- Football Entrepreneurship
- Football Business and Finance
- Contemporary Issues in Football
- Digital Technologies for Marketing

### Third Year

- Football Brand Strategy
- Strategic Management
- Dissertation
- Elective (30 credits):
  - o Global Marketing Management (30 credits)
  - o Advanced International Football Business (30 credits)
  - o Football Law (15 credits)
  - o Football Policy and Ethics (15 credits)

Modules listed above may vary depending on changes to the syllabus.

### UCAS Information

UCAS Code: Please refer to the UCFB website  
Entry Criteria: 240-280 UCAS Tariff point score

A lecture in Football Business & Marketing taking place in the UCFB Wembley Auditorium overlooking the Wembley pitch



#### UCAS Information

UCAS Code: Please refer to the UCFB website  
 Entry Criteria: 240-280 UCAS Tariff point score

Media broadcasting practical sessions at UCFB Wembley within the FA press facilities at Wembley Stadium

# Football Business & Media BA (Hons)

*Locations: UCFB Wembley and UCFB Etihad Campus*

*Sports media is a multi-faceted environment and this degree provides UCFB students with a contextual insight into how public relations and journalism relate to the business of football and the wider sports industry.*

The football industry has been transformed by media investment and emergent communications technologies that range from the latest English Premier League television and radio broadcast deals to the proliferation of online media.

The football and sports industries are supported by all media platforms including print, broadcast and online, and at multiple levels; as a source of content, as a competitive business tool in the pursuit of audiences, and as a forum and environment for social media discourse.

The media pathway explores the many facets of media communications and develops your understanding of the interconnected relationship between industry stakeholders. There will be opportunities to develop your practical application of how football and sports brands communicate to their audiences through PR related activity.

## Modules of Study

### First Year

- Understanding Football Business
- The Role of Marketing in Business
- Understanding Customers and Fans
- Introduction to Football Media

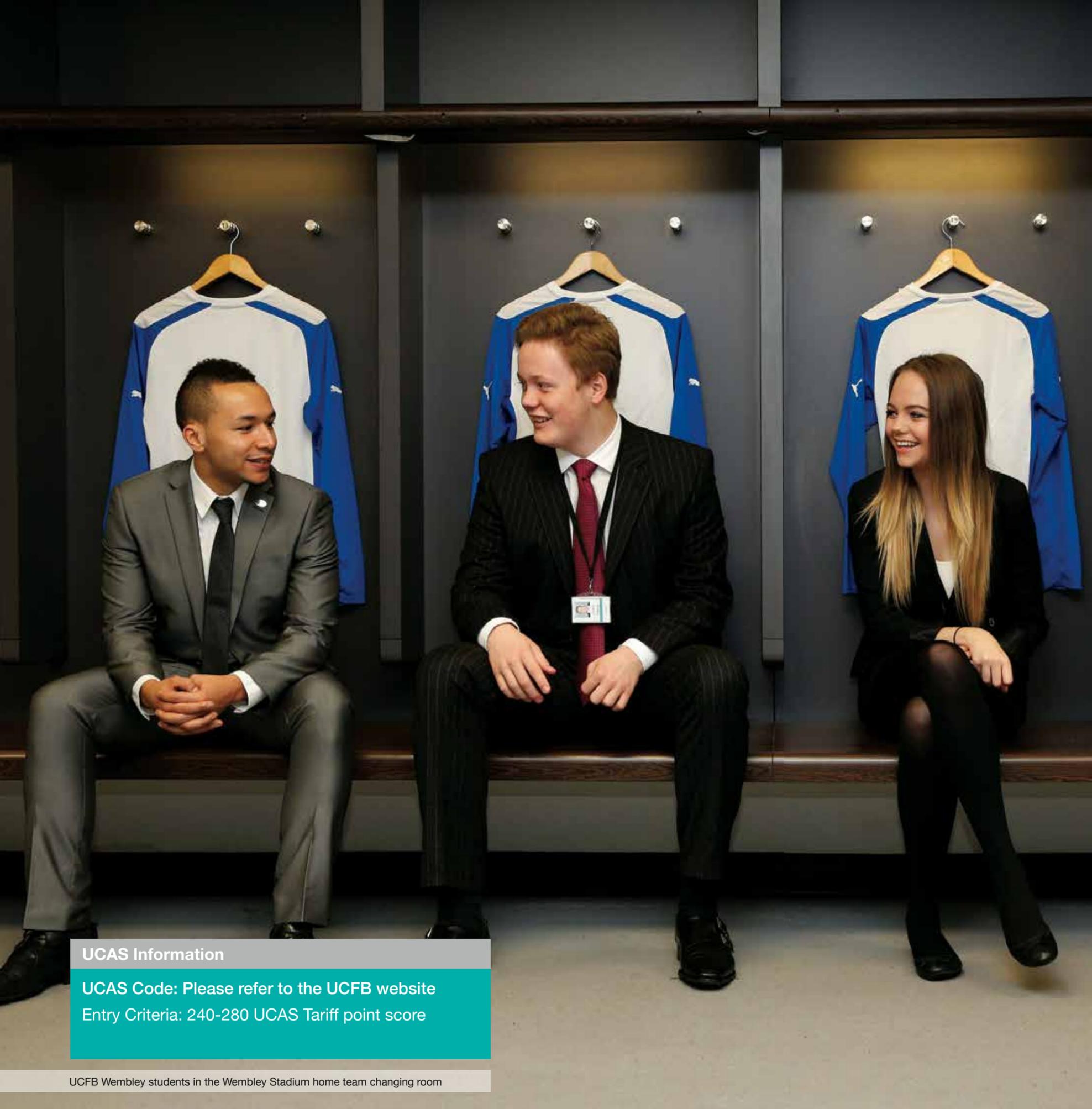
### Second Year

- Intermediate International Football Business
- Football Entrepreneurship
- Football Business and Finance
- Contemporary Issues in Football
- PR and Media Relations for Events

### Third Year

- PR Strategy
- Strategic Management
- Elective (30 credits):
  - o Global Marketing Management (30 credits)
  - o Advanced International Football Business (30 credits)
  - o Football Law (15 credits)
  - o Football Policy and Ethics (15 credits)

Modules listed above may vary depending on changes to the syllabus.



#### UCAS Information

UCAS Code: Please refer to the UCFB website  
Entry Criteria: 240-280 UCAS Tariff point score

UCFB Wembley students in the Wembley Stadium home team changing room

# Sports Business & Coaching BA (Hons)

*Locations: UCFB Wembley and UCFB Etihad Campus*

*Through this business and management degree you will develop the ability to identify how players function within a team environment and gain vital business skills transferable across all market sectors.*

The workforce within sports businesses, clubs and organisations is changing and the line drawn between coaching, management and business within the same organisation has agglomerated. No longer can people in a sports club or business, regardless of their role, exist in isolation and ignore other parts of the business operations. This degree therefore imparts the necessary leadership fundamentals required to inspire, organise and improve individuals.

You will develop your understanding of sport as a business and combine the opportunity to improve your coaching skills, long term athlete development and coaching pathways. You will explore different techniques for analysing performance including notational analysis and the use of technology to improve performance.

You will cover high performance coaching, with the opportunity to become a qualified Prozone analyst; Prozone is the global leader in sports analysis software and services. You will examine elite sports performance, gain an insight into leadership and management skills and develop an understanding of physical education and pedagogical issues.

## Modules of Study

### First Year

- Theory of Coaching
- Understanding Sports Business
- Managing Money
- Coaching in the Community

### Second Year

- Event Planning
- Entrepreneurship
- Football Business and Finance
- Contemporary Issues in Football
- Talent Identification

### Third Year

- High Performance Coaching
- Strategic Management
- Dissertation
- Performance Analysis

Working in partnership with



Modules listed above may vary depending on changes to the syllabus.



# Sports Business & Sports Law BA (Hons)

*Location: UCFB Wembley*

*You will gain an insight and understanding of the relationship between law and the sports business industry, in terms of sports governance and administration.*

Football and sport are regulated by a complex pattern of law and regulation. Sports executives not only need to conform to the regulations established by the authorities, but they must also use their understanding of the legal framework to ensure compliance with the law of the land, and protect the business from risk.

This degree links the commercial and legal aspects of the sports business, understanding the ramifications of an industry which is increasingly affected by legal regulations, bringing sport in line with other sectors.

Through our Complementary Curriculum™ you will benefit from our partnerships with industry-leading sports specialists including Field Fisher Waterhouse LLP and Beswicks Sports. You will develop a taste for both the sports business and legal sectors with our sports law master class workshops delivered by sports law specialist Daniel Geey, a Senior Associate (Competition and EU Regulatory) at Field Fisher Waterhouse LLP. You will also attend field trips throughout the degree programme, which include the Supreme Court of the UK, The Inns of Court in London (the professional associations for barristers in England and Wales) and Field Fisher Waterhouse's Central London office.

