

# GIS

GLOBAL  
INSTITUTE  
of SPORT



LONDON

MANCHESTER



MIAMI

NEW YORK METRO



ATLANTA

TORONTO

MELBOURNE

## DRIVEN BY SPORT POWERED BY INDUSTRY



**MASTER'S DEGREES AND EXECUTIVE EDUCATION**

ONLINE, ON CAMPUS & BLENDED PROGRAMMES 2022/23



# ABOUT GIS

WELCOME TO UCFB'S GLOBAL INSTITUTE OF SPORT THE LEADING DESTINATION FOR MASTER'S DEGREES AND EXECUTIVE EDUCATION IN THE WORLD'S MOST EXCITING SECTOR.

DRIVING THE FAST-PACED WORLD OF SPORT TO NEW HEIGHTS, GIS IS POWERED BY A GLOBAL NETWORK OF INDUSTRY LEADERS AND ELITE STADIUM VENUES.

Having delivered football and sports-focussed Master's degrees as University Campus of Football Business (UCFB) in the UK and online for the past five years, GIS is our new institute with the support of the global sports industry behind you.

GIS is both global in name and by nature. Our students and alumni have unique access to six stadium locations worldwide. Our senior leadership team originate from three continents and have an abundance of experience in international education and sport. Our new Global Industry Advisors are a collection of influential sports leaders from across the world who feed into your degree provision, global experiences and career opportunities. Our mantra 'driven by sport, powered by industry' is embodied in everything we do.

Executive education is an exciting new addition to our portfolio, part of our strategy to provide lifelong learning. Led by our partners at VSI Executive Education, these programmes including the MSc Sports Directorship have a track record of taking sports leaders to the next level in their career.

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

We look forward to welcoming you to the Global Institute of Sport.



Our goal at GIS is to take highly motivated, ambitious people on a unique educational journey into global sports leadership.

**Brendan Flood**

CHAIRMAN OF GLOBAL INSTITUTE OF SPORT  
FORMER DIRECTOR OF BURNLEY FC  
FOUNDING OWNER AT ORLANDO CITY SC

## OUR RESPONSE TO COVID-19

Please visit [gis.sport/september2022](https://gis.sport/september2022) for more information.

## UK CAMPUSES



LONDON



MANCHESTER

## GLOBAL STUDY HUBS



MIAMI



NEW YORK METRO



ATLANTA



TORONTO



MELBOURNE

## PROVIDING THE ULTIMATE EXPERIENCE WITH



**For ALL**



Global Institute of Sport is a college of the University of East London. Graduates of these programmes will be awarded a degree by the University of East London.





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# LEADING THE WAY

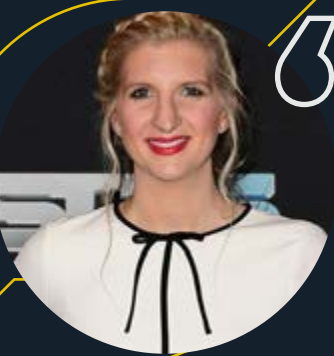
OUR STUDENTS AND ALUMNI ARE LEADING THE WAY FOR THE FUTURE OF THE SPORTS INDUSTRY, WORKING AT LEADING NAMES INCLUDING PREMIER LEAGUE CLUBS, NATIONAL GOVERNING BODIES AND INTERNATIONALLY ACCLAIMED ORGANISATIONS.

Each Master's programme at GIS has been designed with the global sports industry in mind to ensure each student gains the skills required to give them every opportunity for success. Across the industry, GIS Master's students and graduates are leading the way in a variety of sectors including coaching, business, media, marketing and events...



The course is not a case of going through the motions for the purpose of getting a certificate; you really will develop yourself and I have felt that already.

**Michael O'Neill**  
**Stoke City Manager**  
MSc Sports Directorship alumnus



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

**Becky Adlington OBE**  
**Olympian and Founder of Becky Adlington SwimStars and Becky Adlington Training**



The ability to use this network is great for any professional as so many of the staff members and alumni are interconnected to the sporting industry all around the world.

**Mihir Pandya**  
**Media Monitoring & Response Management Consultant at National Basketball Association**

MSc International Sport Management (Online)



The degree has really broadened my understanding of different aspects of the sports management industry, and I will carry this with me going forward.

**Jeni Kingman**  
**Rugby Events & Competitions Assistant at Rugby Football Union**

MSc International Sport Management (Online)



The programme covered both football coaching and performance analysis allowed me to explore opportunities related to both professions. In my current role I believe my background in coaching makes me a more effective analyst.

**Ross Mitchell**  
**Academy Performance Analysis Department at Middlesbrough FC**

MSc Football Coaching & Analysis



The course is expanding and supporting my current knowledge within the field of analysis and helping me to progress forward and become better at what I do.

**Amy Lomas**  
**Performance Analyst at Norwich City**

MSc Football Coaching & Analysis

# YOUR GLOBAL INDUSTRY ADVISORS

THE GIS INDUSTRY ADVISORY BOARD INFLUENCES AND SHAPES THE EDUCATION PROVISION OF GIS TO ENABLE THE NEXT GENERATION OF SPORTS PROFESSIONALS TO BECOME LEADERS IN THEIR FIELD. WITH REPRESENTATIVES ACROSS EUROPE, NORTH AMERICA, AUSTRALIA AND ASIA, IT FEATURES SOME OF THE MOST INFLUENTIAL AND RESPECTED NAMES IN WORLD SPORT.

## The Americas



## Europe, Middle East and Africa



## Asia Pacific





# OUR ACADEMIC LEADERS

Our aim as GIS' academic leadership team is for students and delegates to take the sports industry to new heights, and that's something we believe they are doing every day. Supported by the GIS academic and industry advisory boards, the opportunity for you to network, succeed and make an impact in your chosen career couldn't be greater.

**Sharona Friedman**  
President

Having driven UCFB's unparalleled growth by leading its award-winning commercial department and serving as a Governor of the College, Sharona is a respected global leader in the sports and education industries.

With a wealth of experience in education spanning six continents, Sharona holds both a Juris Doctorate and an MBA from the world-renowned University of Toronto. Responsible for the vision and delivery of strategic goals of the Global Institute of Sport, she also acts as its chief academic officer. Sharona is a member of the Board of Independent Higher Education.

**Sarah Tudor**  
Director of Global Education and Experience

With more than 20 years' experience in higher education, Sarah leads the GIS academic team, leading the development of an exciting and innovative global education curriculum and student experience that helps GIS graduates to drive forward in their career and become the talent of the future sports industry. Sarah's research interests are in work-based learning and degree apprenticeships.



**Dr Nick Wilde**  
Dean, School of Sports Business and Management  
at UCFB Wembley

Nick is recognised as an expert in football marketing and has worked closely with the marketing departments of Boca Juniors, Estudiantes de la Plata and Racing in Argentina, and has previously lectured in South America conducting his lectures in Spanish. He has co-authored a global edition of a leading Event Management textbook, helped to set up the Charlton Athletic United States Soccer Academy and has worked on several projects with the leading sports charity Charlton Athletic Community Trust.



**Mike Walsh**  
Dean, School of Sports Coaching and  
Performance and Director of Football  
at UCFB Etihad Campus

Mike leads the blended and on campus coaching and performance portfolio, driving academic quality and standards and enhancing the student experience. Mike has 22 years of coaching experience working across the game from professional club academies to semi-professional clubs, and 14 years of lecturing experience. He has coached at Manchester United, Manchester City, Preston North End, Blackpool and is currently coaching at Bolton Wanderers in the Academy. Mike is also a Coach Educator at The FA and the different roles have included travelling to and taking coaching sessions and coach education in Asia, South America, Europe and the Middle East. He is an UEFA A License qualified coach, holds an MA in Sports Coaching and is studying a Professional Doctorate in Applied Sport and Exercise Science.

# YOUR GIS GLOBAL LOCATIONS

AS A STUDENT AND ALUMNUS OF GIS, YOU HAVE ACCESS TO A UNIQUE SET OF STADIUM VENUES ACROSS THE WORLD. ON TOP OF YOUR INNOVATIVE EDUCATION WITH US, OUR ANNUAL SUMMIT EVENTS AND EXCLUSIVE CONTENT FROM GLOBAL PARTNERS MEAN YOU ARE PART OF THE GIS NETWORK FOR LIFE.