## Modules of Study

### First Year

- Understanding Sports Business
- Introduction to Law
- Managing Money
- Introduction to Sports Law

### Second Year

- Managing Sports Organisations
- The Regulation of Safety and Deviance in Sport
- Financial Reporting
- Legal Issues in the Governance of Sport

### Third Year

- Strategic Management
- Dissertation
- Employment Law and Sport
- Regulating the Business of Sport

Modules listed above may vary depending on changes to the syllabus.

Working in partnership with

**BESWICKS**  
SPORTS

## UCAS Information

UCAS Code: Please refer to the UCFB website

Entry Criteria: 280-320 UCAS Tariff point score

Colin Gordon, Player Agent for Theo Walcott and former Player Agent for Steve McManaman, with UCFB students during a Contract Negotiation Session at Wembley Stadium



#### UCAS Information

UCAS Code: Please refer to the UCFB website  
 Entry Criteria: 240-280 UCAS Tariff point score

England enjoyed a 3-1 victory over Slovenia in the 2016 European Championship Qualifiers at Wembley Stadium, home of UCFB Wembley

# International Football Business BA (Hons)

*Location: UCFB Wembley*

*You will learn how to understand and formulate successful bids for global football competitions and events, and develop your operational understanding of sports law from an international perspective.*

The football business is a multi-billion pound global industry, which is growing exponentially all over the world. The sports industry is growing faster than GDP both in emerging economies and more mature markets. You will study the key drivers which fuel this rapid market growth, including the nature of 'fandom', the development of the international football and sports industries, and the creation of a global strategy.

There are over 200 member associations all over the world who each govern and manage football in their country. Therefore, you will examine all of the international licencing schemes and regulations of the Global Confederation, along with the implications of cultural differences linked to commercial and sponsorship opportunities.

To enrich your learning, there will be opportunities for work experience, both in the UK and internationally, between your second and third year. Furthermore, during your three years at UCFB Wembley, there will be opportunities to interact with global events at Wembley Stadium and Orlando City Soccer Club, Florida, enabling you to apply your knowledge and increase your competitive edge in the workplace.

## Modules of Study

### First Year

- Understanding Football Business
- The Role of Marketing in Business
- Managing Money
- An Introduction to International Football

### Second Year

- Intermediate International Football Business
- Football Entrepreneurship
- Stadium Management
- Elective (1 of 2)
  - o Financial Reporting
  - o Digital Technologies for Marketing

### Third Year

- Dissertation
- Leadership and Management
- Advanced International Football Business
- Elective (1 of 2):
  - o Football Brand Strategy
  - o International Finance

Modules listed above may vary depending on changes to the syllabus.



#### UCAS Information

UCAS Code: Please refer to the UCFB website

Entry Criteria: 280-320 UCAS Tariff point score

Sports Psychology student Raj strategising in the Wembley Stadium changing room

# Sports Psychology BSc (Hons)

*Location: UCFB Wembley*

*In addition to promoting optimal sporting performance, the study of human thought and behaviour is invaluable within leadership and management and is transferable across all business sectors.*

The traditional psychology component consists of the core areas of psychology (developmental, cognitive, psychophysiology, individual differences, research methods, social, historical and conceptual issues) and you will receive guidance on how to apply theories and scientific research findings in sporting contexts. For example, you may attend a social psychology lecture on the principles of motivation and then apply your knowledge while delivering a motivational team talk in the Wembley Stadium changing room.

You will benefit from regular master class sessions delivered by a leading applied sports psychologist who has worked with top international footballers and conducted ground-breaking research into the mental skills required to be a high level professional sportsperson. Through the Complementary Curriculum™ you will have the opportunity to attend guest lectures and talks delivered by leading professionals and practitioners, enabling you to connect with and learn from leading figures in the industry.

## Modules of Study

### First Year

- Introduction to Developmental & Social Psychology
- Psychological Research Methods
- Bioenergetics of Human Movement
- Foundations of Sport & Exercise Psychology
- Introduction to Biological & Cognitive Psychology
- Introduction to Personality & Applying Psychology
- Foundations of Exercise Physiology

### Second Year

- Biopsychology
- Qualitative Research Methods in Psychology
- Quantitative Research Methods in Psychology
- Developmental Psychology
- Cognitive Processes in Psychology
- Cognition & Emotion in Sport & Exercise Psychology
- Applied Sport & Performance Psychology

### Third Year

- Social Psychology
- Issues in Personality & Individual Differences
- Empirical Dissertation
- Historical & Conceptual Issues in Psychology
- Professional Development & Employability
- Working with a Client

Working in partnership with  
**prozone**

Modules listed above may vary depending on changes to the syllabus.



#### UCAS Information

UCAS Code: Please refer to the UCFB website

Entry Criteria: 240-280 UCAS Tariff point score

Oasis playing Wembley Stadium, home of UCFB Wembley

# Stadium & Events Management BA (Hons)

*Location: UCFB Wembley*

*This degree provides the unique opportunity to study events and stadium management within a world class iconic entertainment and sporting venue. You will gain insights into venue and operations logistics to deliver first-rate events, hospitality operations and management.*

The global sports events market is worth in excess of £35 billion. Stadia represent major capital investment for most professional sports organisations and they are now seen as not just sports venues but as venues for many activities outside of the sporting arena. Most are used for around 35 days per year for their core sporting activity; the challenge therefore is to maximise stadium utilisation for the remaining 330 days a year.

Wembley Stadium has hosted over 300 events since 2007, combining domestic and international matches with concerts featuring acts such as Eminem, AC/DC, the Foo Fighters and Ed Sheeran, in addition to hosting motorsports, boxing, NFL and rugby events. You will learn first-hand how a venue's assets are maximised to ensure sufficient financial returns to repay the capital outlays.

You will gain an understanding of developing a thrilling visitor experience within a safe environment, analyse the various stakeholders in presenting an event, and understand operational planning and the financial underpinnings needed to ensure income streams from a number of sources.

## Modules of Study

### First Year

- The Role of Marketing in Business
- Understanding Sports Business
- Managing Money
- Introduction to Stadium and Events Management

### Second Year

- Event Planning
- Entrepreneurship
- Stadium Management
- Elective (1 of 2):
  - Financial Reporting
  - Digital Technologies for Marketing

### Third Year

- Dissertation
- Leadership and Management
- Negotiation and Winning Contracts
- Elective (1 of 2):
  - Football Brand Strategy
  - International Finance

Modules listed above may vary depending on changes to the syllabus.



#### UCAS Information

UCAS Code: Please refer to the UCFB website

Entry Criteria: 280-320 UCAS Tariff point score

The UCFB Wembley Ladies' Team on the pitch at Wembley Stadium

# Physical Education BA (Hons)

*Locations: UCFB Wembley and UCFB Etihad Campus*

*This degree responds to the changing demands of physical education, combining both the practical and theoretical study of the techniques and skills involved in the teaching and learning of sport. You will develop the essential practical, organisational and self-reflective capabilities you need to be an effective sports leader and educator.*

You will fully explore the fundamentals of physical education and youth sport including; applied practical skills, child development, pedagogical skills, sport policy and practice, performance and analysis. Practical and academic studies analyse the effects of exercise on the body and a range of physical activities experienced at all levels, from elite athletes through to children.

This degree programme provides the transferable skills required to work in either the public, private or voluntary sectors. Through our unique Complementary Curriculum™, you will have the opportunity to gain National Governing Body qualifications in a variety of sports. Work placement opportunities exist within local schools and colleges, sports clubs and societies, and community groups, to enable the development of practical skills and teaching capabilities.

Students will explore a the national curriculum at primary and secondary school level and be involved in the full range of practical areas; major games, swimming, athletics, gymnastics, dance and outdoor and adventurous activities so that they will have a complete background to move onto PGCE teacher training or be a community sports leader if they so wish. The programme will also consider key youth sports issues such as the Olympic and Commonwealth Games sporting legacies, increasing sports participation, the obesity crisis and the need to promote physically active lifestyles.

## Modules of Study

### First Year

- Games & Athletic Activities
- Sport Pedagogy & Skill Acquisition
- Coaching in the Community
- Nutrition for Health & Sport

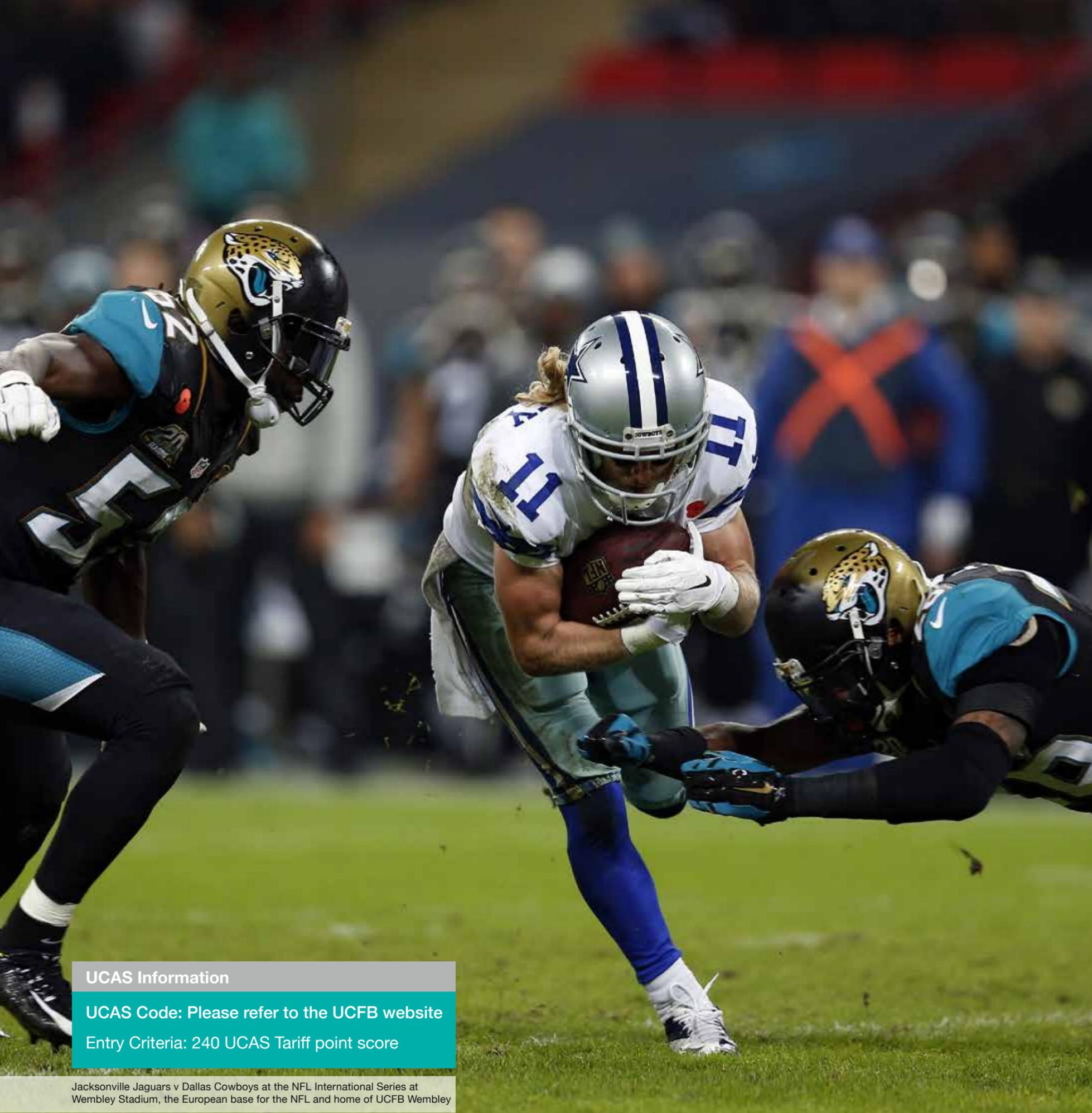
### Second Year

- Working with Children
- Gymnastics & Dance
- Research Methods
- Talent Development

### Third Year

- Youth Physical Activity & Health
- Swimming & Outdoor Education
- Group & Behaviour Management
- Dissertation

Modules listed above may vary depending on changes to the syllabus.



#### UCAS Information

UCAS Code: Please refer to the UCFB website

Entry Criteria: 240 UCAS Tariff point score

Jacksonville Jaguars v Dallas Cowboys at the NFL International Series at Wembley Stadium, the European base for the NFL and home of UCFB Wembley

# American Sports Business Management BA (Hons)\*

*Location: UCFB Wembley*

*The American Sports Business Management degree provides a strong business studies foundation and an understanding of the unique challenges and issues facing sports management.*

Professional sports are central to American culture. Not only is the Super Bowl the most watched event each year on television, American football fills the top two slots of most-watched television programmes in the USA each week. College sports in particular are integral to American culture, with even low league college stadia holding tens of thousands of fans.

Interest in American sports in the UK itself is growing, with the annual NFL International Series being held at Wembley Stadium since 2007 when the first 40,000 tickets sold out in the first 90 minutes of release. The NFL has since extended its current relationship with Wembley Stadium, making the UCFB Wembley student environment the biggest centre for the NFL outside the USA.

The three years of study will develop your business acumen across several disciplines, such as marketing, entrepreneurship and strategic management. Your studies will follow a business and sports framework, providing a context to sports business. Additionally, you will study a degree pathway of American Sports Management with modules that will develop your ability to successfully work in this field.

## Modules of Study

### First Year

- Introduction to American Sport
- Organisational Behaviour in American Sport
- Fundamentals of Accounting of Finance
- Introduction to Marketing

### Second Year

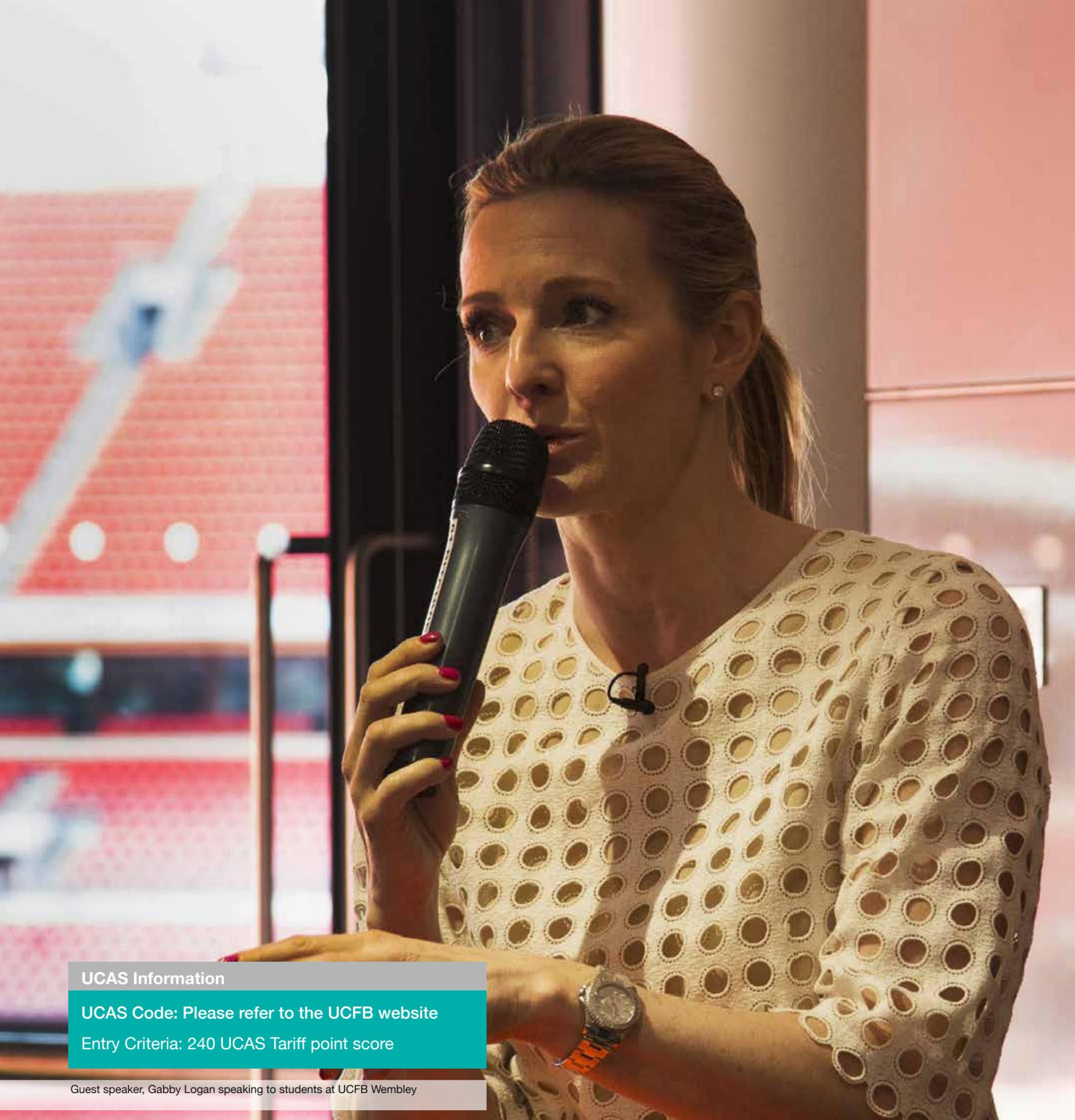
- American Sport Consumers
- American Sports Culture
- Research Methods
- Intermediate Management Accounting

### Third Year

- Strategic Management
- Dissertation
- Sports Branding Strategy
- Strategy Sports Sponsorship

Modules listed above may vary depending on changes to the syllabus.