GIS | SHANGHAI

GIS | MUMBAI

GIS | SINGAPORE

GIS | DUBAI



MELBOURNE

## UK CAMPUSES

Our campuses in London and Manchester, which have the iconic Wembley Stadium and Etihad Stadium at their heart, host all GIS on-campus degrees as well as several exclusive aspects of the Global Insight Series.

## GLOBAL HUBS

The GIS global hubs are located in some of the world's most exciting sports destinations. Miami's Inter Miami CF Stadium, New York's Red Bull Arena, Atlanta's brand new Mercedes-Benz Stadium, Toronto FC's BMO Field and the Melbourne Cricket Ground (MCG) all play host to GIS around the world, enabling students and graduates to enhance their knowledge and expertise of the international sports industry.

## NETWORKING CENTRES

GIS networking centres in the UAE, Singapore, China and India also provide unprecedented international opportunities for students and graduates living in these regions to network with their peers and the wider sports industry community.

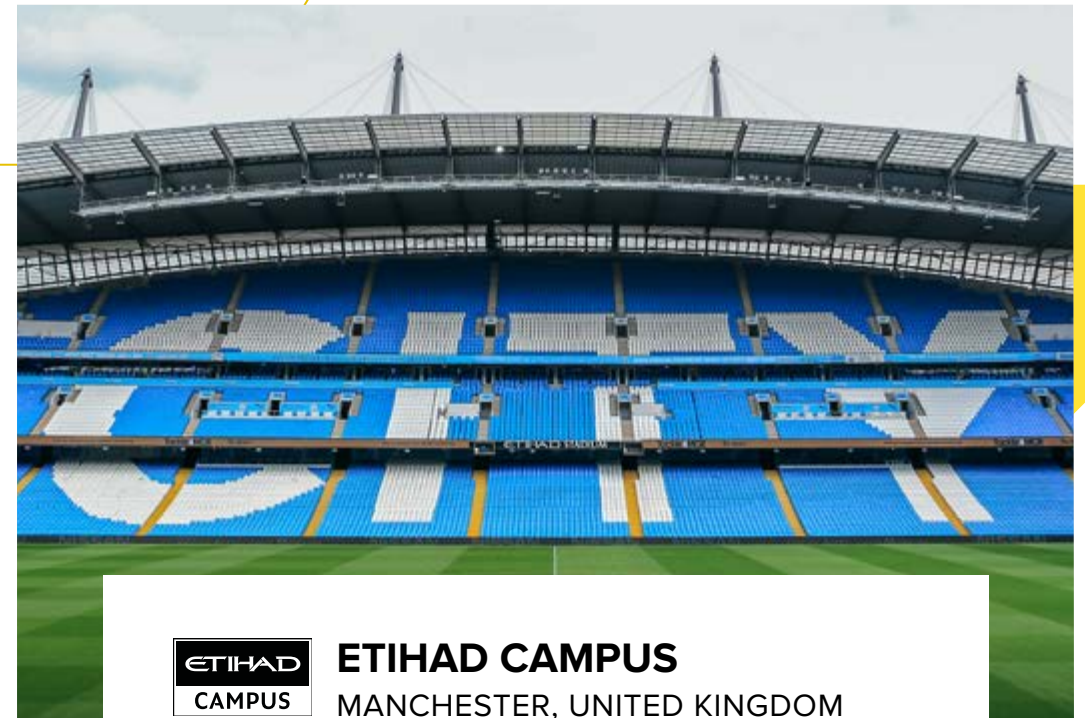
For more information, including dates and potential costs of attending each summit, visit [gis.sport/hubs](https://gis.sport/hubs)

# UK CAMPUSES



**WEMBLEY**  
LONDON, UNITED KINGDOM

With a capacity of 90,000, Wembley is the biggest stadium in the UK and one of most famous and recognisable names in sport. Wembley Stadium is the heart of our UCFB Wembley campus and provides a truly inspiring learning environment with state-of-the-art facilities in one of the world's most exciting cities.



**ETIHAD CAMPUS**  
MANCHESTER, UNITED KINGDOM

The impressive Etihad Stadium sits at the heart the Etihad Campus, just a short walk from Manchester city centre. UCFB Etihad Campus is our campus devoted to the football industry in Manchester – one of the world's most famous footballing cities with a thriving student population.



# YOUR WEMBLEY CAMPUS



AS THE GLOBALLY RENOWNED 'HOME OF FOOTBALL', WEMBLEY STADIUM IS AN ICONIC HUB OF THE INTERNATIONAL SPORTS INDUSTRY AND IS AT THE HEART OF YOUR WEMBLEY CAMPUS.

While steeped in history, the wide-ranging facilities and outstanding location provides an immersive Master's student experience which enables you to truly hone your craft on your journey towards senior positions in the football and sports industry.

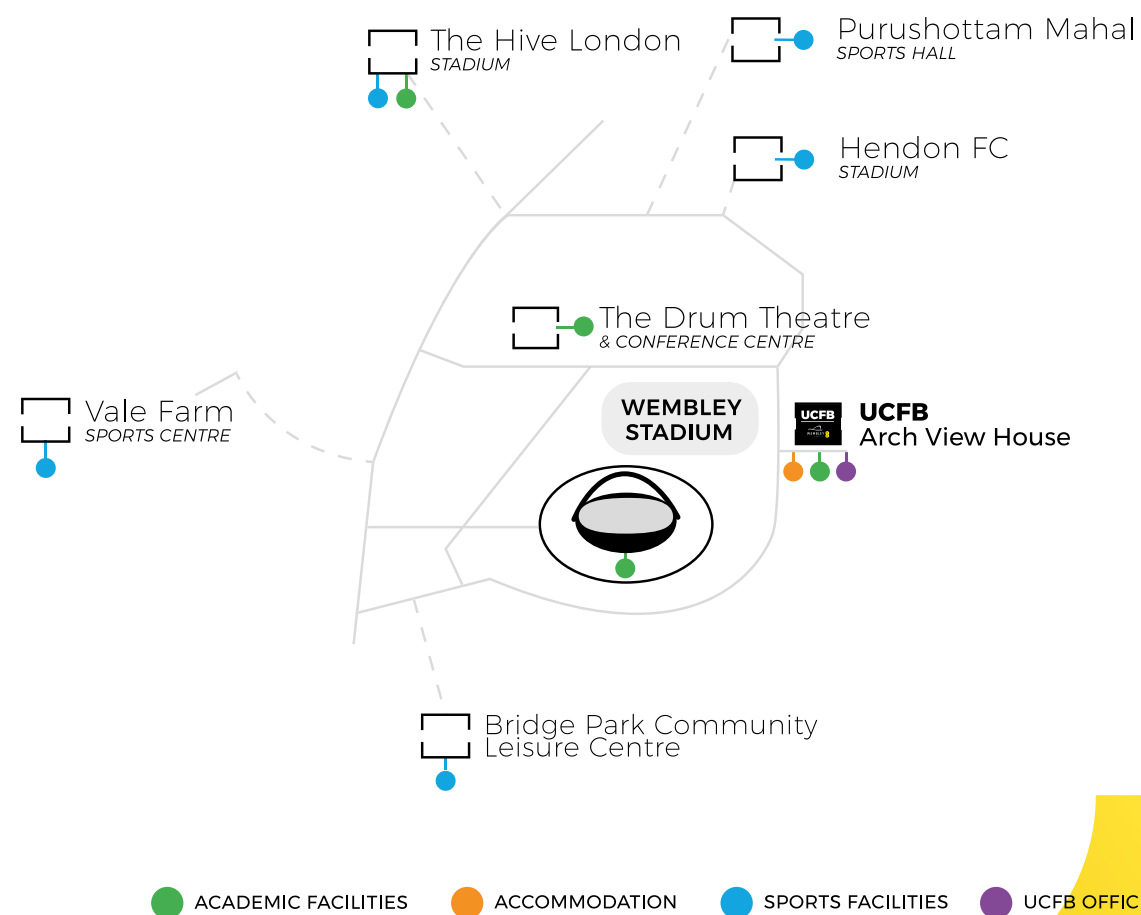
## ACCOMMODATION:

Our brand new development at Arch View House will provide students with high quality accommodation just a couple of minutes' walk from Wembley Stadium.