*\*Subject to Validation*



#### UCAS Information

UCAS Code: Please refer to the UCFB website

Entry Criteria: 240 UCAS Tariff point score

Guest speaker, Gabby Logan speaking to students at UCFB Wembley

# Multi-Media Sports Journalism BA (Hons)\*

*Location: UCFB Wembley, UCFB Etihad Campus*

*The Multi-Media Sports Journalism degree at UCFB is delighted to equip students with a range of sports journalism and broadcast media skills to maximise their employability upon graduation*

The media landscape has changed almost beyond recognition in recent years following a 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.

Traditional print and broadcast sports journalism, while still powerful communications platforms, are being forced to adapt and change in order to survive in a new and rapidly-developing media environment. As a result, sports journalists are now expected to develop a range of digital and social media skills which enable them to tell a story across a number of platforms in order to reach a wider, often global, audience.

This degree aims to provide students with all the necessary skills and theoretical understanding to succeed in this new media age.

Career prospects for graduates of the Multi-Media Sports Journalism BA (Hons) degree programme at UCFB include roles such as a sports reporter for a local newspaper; a dedicated sporting website; a regional television station or a regional radio station. Opportunities also exist within the media offices of sports organisations.

## Modules of Study

### First Year

- Principals of Sports Journalism
- History of Sporting Venues and Events
- Media Law & Public Affairs
- Social & Digital Sports Media

### Second Year

- Practising Sports Journalism
- Broadcast Journalism
- Research Methods
- Television Production

### Third Year

- Careers in Sports Journalism
- Journalism Practical Project
- Law & Ethics
- Contemporary Issues in Sports Media
- Dissertation

Modules listed above may vary depending on changes to the syllabus.

*\*Subject to Validation*



# Football Coaching & Management BA (Hons)\*

*Location: UCFB Etihad Campus*

*The exclusive UCFB Etihad Campus in Manchester will be home of the BA (Hons) Football Coaching & Management degree*

We provide world-first higher education programmes within the football club environment with the programme of study based around a complete and comprehensive wrap-around support programme that will run through the Football Excellence Programme.

The aim of the Football Excellence Programme is to provide lifelong learning and education to aspiring young football coaches and managers, as well as being the hub for football industry qualifications. Students on our Football Excellence Programme will receive high quality teaching, learning and coaching provision from professionals with backgrounds in academia, professional football and sports business. We will ensure that everyone on our Football Excellence programme will gain the qualifications, skills and expertise to be successful within the football industry, or the wider sports business industry.

The Programme allows both football coaches and players the opportunity to continue to develop their footballing skills whilst studying the degree programme.

This Football Coaching & Management degree qualification is ideal for those looking for experience and understanding of the world of football coaching and management across different levels of the game from grass roots to the elite game. It provides a unique learning experience and the opportunity to live, learn and develop within the live operations of a professional football environment, providing you with access to the club down the coaching and playing pyramid.

## Modules of Study

### First Year

- Introduction to Football Management
- Fundamentals of Coaching
- Football Principles & Practice
- Coaching in the Community

### Second Year

- Managing Teams & Individuals
- Talent Development
- Research Methods
- Football Tactics & Strategies

### Third Year

- Leadership & Management
- High Performance Coaching
- Match Analysis
- Dissertation

Modules listed above may vary depending on changes to the syllabus.

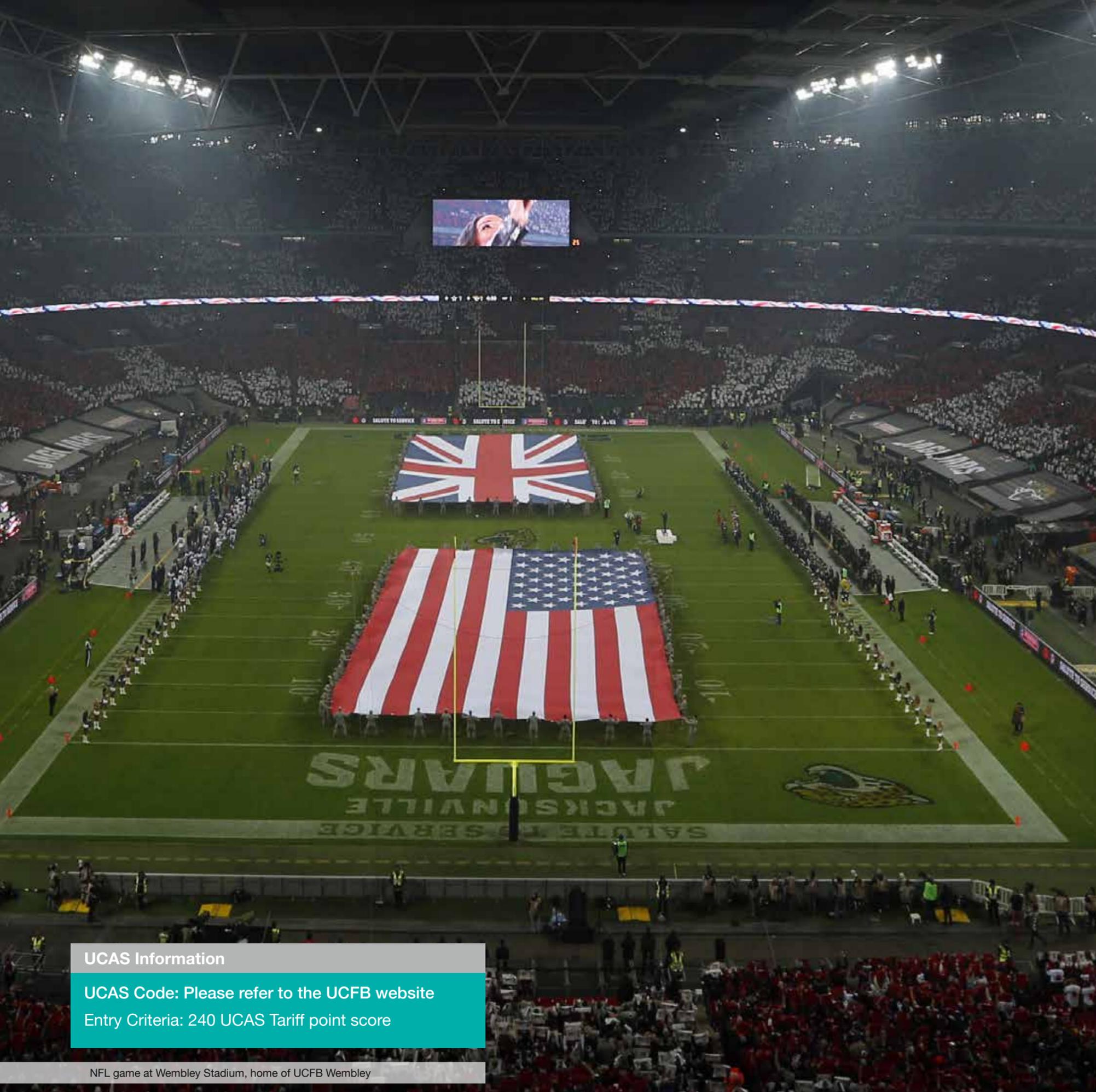
*\*Subject to Validation*

## UCAS Information

UCAS Code: Please refer to the UCFB website

Entry Criteria: 280 UCAS Tariff point score

Wayne Rooney, Gary Cahill and Theo Walcott train with the England squad at St George's Park



#### UCAS Information

UCAS Code: Please refer to the UCFB website  
Entry Criteria: 240 UCAS Tariff point score

NFL game at Wembley Stadium, home of UCFB Wembley

# Event Management & the Sport Industry BA (Hons)\*

*Location: UCFB Wembley, UCFB Etihad Campus*

*This degree is for those for whom event management is a passion and those who want a career filled with excitement, variety, challenge and rewards.*

The world of sports events is expanding at an unprecedented pace, with the sports industry contributing significantly to the global economy.

This growth is creating a range of career paths in event management which this degree neatly feeds into. What better place to study event management than in a world-class venue that specialises in delivering world-class events. You will cover several core topics such as event planning, and event design, as well as the key event components of marketing, finance and event legislation. The degree also includes an examination of the socio-political impact of events, and event technology, and you will be given the skills and the time to research your own chosen topic in year three.

Career prospects for graduates of the Event Management & the Sports Industry BA (Hons) degree programme at UCFB include event management, sales and marketing management, project management and venue management, particularly within the global sport event industry.

## Modules of Study

### First Year

- Introduction to Marketing
- Understanding Sports Business
- Introduction to Strategic Event Management
- Fundamentals of Accounting & Finance

### Second Year

- Event Legislation & Risk Management
- Event Planning, Concept & Design
- Stadium & Venue Management
- Research Methods

### Third Year

- The Socio-Political Impacts of Events
- Technological Advancement in Events
- Dissertation
- Elective (1 of 2):
  - Event Spectator Engagement
  - Sport Event Tourism

Modules listed above may vary depending on changes to the syllabus.

*\*Subject to Validation*

# Music & Live Events BA (Hons)\*

*Location: UCFB Wembley*

*This degree provides access to the music and live events industry and the academic and practical knowledge to excel within it.*

The event industry is not only growing, but it is also expanding globally. While sport provides significant event exposure, music and live events also contribute strongly to that growth.

Using the iconic Wembley Stadium as your own 'event campus', this degree is for all those who have an interest in how the music and live event industries work. After building a foundation of knowledge in year one, you will explore the environments that encourage the industry, and strategies to engage with it. You will cover several core topics such as event planning, and event design, as well as the key event components of marketing, stadium management, finance and event legislation. The course also provides content specific to the music industry such as tour management, sound technology, digital technologies, music industry legislation, event broadcasting and media. In year three you will be given the skills and the time to research your own chosen topic.

The career opportunities within this growing sector are wide and varied. This degree provides access to the industry, and the academic and practical knowledge to excel within it.

Career prospects for graduates of the Music & Live Events BA (Hons) degree programme at UCFB include artist management, event management, operations, ticketing, finance, marketing and promotion.

## Modules of Study

### First Year

- Introduction to Marketing
- Understanding the Music & Live Event Environment
- Introduction to Strategic Event Management
- Fundamentals of Accounting & Finance

### Second Year

- Concert Promotions & Tour Management
- Event Planning, Concept & Design
- Stadium & Venue Management
- Research Methods

### Third Year

- Legislation & Intellectual Property
- Event Broadcasting & Media
- Dissertation
- Elective (1 of 2):
  - o Digital Music Technologies
  - o Advancements in Sound Technology

Modules listed above may vary depending on changes to the syllabus.

*\*Subject to Validation*

## UCAS Information

UCAS Code: Please refer to the UCFB website  
Entry Criteria: 240 UCAS Tariff point score

The Killers playing Wembley Stadium, home of UCFB Wembley



#### UCAS Information

UCAS Code: Please refer to the UCFB website

Entry Criteria: 240-280 UCAS Tariff point score

UCFB students captured during team talks on the hallowed turf at Wembley Stadium

# Sports Business & Sports Broadcasting BA (Hons)

*Location: UCFB Wembley*

*This degree programme is designed for those who are interested in working in a fast-growing, exciting industry and aspire towards careers as broadcasters - either in front of or behind the camera.*

Together sports business and sports broadcasting are some of the biggest businesses in the world. It is impossible to imagine one without the other. You will gain an understanding of the diverse levels of both sports business and broadcasting, whether it is commercial, event day and sponsorship revenues or rights management and audience profile; whether it is studio and outside recording technologies or match commentary, match reports, television presenting and interviews.

You will have the opportunity to work with broadcasting specialists at Wembley Stadium to understand practices both on the field and in the studio, with access to first class broadcasting equipment to enrich your learning experience. You will be taught by industry professionals who excel in areas such as professional journalism, freelancing and editing.

As part of the Complementary Curriculum™ you will gain valuable insights from Professor Brian Barwick who has a vast experience of broadcasting from his time as Head of Television Sport at the BBC and at ITV, where he created the ITV2 channel and negotiated the rights for ITV to televise sporting events including the Olympics and the World Cup. Professor Barwick, Chairman of the UCFB Advisory Board, will also share his experiences as Chairman of the Rugby Football League and Super League and former Chief Executive of The Football Association.

## Modules of Study

### First Year

- Understanding Sports Business
- An Introduction to Sports Media
- Understanding Sports Relationship Management
- Modern Broadcast Technology

### Second Year

- International Sports Business
- Entrepreneurship, Employment and Self-Employment
- Sports Broadcasting and Media Management
- Elective

### Third Year

- Copyright, Broadcasting Rights and Contracts
- Strategic Media Management
- Dissertation
- Elective

Modules listed above may vary depending on changes to the syllabus.

# Our Entry Criteria

Applications are welcomed from students with a genuine passion and interest in the football, sports and leisure industries.

Please see the individual page of your preferred degree for our UCAS Tariff point score entry criteria, achieved via one or a combination of the following:

- A minimum of 2 A Levels including two C grades
- A BTEC Extended diploma grade DMM
- A BTEC Diploma grade D\*D\*
- A combination of BTEC and A-Level qualifications with at least two C graded A levels or Merit graded BTEC equivalents.
- International Baccalaureate (minimum of 30 points)
- An Advanced GNVQ in an appropriate subject at Distinction level
- An Access Course: minimum of 60 credits, including at least 45 at Level 3
- An equivalent level 3 qualification

Applicants should have a strong GCSE profile, including English and Mathematics at Grade C or equivalent.

Other qualifications, including overseas, may be considered. Applicants for whom English is a second language should have achieved IELTS 6 or equivalent.

We also welcome applications from mature students (aged 21 or over) who may not possess the above qualifications but may have relevant experience.

All applicants will be expected to demonstrate a specific interest in their preferred area of study and should have a commitment to engaging with the subject through the academic programme and our Complementary Curriculum™.

# The Application Process

Applications to UCFB are made through the normal UCAS process. You can obtain a UCAS form from your school or college or apply online via [www.ucas.com](http://www.ucas.com).

To apply for a course on UCAS, you need **three** pieces of information:

The **Institution code** – This is how you find the University who validates our degree and hosts the course on UCAS – this will be either **Bucks B94** or **Northampton N38**;

The **Course Code** – Our academic partners offer a number of different programmes, this unique code will help you to identify the specific course you would like to apply for with them;

The **Campus Code** – Many of our courses are taught at two different locations (UCFB Wembley and UCFB Etihad Campus), it's important that we know where exactly you hope to study. Please note that if a campus code isn't available, that it's because the course is not currently taught at this location.

Perfecting your Personal Statement is one of the most important stages of the application process. It is an opportunity for you to really sell yourself to the Admissions Team, and have the best chance possible of gaining the place you want. What makes you stand out from somebody else who got the same UCAS points? There is something amazing about you and we want to know all about it.

We offer those applying to UCFB a personalised Personal Statement feedback service. To access this, simply email a copy of your statement to [personalstatements@ucfb.com](mailto:personalstatements@ucfb.com) and we will offer advice and guidance on how to make the most of your application.

Prior to your application we encourage you to attend one of our Open Days, where you have the opportunity to gain insights into the UCFB ethos from Professor Wilson, explore the degree content with our Academic Department and receive advice and support from our Pastoral Team on the student finance application process and your UCAS application.

Once you have applied to UCFB you will be invited to attend one of our Taster Days at your chosen campus, where you will experience a teaching session or practical activity for your chosen degree and have first-hand experience of a guest lecture from one of our unrivalled Guest Speaker Series. This will give you a true insight into the UCFB experience.

At any stage in the application process and beyond you and your family are welcome to visit UCFB to view our facilities and discuss questions you may have with our Admissions, Academic and Pastoral Teams.

If you have any questions regarding applying to UCFB, please contact our Student Recruitment & Admissions Office on **+44 (0)843 208 2222** or at [studentenquiries@ucfb.com](mailto:studentenquiries@ucfb.com) for help and advice on the application process.



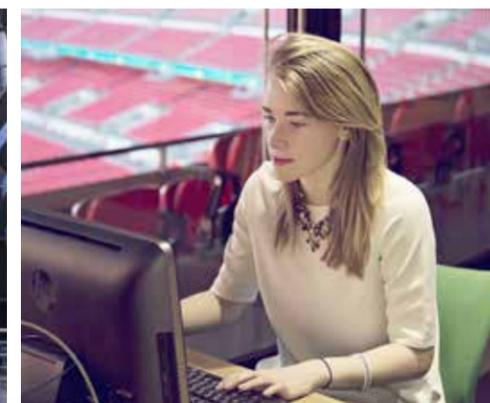
The Auditorium at UCFB Wembley overlooking the pitch



UCFB Etihad Campus seminar rooms sit within the stadium itself



UCFB students outside Etihad Stadium



The UCFB Wembley Learning Resource Centre



UCFB students inside Etihad Stadium



Football Business & Marketing student David in the UCFB Library

# Guidance on Student Finance

## Tuition Fees

Eligible students will not have to pay upfront for their tuition, the cost of tuition will be covered by a loan. All eligible full-time undergraduate students can apply for a loan to cover tuition costs irrespective of household income. You can choose to pay all or part of your tuition fees while you study and apply for a reduced loan to cover the remainder. The money you borrow will be paid directly to UCFB on your behalf.

Loan repayments are assessed fairly and simply. You will only start to repay your loan once you have been graduated for a year and are earning £21,000 per annum or over (subject to inflation).