For more information, visit [gis.sport/living](https://gis.sport/living)

## FACILITIES INCLUDE:

- Wembley Stadium – hosts lecture theatres, seminar rooms and a TV studio, many of which overlook the famous pitch.
- The Hive Stadium – the home of Barnet FC and London Bees.
- Arch View House – A dedicated facility including teaching, lecture and seminar rooms, library and study hub, sports cafe and lounge, student accommodation and staff head office.
- The Drum – hosts lecture theatres, seminar rooms and contemporary event spaces.
- Bridge Park Community Centre – a multi-sport leisure centre which features a number of fitness studios, gym equipment, football pitches and netball courts.



# YOUR ETIHAD CAMPUS

UCFB ETIHAD CAMPUS IS DEVOTED TO THE FOOTBALL INDUSTRY IN THE HEART OF MANCHESTER – ONE OF THE WORLD'S MOST FAMOUS FOOTBALLING CITIES WITH A THRIVING STUDENT POPULATION.

With the Etihad Stadium at the heart of the campus, students can learn and work at the centre of one of Europe's most progressive football and sports facilities. The UCFB Study Hub and Curzon Ashton FC also play host to teaching sessions.

Manchester city centre and its exciting array of shops, bars, restaurants and entertainment venues is just a short tram ride away from Etihad Campus.

## ACCOMMODATION:

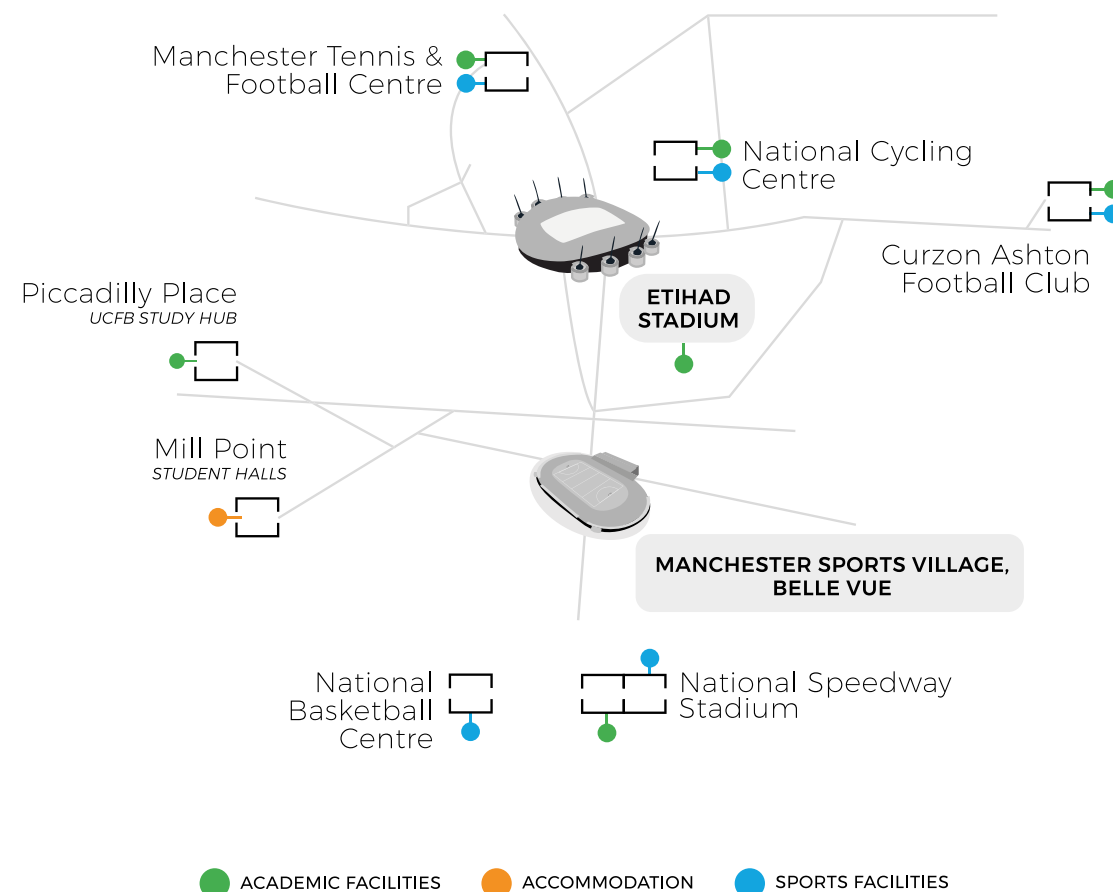
Unite Students' Mill Point offers Etihad Campus students exciting, secure and centrally-located student accommodation in the heart of Manchester, with 24 hour security, onsite CCTV and Wi-Fi.

Just a minute from Manchester Piccadilly train station, the property's central location means you're close to the best shopping and leisure areas that Manchester has to offer.

For more information, visit [gis.sport/living](https://gis.sport/living)

## FACILITIES INCLUDE:

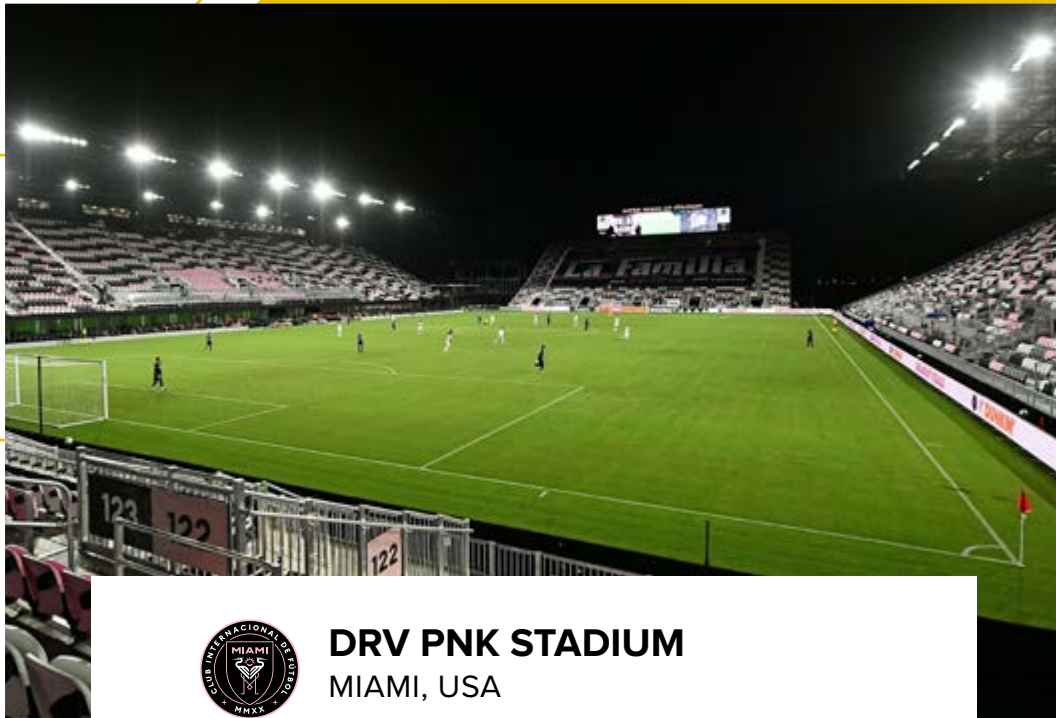
- Etihad Stadium – students benefit from learning at the centre of one of Europe's most progressive football venues with facilities including lecture theatres and seminar rooms, social areas to cafeteria, and quiet study zones.
- Curzon Ashton FC – Tameside Stadium, home of the National League side, provides students with an immersive learning experience within a professional club setting.
- UCFB Study Hub – provides modern facilities including a library, high-tech sports lab and media studio.
- Manchester Sports Village, Belle Vue is the primary teaching location for all coaching students.