You will pay 9% of any income above your core salary on a monthly basis.

**For example, if you were to earn £25,000 per annum, your monthly loan repayments would be £30.**

If your income drops below £21,000 for any reason, your repayments will stop. Student Finance does not affect mortgage applications.

## Living Costs

Full-time students may be entitled to a maintenance grant towards living costs such as food, accommodation and travel. Students from families with incomes up to £42,620 will be entitled to a partial grant. Loans for living costs are available for all eligible full-time students.

We provide a friendly financial support service to answer your questions.

For further information and a full list of our current fees, visit

**[www.ucfb.com/student-finance](http://www.ucfb.com/student-finance)**, email us at **[studentfinance@ucfb.com](mailto:studentfinance@ucfb.com)**

or call our Student Recruitment & Admissions Office on **+44 (0) 843 208 2222**.

Further details and updates can also be found at **[www.studentfinance.direct.gov.uk](http://www.studentfinance.direct.gov.uk)**.



Senior Student Services Advisor Joanne with Football Business & Finance student George

# Our Specialist Learning Support

At UCFB we are committed to supporting all of our students and we firmly believe that meeting your individual needs is key to your success. Our dedicated Learning Support Team provides various forms of support, ranging from mentoring and study facilitation to special assistance and library support.

We offer support to students with education needs such as Dyslexia, Dyspraxia and other forms of learning difficulties in addition to those with physical requirements.

You may receive access to:

- Assistive technology
- Key worker support
- One-to-one guidance
- Peer support
- Regular review meetings.

Your Student Finance provider offers Disabled Student Allowance for students who need this support, and our team offer a fully comprehensive advice and guidance service on how to complete the applications for these.

We advise that you disclose your learning support requirements ahead of study to enable us to effectively support you.

# Our Dynamic Students' Union

At UCFB, the Students' Union's role is to support and represent UCFB students and make their experience as exciting and rewarding as possible. This includes representing students on a variety of issues and providing as many opportunities as possible.

The Union is responsible for student involvement, planning events and sustaining sports teams, clubs and societies. Activities organised by the Students' Union are varied and exciting, such as Thames River cruise parties, paintballing, go karting, white water rafting, nights out in major UK cities,

movie nights in the Students' Union Bar and local cinemas and quiz nights. We also organise fantastic sports events and annual overseas trips including a football excursion to Saloufest in Spring and an annual ski trip.

Each of the representatives in the Students' Union has been democratically elected for their posts and as a result take great pride in their roles at UCFB. The SU Presidents and their teams pledge to fulfil them to the very best of their abilities, in the hope that current and future students thoroughly enjoy their time at UCFB and are well represented at all times.



The UCFB Wembley Students' Union



An Exclusive Evening with Mike Phelan at UCFB Wembley



Freshers' Fair at UCFB Wembley



UCFB students enjoy bowling in Freshers' Week



The annual Saloufest football trip



Fancy dress and comedy hypnotist at UCFB Students' Union



UCFB Wembley Students' Union Hustings



UCFB Wembley students white water rafting



UCFB students taking on UCLan for 24 hour football tournament for Children in Need



Celebrating the 24 hour tournament with confetti cannons



***“The thought of Wembley being your home for the next three years is extremely exciting and motivating. I thought that after coming into Wembley Stadium every day, the effect would have worn off, but it honestly still amazes me every time I see it”.***

## Saad Wadia

### Football Business & Marketing BA (Hons)

Mature student Saad Wadia began studying Football Business & Marketing at UCFB Wembley in September 2014. Saad came to UCFB looking at the industry from a fan perspective, but during his time studying at UCFB he has become able to look at the environment from a business point of view. Saad has developed an understanding of how important decisions are made by key stakeholders and how clubs are run on a daily basis. Saad believes that the environment studying within Wembley Stadium is one of the many highlights of UCFB, along with being able to network with many industry professionals.

Saad has fully immersed himself in life at UCFB, and was elected as the President of the Students' Union in his first semester. His aim in this role is to maximise the enjoyment and enhance the experience of all UCFB Wembley students by organising events and building relationships with key establishments throughout the capital. The role has also afforded Saad the opportunity to meet his fellow students and thoroughly enjoy his time at UCFB.

During the NFL International Series held at Wembley Stadium, Saad made the most of his opportunity to go behind the scenes and network with the Dallas Cowboys' PR Manager. He now plans to travel to Texas to undertake a work placement with the Cowboys.

Saad is a hard-working and passionate individual who is heavily involved in the sports industry outside of his education. In December 2014, Saad attended the Palace of Westminster, home of the UK Parliament, where he discussed the representation of minorities in sport.

Having taken the unique opportunity to discuss his plans and opportunities for the future with Professor Wilson, Saad is now determined to use his knowledge of British sport - in particular the English Premier League - and use that to progress football in India via advancements to the Indian Super League. With this in mind, Saad has already visited India and made connections with key personnel within the industry.



The UCFB Wembley Men's Team on the pitch at Wembley Stadium

# Our Winning Athletic Union

Sport is an integral part of student life at UCFB. The UCFB Athletic Union enables all students to take part in sport throughout your academic career. We provide opportunities to play competitive and recreational sport every evening and weekend throughout the academic year.

We compete against universities in the British Universities and Colleges Sports (BUCS) Leagues, with fixtures played at professional sports facilities every Wednesday afternoon during term time. It is the perfect opportunity to get involved and represent UCFB in the Football, Rugby or Tennis Teams, amongst other individual sports such as martial arts.

There are also plenty of possibilities to enjoy recreational sports, whether you are an expert or simply looking to try something new. For example, you can join our Snow Sports Society for regular trips to the UK's longest indoor skiing and snowboarding slope, spend an afternoon in stunning countryside for a round of golf with friends, or work out in our weekly strength and conditioning sessions with a qualified personal trainer. Students are fortunate to have the provision for an intra-university football league to allow all students to play competitive football with their peers at any standard.

We also have qualified coaches offering tuition in basketball, futsal and badminton throughout the week for any student who would like to take up the sport.

At UCFB we are one of only a few recognised FA referees' hubs across the UK. All students have the chance to qualify as a referee, gaining experience with local leagues and earning money while studying.

You may have the chance to travel abroad with the UCFB Athletic Union. We provide annual football tours to Spain and winter ski trips to European destinations.

We cater for all sporting needs. There are abundant opportunities to set up new sports teams, write reports on crucial matches throughout the year or even get involved from an organisational perspective. This is a great way to improve your social scene, develop your sporting skills and keep fit during your time at UCFB.



Mixed netball at UCFB



Soccer 7 at UCFB on the Turf Moor pitch



The UCFB Wembley Ladies' Team



UCFB Wembley student Richard in the Learning Resource Centre overlooking the pitch

# The UCFB Bursary and Scholarship Programme

We are passionate about our students' futures and are dedicated to providing support to enthusiastic, committed and motivated individuals who would benefit from this fantastic opportunity.

## The UCFB Bursary

A limited number of bursaries are available for eligible, fully enrolled students and can be used towards study costs.

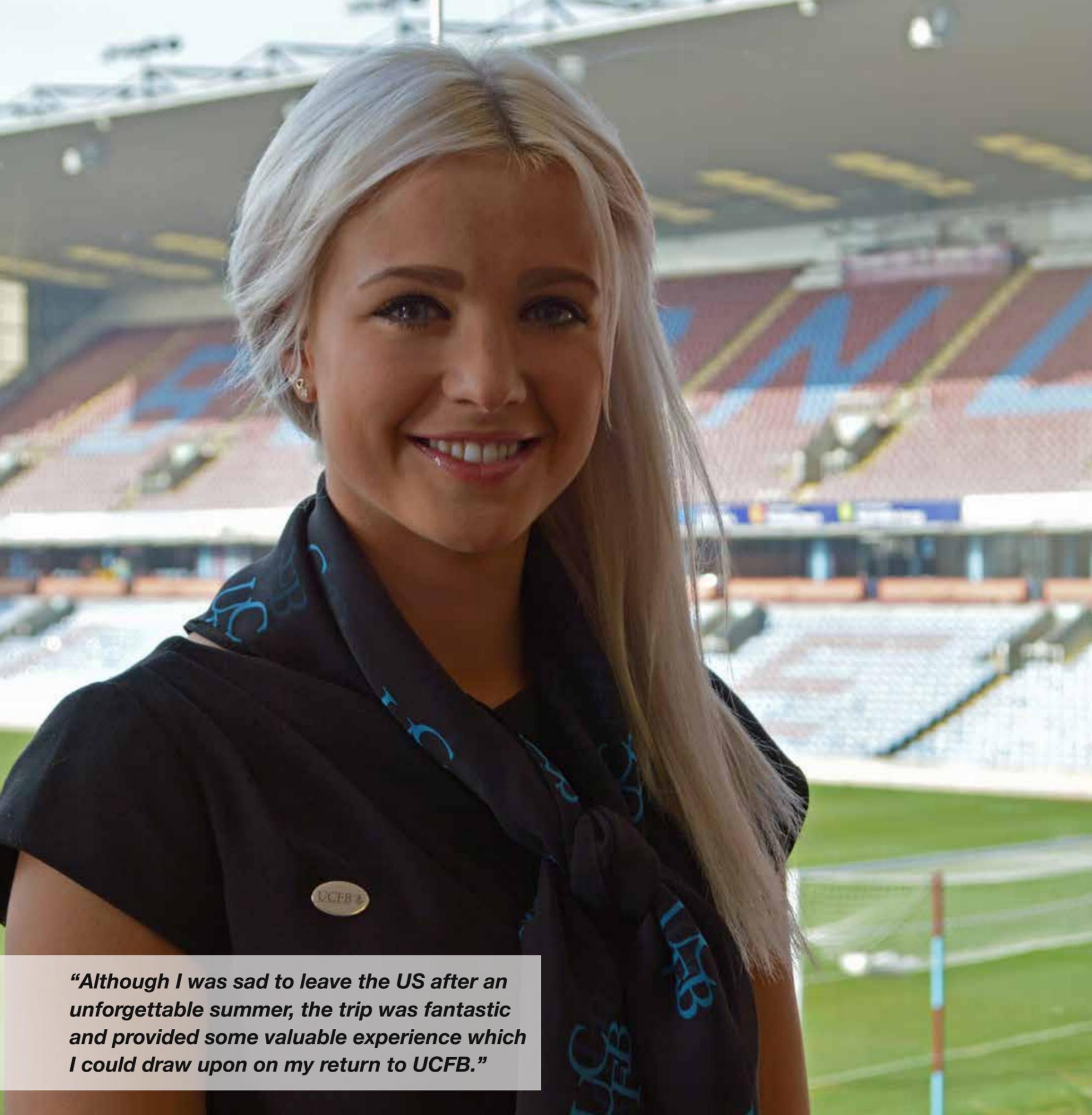
The UCFB bursary amount is not paid to the student directly but is allocated for payment towards the study costs for eligible students.

## The UCFB Scholarship Award

A scholarship award may go towards reducing your tuition fees based on the criteria agreed with UCFB.

This may include students who have attained particular sporting achievements at county level or above, who demonstrate strong academic performance, or who have been assessed on a means-tested basis.

For more information please email [scholarships@ucfb.com](mailto:scholarships@ucfb.com) or visit [www.ucfb.com/scholarships](http://www.ucfb.com/scholarships).



# Chloe Simpson

## Football Business & Media BA (Hons)

During her studies on the Football Business & Marketing degree, Chloe has been involved in a number of exciting events; positively utilising the networks and opportunities on offer at UCFB. Working within the commercial department of Burnley Football Club, Chloe gained an understanding of the time and dedication that goes into organising events and marketing activity; thus when she was provided with the chance to work for award-winning marketing and events agency, Journey9, she was not going to pass up such an amazing opportunity.

While working on behalf of Journey9, not only did Chloe support the coordination of the prestigious Northwest Football Awards, she also played an integral role in the management of a huge charity event at the Lowry Hotel in Manchester to raise money for the Manchester Centre for Children's Vision. Chloe ensured that the event ran smoothly and successfully. Being part of such an inspirational event helped Chloe develop valuable skills in preparation, time-keeping and communication that she can continue to use long after her journey at UCFB.

As UCFB Future Women in Football Committee President, Chloe has used her event management skills to coordinate various functions and activities. Along with her fellow Committee members, Chloe has planned a number of events with great success, including a lavish, Casino Royale themed event held within Burnley Football Club. More recently, Chloe spent her summer coaching young children across America. During her work placement, Chloe opted to coach 2-5 year olds, which was challenging and rewarding. Seeing the dramatic improvements in the children made the experience extremely fulfilling. In order to engage the youngsters at all the camps, Chloe often organised exciting and fun events to aid the children's learning, ensuring they benefited from their coaching experiences.

In keeping with the World Cup theme throughout the summer, Chloe helped organise and run a 'World Cup' style mini tournament, which placed a relevant but enjoyable emphasis on the coaching programme. In the future, Chloe hopes to secure a position within a football club environment, working within a marketing department and coordinating events.

*“Although I was sad to leave the US after an unforgettable summer, the trip was fantastic and provided some valuable experience which I could draw upon on my return to UCFB.”*



# Our Warm Welcome to International Students

*We are delighted to welcome students of different nationalities from all over the world.*

The football and sports business is a truly global industry with star players on and off the pitch from many different countries. UCFB is determined to play its part in ensuring that the next generation of sports business executives reflect the diversity which is already on the pitch. We are therefore keen to go beyond welcoming international students and encourage them to do much more. We provide an integrated international environment for all our students.

Our team has in-depth experience of nurturing international student communities, so we know how important it is to provide constant support, monitoring and feedback. We deliver support on an individual basis to ensure any challenges from relocation are dealt with quickly and confidentially.

We expect our alumni will go on to become leading figures in all market sectors internationally. Friendships formed as students will lead to a network of informed professionals around the globe – our alumni family.

All of this is, of course, dependent upon applicants securing permission to study in the UK. Given the international climate, this is a challenge which should not be underestimated. We therefore encourage prospective students to engage in dialogue with us at the earliest opportunity.

All international students are given a thorough introduction to the United Kingdom, including organised visits during the year as well as orientation opportunities during your time at UCFB.

We offer a range of scholarships for international students. For full details of these and tuition fees, contact the International Office at [international@ucfb.com](mailto:international@ucfb.com) or visit [www.ucfb.com/international-students](http://www.ucfb.com/international-students).

## Entry Requirements

Our International Office are delighted to advise you on the specific entry requirements for your country at [international@ucfb.com](mailto:international@ucfb.com).

We also accept international qualifications, such as A Levels (**240-320 UCAS Points**) or the International Baccalaureate Diploma (**24-28 Points**).

English language qualifications are required; IELTS 6 with a minimum 5.5 in each subsection for all undergraduate degrees. We also require a Personal Statement and Academic Reference to confirm the suitability of the programmes for you.

UK and International UCFB Wembley students on the pitch at Wembley Stadium

# Valued Commendations



“The industry needs graduates with UCFB qualifications and work-based experience as a way of both improving best practice and standardisation across the football business and associated industries.”

**Neil Doncaster**

Chief Executive of the Scottish Professional Football League



“It is a privilege to work in the global football industry and it is a hugely exciting time to be involved in the sport. UCFB’s provision is developing the future best-in-class football and sports business professionals with the skills, knowledge and experience to excel within the industry and drive it forward, both in the UK and internationally.”

**Kelly Simmons, MBE**

Director of The National Game and Women’s Football at The Football Association

“The degree seems innovative and by the end of the Open Day I wanted to study there myself!”

**Laura,**

Parent of a current UCFB student

“This is the sort of atmosphere Sam will flourish in. Somewhere he feels comfortable but where someone cracks the whip!”

**Valerie,**

Parent of a current UCFB student

“Our son arrived in the UK as an international student from America and had to adjust from both a cultural and educational perspective. The personal environment and accessibility to the UCFB Pastoral Team were critical in helping with his assimilation into life in England and at UCFB. They provided a wealth of support on topics ranging from financials and health care to learning support resources. All of this guidance helped his transition and he is working hard, is a thriving member of the community with many friends and holds a number of positions on the student body.

“As parents we feel that we can contact the Pastoral Team any time knowing we’ll receive a quick response, and most importantly that they know him so well and really have the pulse on him and the students.”

**Kevin,** Parent of a Current UCFB student



“UCFB’s degree programmes and Complementary Curriculum™ open up new opportunities in the football business and related industries. UK and international students sharing educational, business and cultural experience in this context will be invaluable for the future of football.”

**Sir Dave Richards**

Former Chairman of the Premier League



“Football is now a global business. It is critical that the international football and sports industry employs people with the right qualifications, experience and skills. In my opinion, UCFB’s degrees are precisely the kind of qualifications football needs. The industry specific knowledge that students gain will help them to secure jobs in football and that can only be a positive for the game.”

**Mark Sutcliffe**

Chief Executive of the Hong Kong Football Association

“UCFB’s specialised approach to studies in and related to football and sport has provoked much interest in students at The Antwerp International School, and two of our graduates are currently enjoying their studies at UCFB Wembley. They describe the degrees as the perfect fit for their respective interests.

“When I visited the UCFB campus, I was instantly struck by the state-of-the-art teaching facilities. And what a wonderful arena to have as a backdrop to your lectures. For a certainty, I will recommend any student with a passion for football and sport to consider studying at UCFB.”