Etihad Stadium, Piccadilly Place and Curzon Ashton FC's Tameside Stadium

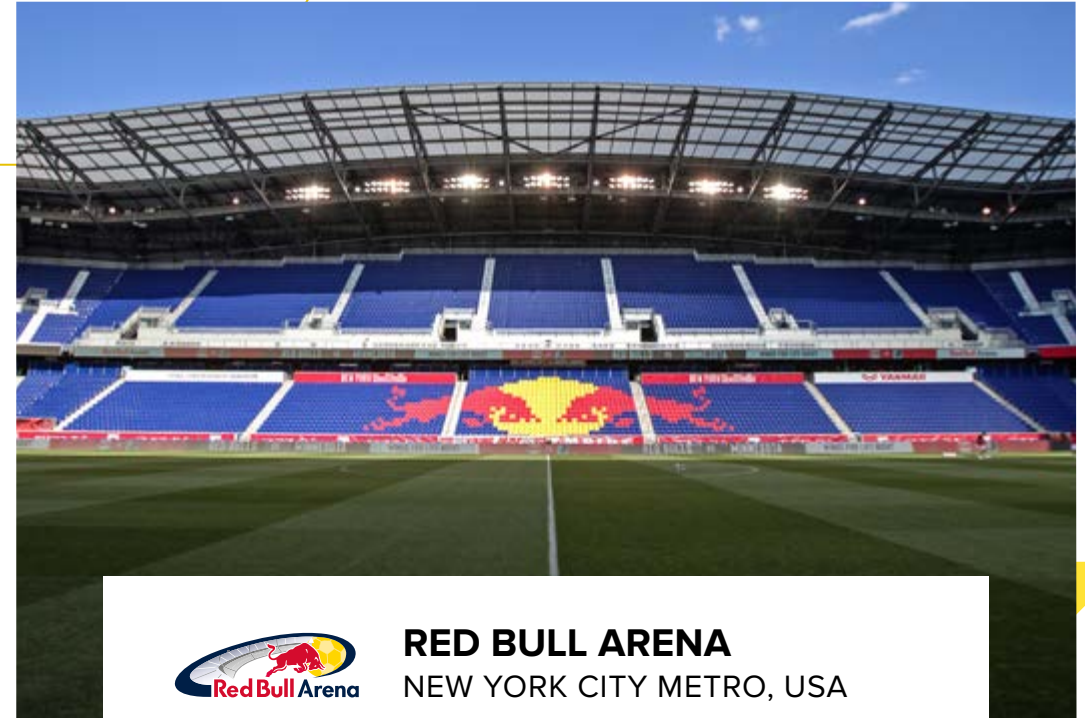


# GLOBAL HUBS



**DRV PNK STADIUM**  
MIAMI, USA

Situated in Fort Lauderdale, Inter Miami CF's brand new 18,000 seater stadium is the home of our newest US hub. At each annual global sports summit, GIS students will learn from leading names from MLS' newest club as well as experience sport in a city that also hosts the NFL's Miami Dolphins, NBA's Miami Heat, the Miami Marlins of MLB and NHL side the Florida Panthers.



**RED BULL ARENA**  
NEW YORK CITY METRO, USA

Home to popular MLS team New York Red Bulls, this global hub provides access to one of the great sports cities that hosts other world-renowned teams including MLB sides the Yankees and Mets, NBA teams Nets and Knicks, the NFL's Giants and Jets, and fellow MLS club New York City FC. Red Bull Arena provides a unique opportunity to network with and learn from the revolutionary multinational Red Bull football brand, pioneers in 21st century sport.



# GLOBAL HUBS



**MERCEDES-BENZ STADIUM**  
ATLANTA, USA

Home of NFL team Atlanta Falcons and 2018 MLS Cup champions Atlanta United, Mercedes-Benz Stadium is one of the most technologically advanced in the world. This 75,000 capacity arena provides a fantastic opportunity for GIS students to learn and network in a thriving sports city that also hosts the NBA's Hawks and the MLB's Braves.



**BMO FIELD**  
TORONTO, CANADA

Crowned MLS champions in 2017, Toronto FC are based at Canada's national football stadium, BMO Field, and are owned by Maple Leaf Sports & Entertainment (MLSE). A world-leading organisation in sports technology, GIS students will be able to learn from MLSE's unique business that runs successful venue and multi-sport franchise operations. Our Canadian summits will also access MLSE's stunning Scotiabank Arena, home of the NBA's Toronto Raptors and the NHL's Toronto Maple Leafs.



**MELBOURNE CRICKET GROUND**  
MELBOURNE, AUSTRALIA

If Melbourne is the home of Australian sport, then the Melbourne Cricket Ground (MCG) is the heart of it. This iconic venue is the largest stadium in the Southern Hemisphere, boasting a capacity of over 100,000 people. It's a stadium rich in history and is the scene of some of Australian sport's most memorable moments. The MCG is the birthplace of Test Cricket, the home for the AFL Grand Final and has hosted the Olympic Games, Commonwealth Games along with a range of major events and concerts. Located in arguably the world's premier sports precinct, the neighbouring Melbourne Park and AAMI Park venues host Australian Open tennis, A-League football and both rugby codes, allowing GIS students a truly unique sporting and cultural experience.



The background is a solid yellow color. It features several large, abstract geometric shapes. On the left side, there are two dark blue shapes: a large, thick, curved shape at the top and a similar but more angular shape below it. On the right side, there are several white-outlined shapes, including a large, thick, curved shape at the top and several smaller, more angular shapes below it. The overall design is modern and minimalist.

# MASTER'S DEGREES

GIS HAS DEVELOPED A PROFILE OF CUTTING-EDGE MASTER'S DEGREES TO ENABLE THOSE WORKING WITHIN THE INDUSTRY TO DRIVE FORWARD THEIR CAREER, AND TO PROVIDE A GATEWAY FOR THOSE ASPIRING TO PURSUE THEIR AMBITIONS OF WORKING IN THIS EXCITING GLOBAL MULTI-BILLION POUND INDUSTRY.



ONLINE



BLENDED



# ON CAMPUS, ONLINE & BLENDED DEGREES

WITH THE ICONIC WEMBLEY STADIUM AND ETIHAD STADIUM AT THE HEART OF OUR UK CAMPUSES, GIS STUDENTS BENEFIT FROM A UNIQUE AND IMMERSIVE EXPERIENCE AS THEY PROGRESS ALONG THEIR PATH IN THE GLOBAL SPORTS INDUSTRY.

## WHAT WE OFFER:

- MSC FOOTBALL BUSINESS
- MSC FOOTBALL COACHING
- MSC FOOTBALL COACHING & ANALYSIS
- MSC SPORTS COACHING
- MSC FOOTBALL COMMUNICATIONS & DIGITAL MARKETING
- MSC INTERNATIONAL SPORT MANAGEMENT
- MSC PERFORMANCE ANALYSIS IN FOOTBALL
- MSC PLAYER CARE IN FOOTBALL
- MSC SPORTS MARKETING & MEDIA



ONLINE



BLENDED



BLENDED



ONLINE



ONLINE



ONLINE



BLENDED



BLENDED



ONLINE

## HOW STUDYING ONLINE WORKS

Online degrees at GIS are designed to allow flexibility whilst also maintaining structure to help you progress through your studies. Each module will require the completion of weekly activities set by the module leader as well as the submission of one to two assessments per module.

Online students will also have access to GIS' global hubs and Insight Series, set in iconic stadium locations in the UK, US, Canada and Australia. Intakes for each time zone will be confirmed prior to the start of each academic year.

Our degrees are also delivered in three time zones for the Americas, Europe and Africa, and Australasia.

Live session delivery supplements your online independent learning. You will have the opportunity to log into at least 3 live sessions to consolidate learning for each module.

## HOW BLENDED WORKS

Alongside their online study, students on the blended degree programme will also have compulsory concentrated periods of practical classes on campus. These on-campus elements are available at UCFB Wembley, London, UCFB Etihad Campus, Manchester, and at GIS Miami Campus.

## GIS GLOBAL HUBS

Our online students have access to the GIS global hubs and Insight Series – an unparalleled offering in the sports industry with Wembley Stadium and Etihad Stadium in the UK, and iconic stadiums in North America and Australia providing students with the opportunity to gain a truly global educational experience.



# MSc Football Business

FOOTBALL IS A GLOBAL, MULTI-BILLION POUND BUSINESS THAT SHOWS NO SIGN OF SLOWING DOWN. BUMPER TV DEALS AND HUGE TRANSFER FEES MEANS MORE MONEY THAN EVER IS FLOWING THROUGH THE GAME, ENSURING IT'S VITAL THAT THERE ARE PERSONNEL READY TO JUMP STRAIGHT IN AND SHAPE ITS FUTURE.

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

## MODULES:

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

- FOOTBALL FAN ENGAGEMENT
- FOOTBALL OPERATIONS MANAGEMENT
- FOOTBALL FINANCE
- GLOBAL SPORTS LEADERSHIP
- APPLIED PROFESSIONAL PROJECT
- GLOBAL SPORTS CONSULTING AND ANALYSIS (OPTION)
- SPORTS LAW AND GOVERNANCE (OPTION)

Visit [GIS.sport](https://www.gis.sport) for the latest programme information.

## ON CAMPUS

UCFB Wembley or UCFB Etihad Campus

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time

### Fees

Home students: £10,950  
International students: £16,450

## ONLINE

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time (Online)

### Fees

Home and international students: £10,950



Students Riccardo, Mihir and Conor enjoyed the 2019 Champions League Final during their studies

## FUTURE CAREER PROSPECTS

- Management positions within the core functional departments of the football industry
- High-ranking financial and operational roles within football
- Ability to rise to senior managerial roles due to the management aspect of the degree

## PROGRAMME INSIGHT



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

**Christopher Winn**  
Course Leader





# MSc Football Coaching

THE MSC FOOTBALL COACHING COURSE IS DESIGNED FOR THOSE WISHING TO DEEPEN THEIR UNDERSTANDING OF FOOTBALL COACHING PRACTICES. THE PROGRAMME PROVIDES OPPORTUNITIES TO ENGAGE IN DIFFERENT ASPECTS OF FOOTBALL COACHING INCLUDING AREAS SUCH AS COACHING PHILOSOPHY, TACTICS AND STRATEGIES, REFLECTIVE PRACTICE AND ANALYSIS OF COACHING PRACTICE. IT IS IDEAL FOR CURRENT PROFESSIONALS WORKING WITHIN THE FOOTBALL INDUSTRY OR THOSE WHO ASPIRE TO WORK WITHIN THE PROFESSIONAL GAME.

This course is delivered at excellent professional sporting venues similar to those in which students aspire to work. A diverse range of learning and teaching approaches are used as appropriate to each module. Across the course students benefit from regular contact through lectures, seminars, workshops, tutorials and practical sessions.

## MODULES:

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

- GLOBAL SPORTS LEADERSHIP
- APPLYING FOOTBALL PRINCIPLES – TACTICS AND STRATEGIES
- PHILOSOPHY IN THE COACHING PROCESS
- ANALYSIS OF FOOTBALL COACHING PRACTICE
- APPLIED RESEARCH PROJECT
- MATCH AND PERFORMANCE ANALYSIS IN FOOTBALL (OPTION)
- APPLIED REFLECTIVE PRACTICE (OPTION)

Visit [GIS.sport](https://www.gis.sport) for the latest programme information.

## ON CAMPUS

UCFB Wembley or UCFB Etihad Campus

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time

### Fees

Home students: £10,950  
International students: £16,450

## BLENDED

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time (Blended) – online learning with intensive periods at UCFB Wembley, UCFB Etihad Campus or GIS Campus Miami

### Fees

Home and international students: £10,950  
Miami students: \$19,950



GIS coaching students have access to the UCFB Women's Academy in Wembley and the UCFB Men's Academy in Manchester

## FUTURE CAREER PROSPECTS

- Highly sought-after careers within professional and semi-professional football clubs
- Progress and work either domestically or abroad in this multi-billion pound industry

## PROGRAMME INSIGHT



In order to meet the demands of the modern game, this course connects coaching principles, tactics and strategies alongside the effective use of performance analysis. Student's will explore the critical competencies required of the coach and within the coaching process.

**Kevin Braybrook**  
Course Leader

**Jono McPhail**  
Blended course Leader







# MSc Football Coaching & Analysis

THIS PROGRAMME PROVIDES AN INCLUSIVE, CURRENT AND VERSATILE CURRICULUM OF STUDY WHICH REFLECTS THE NEEDS OF THE FOOTBALL INDUSTRY FOR POSTGRADUATE STUDENTS, WITH OPTIONS TO STUDY EITHER FULL OR PART-TIME. THE COURSE LOOKS TO SUPPORT THE CONTINUING PROFESSIONAL DEVELOPMENT OF FOOTBALL COACHES AND PERFORMANCE ANALYSTS AND THOSE WORKING IN FOOTBALL OR A CLOSELY RELATED FIELD.


More than ever football is driven by statistics and analysis. From a player's fitness to their in-game attributes, numbers play a huge part in the modern game. This programme will take an in-depth look at the numbers that make the game tick, alongside theoretical and practical coaching disciplines.

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

## MODULES:

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

- APPLIED FOOTBALL MATCH ANALYSIS
- ANALYSIS OF FOOTBALL COACHING PRACTICE
- APPLYING FOOTBALL PRINCIPLES – TACTICS AND STRATEGIES
- GLOBAL SPORTS LEADERSHIP
- APPLIED RESEARCH PROJECT AND PLACEMENT
- FOOTBALL STATISTICS AND DATA ANALYSIS (OPTION)
- APPLIED REFLECTIVE PRACTICE (OPTION)

 Visit [GIS.sport](https://www.gis.sport) for the latest programme information.

## ON CAMPUS

UCFB Wembley or UCFB Etihad Campus

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time

### Fees

Home students: £10,950  
International students: £16,450

## BLENDED

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time (Blended) – online learning with intensive periods at UCFB Wembley, UCFB Etihad Campus or GIS Campus Miami

### Fees

Home and international students: £10,950  
Miami students: \$19,950



Jemma Entwistle, MSc Football Coaching & Analysis graduate, now works as a Coach Development Officer and Foundation Phase Coach

## FUTURE CAREER PROSPECTS

- Highly sought-after careers within professional and semi-professional football clubs
- Senior coaching roles, match and performance analyst or operations manager

## PROGRAMME INSIGHT



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

**Connor McGillick**  
Course Leader

**Jono McPhail**  
Blended course Leader



# MSc Sports Coaching

THIS PROGRAMME ALLOWS STUDENTS THE CHANCE TO DEVELOP SYSTEMATIC KNOWLEDGE AND UNDERSTANDING OF THE THEORY AND PRACTICE OF COACHING AND TRAINING TO ENHANCE THE PERFORMANCE OF INDIVIDUALS AND LARGER TEAMS, WITH THE OPTION TO STUDY EITHER FULL OR PART-TIME AVAILABLE TO PARTICIPANTS. IT WILL ALSO EQUIP STUDENTS WITH A RANGE OF RESEARCH SKILLS NECESSARY TO DESIGN AND CONDUCT APPLIED RESEARCH IN A SPORTS CONTEXT.

Programme participants will evaluate a range of traditional and contemporary models of leadership, and review the core components that underpin expertise in sports coaching.

## MODULES:

- APPLYING STRATEGIES AND TACTICS IN PRACTICE
- UNDERSTANDING COACHING EXPERTISE
- APPLIED REFLECTIVE PRACTICE
- GLOBAL SPORTS LEADERSHIP
- APPLIED RESEARCH PROJECT AND PLACEMENT
- CREATING A HIGH-PERFORMANCE CULTURE (OPTION)
- PRINCIPLES AND PRACTICE IN TALENT DEVELOPMENT (OPTION)

Visit [GIS.sport](https://www.gis.sport) for the latest programme information.

## ON CAMPUS

UCFB Wembley or UCFB Etihad Campus

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time

### Fees

Home students: £10,950  
International students: £16,450

## BLENDED

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time (Blended) – online learning with intensive periods at UCFB Wembley or UCFB Etihad Campus

### Fees

Home and international students: £10,950



Master's student Joan Sospedra spent a summer on a work placement at South Georgia Tormenta FC as part of our unique partnership with the USL

## FUTURE CAREER PROSPECTS

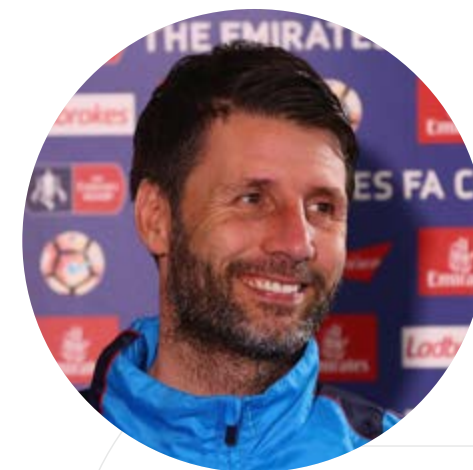
- Highly sought after careers within semi-professional or professional sports clubs and organisations
- Senior coaching and leadership roles within an academic environment, such as PE teacher in a primary or secondary environment

## PROGRAMME INSIGHT



We know the more people we have participating at grassroots the more likely we are to find the top players for the pinnacle of the game.