**Dr Cameron,** High School Counsellor at Antwerp International School

“Everyone I had the pleasure to meet was a credit to UCFB. All the staff are knowledgeable, friendly, approachable and above everything so enthusiastic about what UCFB have on offer. The infrastructure and the motivation is clear within every level of UCFB.”

**Jennifer,** Parent of a current UCFB student

“I was so impressed with our visit to UCFB on both a professional and personal level - professionally the way the campus ‘feels’ and how it supports its students academically - and as a parent, the heart-warming feeling that Andrew will begin his journey at a place that will know him well and help him achieve his personal career goals.”

**Gill,** Sixth Form Learning Mentor and Parent

# Our Respected UCFB Advisory Board

UCFB has an Advisory Board of industry professionals which is chaired by Dr. Brian Barwick, whose career in sport, media and business includes his unrivalled experience as Chief Executive of The Football Association, Head of BBC Sport and Head of ITV Sport, and Visiting Professor of Strategic Management at the School of Management at the University of Liverpool. The Board's role is to offer informed advice on the strategic direction of the industry and to ensure our degrees and activities are relevant to the real world of football and business.



## Dr. Brian Barwick

Chairman of the UCFB Advisory Board  
 Chairman of the Rugby Football League and Super League  
 Former Chief Executive of The Football Association  
 Founding Director and Company Principal of Barwick Media & Sport  
 Former Head of BBC Sport  
 Former Head of ITV Sport  
 Chairman of the Football Conference



## Prof. Philip Wilson, BA (Hons), MBA

Provost & Chief Executive, UCFB  
 Founding Member and Director of UCFB  
 Trustee and Director of Burnley Football Club Community Trust



## Kelly Simmons, MBE

Director of The National Game and Women's Football at The Football Association



## Neil Doncaster

Chief Executive of the Scottish Professional Football League  
 Former Chief Executive of Norwich City Football Club



## Alastair Campbell

Communications Strategist  
 Chairman of Fundraising for Leukaemia Research



## Adrian Bevington

Former Club England Managing Director at The Football Association  
 Owner at Adrian Bevington Sport & PR Ltd



## Ruth Farwell CBE

Chair of higher education representative body GuildHE  
 Board Member of the Higher Education Funding Council for England (HEFCE)  
 Former Vice-Chancellor and Chief Executive of Buckinghamshire New University



## Martin Prothero

Sports Marketing Executive at Martin Prothero Ltd  
 Former Senior Vice President of Umbro  
 Former Director of Charlton Athletic Football Club



## Mike Phelan

Former Assistant Manager of Manchester United with Sir Alex Ferguson  
 Assistant Manager at Hull City Football Club  
 Former Professional Football Player



## Paul Nolan

Managing Director of Nolan Partners, the leading global executive search consultancy dedicated to the sport and related industries  
 Former Human Resources Director at The Football Association



Rachel Brown-Finnis, Former Everton and England International Goalkeeper

# Our Esteemed Ambassadors

## Rachel Brown-Finnis

Former Everton Goalkeeper, England International, Team GB, London Olympics 2012

Rachel has been widely regarded as one of the best goalkeepers in the country. At the height of her playing career, Rachel was an England regular, often the first choice goalkeeper for the Three Lions and was selected as part of Team GB in the 2012 London Olympics.

In her role at UCFB, Rachel fully embodies the UCFB DNA and represents us as spokesperson across not only the sports and business sectors, but also with the wider public by whom she is recognised and respected.

Having obtained her degree in the USA, Rachel understands the opportunities that education provides in the sporting industry and as a qualified teacher she is also a valuable provider of education.

## Sue Smith

Professional Footballer Player, England International Player, Television Commentator

Sue is an England international with 93 caps and Doncaster Rovers Belles midfielder. She has twice won the International Player of the Year award and was also voted Players' Player of the Year.

Sue has embarked upon a media career in recent years and is a regular football commentator for the BBC and Sky Sports on women's football. UCFB students are able to gain insight into life on and off the pitch with Sue showing how the two aspects of football activity work together throughout a season.



Rachel with the Everton Ladies' team



Sue Smith with UCFB students



Sue has 93 England caps



Her Majesty the Queen visited UCFB during her Jubilee Celebrations

## Celebrating our Success and Accreditation

In 2014 we had a successful quality review by The Quality Assurance Agency for Higher Education (QAA), the UK regulator for all universities. We were complimented for our quality. In particular, our extensive engagement with sector leading professionals was identified as good practice, as was the impressive programme of guest speakers and the effective pastoral support for our students.

Her Majesty the Queen visited UCFB for lunch as part of her Jubilee Celebrations. The Queen toured the unique facilities at UCFB Burnley, including the Auditorium which overlooks the Turf Moor pitch, and had lunch with local VIPs and dignitaries, as well as Burnley Football Club, UCFB staff and students. Her Majesty also unveiled a plaque marking the first year of UCFB.

Prince Charles met with Professor Wilson during his Royal Visit to Burnley, home of our first campus, in October 2011. This was the Prince's third visit to Burnley in four years, during which Professor Wilson took the opportunity to tell him about the work of UCFB. In a speech to guests, Prince Charles expressed support for UCFB and the contributions we make to the Burnley area, specifically our student accommodation developments.

During a recent Prime Minister's Questions session, David Cameron joined Gordon Birtwistle, MP in commending the world's first Higher Education institution dedicated to the study of football business; "I happily join my honourable friend in praising the work... on inspiring young people, not only here but in other countries."

# The UCFB Story

The sports industry today is immense, with diverse roles and requirements that have grown exponentially in the 21st century. Here in the UK alone, over 450,000 are employed in this sector worth £20bn. Throughout history, new opportunities have consistently presented themselves in this expanding global market.

To maintain this momentum, a pool of passionate, talented individuals with an in-depth knowledge of the principles of sports management and a solid academic foundation must be ready to fill the millions of current and emerging roles in the global sports business. To this end, UCFB was born.

The original concept by UCFB Chairman Brendan Flood, recognised the need for a robust provision of sports business education to provide the industry with a platform populated with high calibre professionals equipped with a broad business knowledge combined with specialist academic insight.

Co-founder Professor Philip Wilson, Provost & Chief Executive of UCFB, has created an ethos of placing each student at the centre of everything that we do, adopting a philosophy of carefully selecting students and teaching in small classes with highly personalised support. Fellow co-founders Paul Fletcher MBE and John Banaszkiwicz have provided the platform for the growth of UCFB into what is now a world leader in its subject area.

This has been an exciting period at UCFB. With the initial campus based at Burnley FC's Turf Moor and subsequently the second campus at the iconic Wembley Stadium, UCFB continues to go from strength to strength. The launch of UCFB's third campus, UCFB Etihad Campus, at the Etihad Stadium in Manchester marks a significant step in UCFB's growth.

Our recent partnership with Real Madrid Graduate School and further agreements in China, Korea, Hong Kong and Malaysia to name but a few, are witnessing the growth of UCFB globally at a phenomenal rate.

Our graduates are now embarking on careers at the heart of the dynamic sports industry all over the world.

With a unique blend of undergraduate, postgraduate and executive education programmes, UCFB has become globally-renowned and will continue to grow not just in the United Kingdom, but in locations around the world.

From the moment you enter UCFB, we say:

*"Welcome to the global sports industry"*

The UCFB Team

# Your Story Begins Here...

The UCFB Team would be delighted to advise and support you as you embark on your own UCFB story. Please don't hesitate to contact us should you require any information, or if you would like to visit us at one of our iconic campuses.

We look forward to hearing from you.



UCFB Wembley  
Wembley National Stadium  
Wembley, London  
HA9 0WS

UCFB Etihad Campus  
Etihad Stadium  
Ashton New Road  
Manchester  
M11 3FF

+44 (0) 843 208 2222

studentenquiries@ucfb.com

[www.ucfb.com](http://www.ucfb.com)



UCFB Chairman Brendan Flood

Students from UCFB Wembley's first intake of students

Prof. Philip Wilson congratulates one of UCFB first graduates, Kirsten, on achieving first class honours

[www.ucfb.com](http://www.ucfb.com) /footballisthebusiness @ucfbuk /ucfbuk /ucfbuk

We will consider any request for accessible formats. Please let us know what you need.

This publication was produced by UCFB in 2015 and is accurate at the time of going to press. We reserve the right to amend information within this prospectus without prior notice.



UCFB students in front of the famous Wembley Stadium



Inside Etihad Stadium, home of UCFB Etihad Campus



UCFB Wembley students in the Wembley Stadium home team changing room



UCFB students during press conference practical sessions in the Wembley Stadium press room



Lectures in the UCFB Wembley Auditorium overlook the iconic pitch



UCFB classrooms sit within our world-class stadium campuses

**UCFB Wembley, Wembley Stadium, Wembley, London HA9 0WS**  
**UCFB Etihad Campus, Etihad Stadium, Ashton New Road, Manchester, M11 3FF**



Working in partnership with