**Danny Cowley**  
Portsmouth FC Manager





# MSc Football Communications & Digital Marketing

THE EVOLUTION OF THE GLOBAL FOOTBALL INDUSTRY AND THE WAY FANS CONSUME MEDIA HAS MEANT THE ROLE OF COMMUNICATIONS AND MARKETING PROFESSIONALS HAS HAD TO ADAPT AND DEVELOP. IT IS NOW ESSENTIAL TO UNDERSTAND DIGITAL VIEWING TRENDS, SOCIAL MEDIA AUDIENCES AND HOW TO PLAN ENGAGING AND EFFECTIVE DIGITAL MEDIA COVERAGE FOR AN EVER DEMANDING FAN BASE.

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

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

## MODULES:

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

- FOOTBALL FAN ENGAGEMENT
- DIGITAL MARKETING FOR FOOTBALL
- MULTIMEDIA FOOTBALL JOURNALISM
- GLOBAL SPORTS LEADERSHIP
- APPLIED PROFESSIONAL PROJECT
- GLOBAL SPORTS CONSULTING AND ANALYSIS (OPTION)
- CUSTOMER RELATIONSHIP MANAGEMENT AND ANALYTICS IN SPORT (OPTION)

Visit [GIS.sport](https://www.gis.sport) for the latest programme information.

## ON CAMPUS

UCFB Wembley or UCFB Etihad Campus

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time

### Fees

Home students: £10,950  
International students: £16,450

## ONLINE

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time (Online)

### Fees

Home and international students: £10,950



England manager and previous guest speaker Gareth Southgate addressing the media

## FUTURE CAREER PROSPECTS

- Management within the core media and marketing departments of football and sports clubs
- 82% of our 2017 Master's graduates were working in the football and sports industry within six months of graduating

## PROGRAMME INSIGHT



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

**Shana Axcell-Doyle**  
Course Leader



# MSc International Sport Management

DELIVERED IN A CAMPUS THAT HAS THE WORLD FAMOUS WEMBLEY STADIUM AT ITS HEART, THIS DEGREE IS DESIGNED TO PREPARE GRADUATES TO TAKE ON LEADERSHIP ROLES IN THE GLOBAL SPORTS BUSINESS. FROM ASIA TO EUROPE AND TO AMERICA, SPORT IS A GLOBAL PHENOMENON WITH A WEALTH OF CAREER OPPORTUNITIES.

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

## MODULES:

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

- GLOBAL SUSTAINABLE SPORTS OPERATIONS
- MANAGING GLOBAL STRATEGY
- GLOBAL SPORTS MARKETING AND DIGITAL COMMUNICATIONS
- GLOBAL SPORTS LEADERSHIP
- APPLIED PROFESSIONAL PROJECT
- CONTEMPORARY ISSUES IN SPORT (OPTION)
- ENTREPRENEURSHIP IN SPORT (OPTION)

Visit [GIS.sport](https://gis.sport) for the latest programme information.

## ON CAMPUS

UCFB Wembley or UCFB Etihad Campus

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time

### Fees

Home students: £10,950  
International students: £16,450

## ONLINE

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time (Online)

### Fees

Home and international students: £10,950  
Miami students: \$19,950



Wembley Stadium, home of UCFB Wembley, will host 2024 UEFA Champions League final

## FUTURE CAREER PROSPECTS

- Management within the core media and marketing departments of football and sports clubs
- Key leadership roles in business development, marketing, finance, operations and media
- International aspect provides students with the skills and experience to progress in a multi-billion pound global industry

## PROGRAMME INSIGHT



This course is for students from any background; politics, history, sport. And it prepares them for a wide range of leadership roles in the sports industry.

**Jane Abbey**  
Course Leader





# MSc Performance Analysis in Football

THIS PROGRAMME WILL GIVE STUDENTS THE NECESSARY TOOLS TO UNDERSTAND AND EXPLORE THE PERFORMANCE ANALYSIS PRINCIPLES THAT RULE THE MODERN GAME. YOU WILL GAIN THE KNOWLEDGE OF THE THEORY AND PRACTICE THAT ENABLES ENHANCED PERFORMANCE ON THE PITCH AS WELL AS IN PLAYER RECRUITMENT.

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

## MODULES:

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

- APPLIED FOOTBALL MATCH ANALYSIS
- FOOTBALL STATISTICS AND DATA ANALYSIS
- TALENT IDENTIFICATION AND RECRUITMENT
- APPLIED RESEARCH PROJECT
- GLOBAL SPORTS LEADERSHIP
- APPLIED REFLECTIVE PRACTICE (OPTION)
- AN INTERDISCIPLINARY APPROACH IN FOOTBALL (OPTION)

Visit [GIS.sport](https://www.gis.sport) for the latest programme information.

## DURATION:

One year (full-time) or two years (part-time)

## STUDY MODE:

Full-time or part-time

## FEES:

Home students: **£10,950**

International students: **£16,450**

## CAMPUS:

UCFB Wembley or UCFB Etihad Campus



Students taking part in a coaching session at the UCFB Men's Academy in Manchester

## FUTURE CAREER PROSPECTS

- Multiple career options to choose from
- Career opportunities include Performance Analyst, Recruitment Analyst, Football Scout, Talent Identification, Opposition Analyst and Data Analyst
- Possible opportunities within teaching and learning environments

## PROGRAMME INSIGHT



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

**Danielle Prescott**  
Course Leader





# MSc Player Care in Football\*


*\*subject to validation*

THE MSC PLAYER CARE IN FOOTBALL HAS BEEN DESIGNED FOR THOSE WHO WISH TO DEVELOP A MULTIDISCIPLINARY UNDERSTANDING OF ELITE PLAYER CARE AND WELLBEING IN PROFESSIONAL FOOTBALL. THROUGH THE PROGRAMME, STUDENTS WILL BUILD A THEORETICAL AND PRACTICAL UNDERSTANDING OF PLAYER CARE BY ENGAGING WITH ELEMENTS OF BEHAVIOURAL SCIENCE, PSYCHOLOGY, PSYCHIATRY AND SOCIAL SCIENCES WITH THE LONG-TERM GOAL OF BEING ABLE TO APPLY THIS KNOWLEDGE AT BOTH YOUTH AND SENIOR LEVELS

Delivered by leading experts in the field, students will be exposed to the latest research in the area, as well as a series of real-world scenarios and case studies, developed in conjunction with industry partners.

## MODULES:

- FOOTBALL AND MENTAL HEALTH
- CRITICAL MOMENTS IN FOOTBALL CAREERS
- GLOBAL SPORTS LEADERSHIP
- YOUTH FOOTBALL AND SAFEGUARDING
- CREATING A HIGH-PERFORMANCE CULTURE (OPTION)
- APPLIED REFLECTIVE PRACTICE (OPTION)
- APPLIED RESEARCH PROJECT AND PLACEMENT

 Visit **GIS.sport** for the latest programme information.

## ON CAMPUS

UCFB Wembley or UCFB Etihad Campus

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time

### Fees

Home students: £10,950  
International students: £16,450

## BLENDED

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time (Blended) – online learning with intensive periods at UCFB Wembley, or UCFB Etihad Campus

### Fees

Home and international students: £10,950



This programme has been designed for those who wish to develop an elite understanding of player care and wellbeing in professional football environment.

## FUTURE CAREER PROSPECTS

- This degree will allow graduates to participate in the everyday operations of a football club and looking after the welfare of senior and youth players
- Those already in the game, such as coaches and academy managers will also be able to broaden their future prospects and advance their own careers

## PROGRAMME INSIGHT



There is real value in having an understanding of how people think, how you think as an athlete and why you do the things you do.

**Gareth Southgate**  
England manager





# MSc Sports Marketing & Media\*

\*subject to validation

DUE TO THE INCREASING COMMERCIALITY OF THE SPORTS INDUSTRY, THE ROLE OF MARKETING AND MEDIA TEAMS WITHIN SPORTS ORGANISATIONS HAS NEVER BEEN MORE IMPORTANT TO ENABLE MULTI-MILLION POUND BUSINESSES TO COMMUNICATE THEIR MESSAGES CLEARLY AND EFFECTIVELY.

This degree is designed for graduates and industry practitioners with an interest in sport, and those with a particular interest in, or experience of communications and marketing. The programme covers key themes such as sports marketing, sports media management, sports media content creation, global sports leadership and options including customer relationship management, sports sponsorship, and brand management and contemporary issues in sport.

## MODULES:

Our MSc Sports Marketing & Media modules have been designed to give you the best preparation for a career in the elite and exiting role of sports media and marketing.

- GLOBAL SPORTS LEADERSHIP
- APPLIED PROFESSIONAL PROJECT
- GLOBAL SPORTS MARKETING AND DIGITAL COMMUNICATIONS
- SPORTS MEDIA MANAGEMENT
- SPORTS MEDIA CONTENT CREATION
- CUSTOMER RELATIONSHIP MANAGEMENT (OPTION)
- BRANDING AND SPORTS SPONSORSHIP (OPTION)
- CONTEMPORARY ISSUES IN SPORT (OPTION)

Visit [GIS.sport](https://www.gis.sport) for the latest programme information.

## ON CAMPUS

UCFB Wembley or UCFB Etihad Campus

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time

### Fees

Home students: £10,950  
International students: £16,450

## ONLINE

### Duration:

One year (full-time) or two years (part-time)

### Study mode

Full-time or part-time (Online)

### Fees

Home and international students: £10,950



BMO Field is home to MLS side Toronto FC, as well as being one of GIS' leading Global Hubs.

## FUTURE CAREER PROSPECTS

- The specificity of sport requires individuals to have uniquely honed business skills and an in-depth knowledge of the football industry.
- The programme has been developed for those with aspirations towards senior positions within the core media and marketing departments of football and sports clubs and similar organisations.

## PROGRAMME INSIGHT



Versatility is everything. It's about smelling the opportunity and developing your career, not staying still and constantly moving.

**Guillem Balegue**  
Sky Sports pundit



# EXECUTIVE EDUCATION

POWERED BY



SPORT BUSINESSES IN ALL SECTORS NEED PEOPLE WHO CAN DEVELOP A SUCCESSFUL VISION AND STRATEGY AND HAVE THE LEADERSHIP SKILLS TO DELIVER FOR THE LONG-TERM SUCCESS OF SPORTS ORGANISATIONS.

OUR SUITE OF PROFESSIONAL MASTER'S AND EXECUTIVE EDUCATION PROGRAMMES IS TAILORED FOR PROFESSIONALS WITHIN THIS MULTI-BILLION-POUND INDUSTRY TO FURTHER THEIR SKILLSETS IN ORDER TO MAXIMISE SUCCESS WITHIN SENIOR LEADERSHIP POSITIONS.

## Executive Master's:

- MSC SPORTS DIRECTORSHIP

## Executive Qualifications:

- CEO OF A SPORTS ORGANISATION



AS PARTNERS OF UCFB'S GLOBAL INSTITUTE OF SPORT, VSI DELIVERS CUTTING-EDGE EXECUTIVE LEVEL EDUCATION FOR SENIOR PROFESSIONALS WITHIN THE GLOBAL SPORTS INDUSTRY.

BRINGING TOGETHER A GLOBAL NETWORK OF DELEGATES, ALUMNI AND PARTNERS, WE ENCOURAGE DIVERSITY OF THOUGHT AND LIFELONG LEARNING THROUGH COLLABORATIVE AND INNOVATIVE WORKING.

## VSI LEADERSHIP TEAM



**Andrew McIntyre**  
VSI Chairman

Andrew built a strong reputation as a reporter working for leading news agencies across the UK, working for BBC Television, News International and the Mirror Group, before moving into an executive position with Gold Group International. He worked closely on a variety of projects with Ralph and David Gold, co-owners of West Ham, before leading a management buyout in 2004. After selling the business eight years later, Andrew acted as a business angel, helping a number of start-ups, including VSI, which he set up in partnership with Tony Faulkner, and co-founded the MSc in Sports Directorship course.



**Tony Faulkner**  
VSI Co-Founder & Managing Director

After four years as a player at Manchester City and having been forced to retire early from professional football due to injury, Tony trained as a Chartered Physiotherapist working at Manchester City and Blackburn Rovers. He became Head of Performance Management at Blackburn, a role he then took up with Manchester City. Tony's interest in the area of performance psychology took him into the field of neuroscience – how people's brains respond in a high performance environment. Already used to great effect in people development, the power of neuroscience is a feature of the MSc in Sports Directorship course, which Tony co-founded, bringing the subject into the business arena too.



**Ashley** Giles MBE, England and Wales Cricket Board (ECB) Director, is a MSc Sports Directorship alumnus

# MSc Sports Directorship

THE MSC IN SPORTS DIRECTORSHIP WILL QUALIFY YOU FOR ONE OF THE MOST IMPORTANT ROLES TODAY IN MODERN GLOBAL SPORT, THAT OF SPORTING DIRECTOR, AND CRITICALLY, WILL PROVIDE YOU WITH THE SKILLS, KNOWLEDGE AND EXPERIENCE TO EQUIP YOU TO SIT IN A STRATEGIC LEADERSHIP ROLE IN A SPORTING ORGANISATION.

Covering sports leadership, personal development, masterminding innovation and change, sport governance and best practice – alongside a diverse range of hands-on extra-curricular activities – the course provides unrivalled preparation for the role of the sporting director. At the heart of the programme is the application of neuroscience. Rapidly gaining a foothold in the sporting and business world, this cognitive approach to performance is exclusive to the MSc Sports Directorship, and is simply a must-have for any sporting organisations on the lookout for a sporting director.

## MODULES:

OUR MSC SPORTS DIRECTORSHIP MODULES ARE DESIGNED TO GIVE YOU THE BEST PREPARATION FOR A CAREER AS A SPORTING DIRECTOR:

- PERSONAL LEADERSHIP IN A GLOBAL SPORTING ENVIRONMENT
- LEADING HIGH PERFORMANCE SPORTS ORGANISATIONS IN THE GLOBAL ENVIRONMENT
- LEADING INNOVATION AND CHANGE IN THE GLOBAL SPORTS INDUSTRY
- FINANCIAL, LEGAL AND MEDIA ISSUES FOR THE SPORTING DIRECTOR
- APPLIED PROFESSIONAL PROJECT

## DURATION:

Two years

## FEES:

Home and International students: Visit [gis.sport/msc-sd](https://gis.sport/msc-sd)

## STUDY MODE:

Part-time

## CAMPUS:

UCFB Etihad Campus and GIS Miami Campus

## FUTURE CAREER PROSPECTS:

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

For more information, including entry requirements, please visit:

 [gis.sport/msc-sd](https://gis.sport/msc-sd)

## PROGRAMME INSIGHT:



**Ian Blease**

Chief Executive of Salford Red Devils

I love the debates and personal challenges the programme provides. As a group you are taken out of your comfort zone and drill down into how you operate at strategic level within a business such as sport.



# CEO of a Sports Organisation

DESIGNED FOR ATHLETES AND EXECUTIVES WITH ASPIRATIONS TO BE CHIEF EXECUTIVES IN THE WORLD OF SPORT, THE CEO PROGRAMME WILL HELP TRANSITION THOSE WITH SPORTING EXPERIENCE AND OTHERS WITH LEADERSHIP AMBITIONS INTO THE HIGHEST ROLES, BY MARRYING THEIR EXPERIENCES OF COMPETITIVE SPORT WITH AN EDUCATIONAL UNDERSTANDING IN BUSINESS.

**MODULES:**

OUR CEO MODULES ARE DESIGNED TO GIVE YOU THE BEST PREPARATION FOR A CAREER AS A CHIEF EXECUTIVE:

- THE ROLE OF A CEO IN A SPORTS ORGANISATION
- THE PEOPLE GAME
- THE NUMBERS AND GOVERNANCE GAME
- WHAT SETS SUCCESSFUL CEOS APART
- PREPARING FOR A CEO ROLE

**DURATION:**

One year

**FEES:**

Home and International students:  
Visit [gis.sport/ee-ceo](https://gis.sport/ee-ceo)

For more information, including entry requirements, please visit:

 [gis.sport/ee-ceo](https://gis.sport/ee-ceo)

**PROGRAMME INSIGHT:**



**Zoran Krneta**  
Charlotte FC Sporting Director  
CEO of a Sports Organisation delegate



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

**PROGRAMME INSIGHT:**



**Brian Deane**  
Former England striker and  
Chairman of Phoenix Sports & Media Group



I want to be able to develop as a person and learn different skill sets. This will help me to keep developing and work efficiently not only on my next project, but it might open up future opportunities as well.



“

It's really exciting that there's a centre of excellence for people who want to go and work in our industry and across other sports.

”

**Gareth** Southgate OBE  
England Manager





# YOUR CAREER

GIS UNITES, INSPIRES AND EQUIPS THE CURRENT AND FUTURE LEADERS OF THE GLOBAL SPORTS INDUSTRY WITH THE SKILLS, KNOWLEDGE AND NETWORK TO TAKE THE WORLD OF SPORT TO CONTINUALLY NEW HEIGHTS.

## YOUR CAREERS COACH

Our dedicated team of Careers Coaches are here to help you understand and maximise the world of opportunities available to you at GIS away from the academic learning environment.

## EXECUTIVE GUEST SPEAKER SERIES

Leading figures from the sports industry visit our campuses to deliver lectures to students on an area of their expertise and to answer questions. Many of these guest speakers will also be interviewed on camera and available via the UCFB Online Hub.

## WORK EXPERIENCE OPPORTUNITIES

The unique opportunities available at GIS to undertake work placements within the football and sports industry will enable you to develop your skills and knowledge further, while experiencing first-hand what it is like to work in this fast-paced and exciting environment.

## CERTIFIED COURSES

All students will also have access to a number of certified qualifications to help bolster their CV and professional development, covering a range of areas including sports management and performance analysis.

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



“

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

**Steven** Gerrard  
Aston Villa Manager  
UCFB Insight Series speaker

”





# PROFESSIONAL EDUCATION

GIS has a range of professional qualifications tailored for those within the global sports industry to push forward their careers, learn and apply new skills and continue their professional development within this exciting sector.

The courses are designed by GIS and leading sports partners to ensure delegates are equipped with career-focused skills to excel in a variety of roles. As part of a commitment to lifelong learning provision, all GIS students and alumni are eligible for these qualifications and receive significant discounts on fees in order to continue to develop their sports leadership qualities.

For more information on these professional qualifications, including entry requirements, duration, programme tutors, learning outcomes and pricing, please visit [GIS.sport/professional-qualifications](https://gis.sport/professional-qualifications).

- FOOTBALL FINANCE
- LEADING SPORTING ORGANISATIONS
- PROFESSIONAL MEDIA TRAINING
- PUBLIC SPEAKING & PRESENTATION SKILLS
- THE INCLUSIVE LEADERSHIP IN FOOTBALL AWARD
- THE CERTIFICATE IN ELITE PLAYER CARE AND WELLBEING



# YOUR GLOBAL INSIGHT SERIES

THE GLOBAL INSIGHT SERIES IS AN ELITE ON-CAMPUS AND ONLINE NETWORKING AND THOUGHT LEADERSHIP SERIES.



WEMBLEY



ETIHAD



ONLINE



BLENDED

Available online through digital publications, podcasts and videos, and through live seminars and annual summits across our UCFB campuses, GIS global hubs and GIS networking centres, this key professional development facet of our offering is distributed to the mobile phone and laptop of every member of the UCFB family.

## ACCESS GUEST SPEAKERS AT BOTH OF OUR UK CAMPUSES

As part of our Global Insight Series, students are able to register to attend guest speaker talks at both of our UK campuses – allowing you to experience both Wembley Stadium and Etihad Stadium.

The Global Insight Series provides unprecedented access and collaboration opportunities between the world's elite sports network.

Find out more at [gis.sport/insight-series](https://gis.sport/insight-series)





# FEES & FINANCE

Paying your way through higher education can often be a daunting experience for applicants. The reality however is that many options are available to applicants and students and paying for your degree is often not as difficult as it seems.

## STUDENT LOANS

For English students, a Master's loan of up to £11,222 can help with course fees and living costs while you study your degree programme.

Funding for a Master's loan is different if you normally live in Scotland, Wales or Northern Ireland. Moving somewhere to study doesn't count as normally living there, so please check with your local awarding authority (Student Finance Wales or Student Finance NI) to see if you would be eligible. Unfortunately Scottish students studying at GIS will not be eligible for a SAAS postgraduate loan in 2021.

For EU students living in the UK, please contact our Student Finance team to check your eligibility.

## SELF-FUNDING YOUR DEGREE

GIS has teamed up with Western Union Business Solutions GlobalPay for students to give a simple, reliable way to pay for your tuition fees. You can pay in your home currency, with no hidden bank charges. The funds are paid directly to GIS. Both International and EU students can take advantage of this service.

There are several other ways of paying your tuition fees, including credit/debit cards, PayPal or by wired transfer.

For more information on Master's loans or information on self-funding your degree, please visit [gis.sport/masters-fees](https://gis.sport/masters-fees) or email [fees@ucfb.com](mailto:fees@ucfb.com)



## SCHOLARSHIPS

GIS has a number of scholarship opportunities, designed to encourage students to embrace their time with us and graduate with more than just their university degree.

Find out more at [gis.sport/gis-scholarships](https://gis.sport/gis-scholarships)

[At the GIS Global Summits you will be responsible for travel, accommodation and sustenance costs.]

## FEES:

STUDY MODE	HOME FEES	INTERNATIONAL FEES
ON CAMPUS MASTERS	£10,950	£16,450
ONLINE & BLENDED MASTERS	£10,950	£10,950 MIAMI STUDENTS: \$19,950
VSI – EXECUTIVE EDUCATION		
• MSc SPORTS DIRECTORSHIP	Visit <a href="https://gis.sport/msc-sd">gis.sport/msc-sd</a>	Visit <a href="https://gis.sport/msc-sd">gis.sport/msc-sd</a>
• CEO OF A SPORTS ORGANISATION	Visit <a href="https://gis.sport/ee-ceo">gis.sport/ee-ceo</a>	Visit <a href="https://gis.sport/ee-ceo">gis.sport/ee-ceo</a>

[ These fees are for 2021 entry ]

# OPEN DAYS & ONLINE EVENTS



At a GIS Open Day you will meet and hear from our hugely experienced academic team, speak to staff and current students, and have the opportunity to tour the magnificent surroundings which will be your academic home for the next year. Our Open Days are replicated in live and 24/7 Virtual Open Days and webinars online. Demand is always high, so we recommend you book your place as soon as you can via our website at [gis.sport/masters-events](https://gis.sport/masters-events).

As well as a physical or virtual Open Day, online students will also be invited to experience their degree programme thanks to a unique trial on the UCFB Online Hub. The trial will involve a sample academic session and allow students to understand how the Online Hub works.



## HOW TO APPLY

- 1 VISIT THE WEBSITE
- 2 CLICK TO APPLY
- 3 REGISTER AN ACCOUNT
- 4 COMPLETE YOUR APPLICATION

For further detail as well as advice for International students, visit:  
[gis.sport/gis-apply](https://gis.sport/gis-apply)

## CONTACT US

Our dedicated team of advisors are on hand to answer any of your questions about life at GIS. Whether it's accommodation, finance, further course information or about our brilliant Open Days, our team is happy to help and provide all the information you need about studying for a career in the football and sports industry at GIS.

### UCFB WEMBLEY

UCFB Wembley  
Wembley Stadium  
HA9 0WS  
United Kingdom

-  [gis.sport](https://gis.sport)
-  [mastersenquiries@ucfb.com](mailto:mastersenquiries@ucfb.com)
-  +44 (0)333 241 7333
-  @GIS\_sport
-  /GlobalInstituteofSport
-  @gis\_sport
-  /ucfbuk



## MASTER'S DEGREES

MSc Football Business  
MSc Football Coaching  
MSc Football Coaching & Analysis  
MSc Sports Coaching  
MSc Football Communications & Digital Marketing  
MSc International Sport Management  
MSc Performance Analysis in Football  
MSc Player Care in Football  
MSc Sports Marketing & Media

## EXECUTIVE EDUCATION

MSc Sports Directorship  
CEO of a Sports Organisation



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

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

**GIS.sport**



LONDON



MANCHESTER



MIAMI



NEW YORK METRO



ATLANTA



TORONTO



MELBOURNE