

SPORTS UPDATE

UNIVERSITY OF WORCESTER SPORTS NEWS

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SPORTS BUSINESS MANAGEMENT EDITION

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University
of Worcester

WELCOME TO SPORTS UPDATE SBM EDITION

Reflecting on the new BSc Sport Business Management Programme

In 2006 the opportunity arose to strengthen the sport business management strands in the Sport Institute. This allowed for a course to develop with many new and innovative features, which reflected the needs of sport organisations and the business environment in general. Some of the more unique elements of the course which were developed related to:

- Encouraging students to adopt entrepreneurial approaches to management, not only for commercial sport businesses, but also for many voluntary and public sport organisations.
- The adoption of a contemporary risk management culture, whereby it is recognised that an inherent aspect of sport is that there must be an element of risk, but which needs to be managed, not necessarily removed.
- Teaching the skills of project management using the sport event process.
- Conducting feasibility project analysis for large scale sporting events and projects.
- Using a case study and problem solving approach to examine the phenomenon of sport business and management.
- Using the University's business school to allow a deeper exploration of the key branches of business, such as marketing or public relations, over the three years of the course.
- To build in vocational placements to help improve students employability.
- Developing the skills for successful sponsorship and fundraising strategies.

The recent turmoil in the global economic environment has only served to confirm the relevancy of these new developments, where students will need to have a broad range of skills, together with practical work experience.

CONTACT US

If you have any questions about applying for Sports Business Management at the University of Worcester, please contact Senior Lecturer Mark Piekarz or our Admissions team on:

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Job opportunities in Sports Management

DESPITE THE MANY GLOBAL ECONOMIC PROBLEMS, THERE ARE STILL MANY OPPORTUNITIES IN RELATION TO SPORT AND BUSINESS.

When thinking of careers in sport, it is important to recognise that the sport industry needs to be managed like any other industry, and helps support a **huge range of services**.

When looking at jobs in the leisure and sport industry, it is worthwhile appreciating that some jobs can be regarded as more 'general' in the sense that the skills needed may draw on different areas, such as **marketing, team building or financial management**.



In other areas of sport management, the skills may be more specialised, such as in areas of **project feasibility analysis, public relations or event management**.

Around the country there are still **numerous sport building projects** taking place, with the biggest being the development of the new stadia and infrastructure improvements for the 2012 Olympics.

To explore in more detail some of the careers that may be available, you are encouraged to look at various **web sites**, such as Leisure Opportunities, which can be accessed via: www.leisureopportunities.co.uk

City Campus project nears first-phase opening

THE first phase of the University of Worcester's **£120 million project** to build a second campus in the heart of Worcester is nearing completion.

The new campus designs, conceived by leading British architects Building Design Partnership and backed by Advantage West Midlands and the Higher Education Funding Council for England, include:

- A Wellbeing centre, complete with small **indoor running track, therapy and treatment rooms**.
- A centrepiece city square for students, residents and visitors alike, with a capacity to host public events and boasting an 800-seat natural amphitheatre for outside theatre performances.
- Restoration of handsome historic buildings, including the boardroom where the British Medical Association was founded and the beautiful Jenny Lind Chapel.
- A 400 seat multi use performance

and conference centre. Built partly underground, its grassed walkway roof will form a green focal point of the new city square.

The new campus will link to a new University and Public **Library and History Centre** via a covered walkway beneath Worcester's railway viaduct.

The first phase of the City Campus, including the creation of around 200 student residences, will be complete in September 2009, with overall completion by 2011.



2009



A year of sporting successes

This year, the Institute of Sport and Exercise Science and the University of Worcester as a whole have already had many sporting successes, locally, nationally and internationally. Here's a rundown of a few of the highlights.

The University's men's basketball team reclaimed the **British Universities and Colleges Sports (BUCS) championship** after a hard-fought tournament in Sheffield.

The ladies basketball team then brought home a second piece of silverware after **victory in the BUCS cup**. In front of a large and typically rowdy student crowd, the home side were able to take victory, 58-39.

The largest student contingent was sent to the British Association of Sport and Exercise Sciences (BASES) student conference, held in Hull, where they presented a series of presentations based on their own research. Mel White, a 3rd Year

Sport and Exercise Science student, went on to win **best undergraduate student poster**, while Christian Edwards won the **best Postgraduate student poster**.

The University's involvement and commitment to blind football continues to go from **strength to strength**, after postgraduate student Dave Mycock helped set up a blind football league. Three University



sport students also played in the **GB blind Paralympics team** in the Beijing Olympics. Finally, there was an exchange programme with the University of Masaryk from the Czech Republic, with plans for them to return for the Brazil-UK Football Development Course to be held on the 6-11th July at the University of Worcester.

Charles Delve, a first year HND sports studies student who has boxed for Great Britain, **won the BUCS 81kg class championship** in Sheffield. He has also reached ABA finals which will be held on May 31st at Everton Leisure Centre.

Sport graduate Daryl Mitchell **scored his first century** for Worcester County Cricket Club.



A group of third year students organised a sport development project in the Gambia, **raising £10,000** to help coach and train the coaches and donating sports equipment to help them continue to develop sports. This was the second year

that they had organised this project and was used as part of their work placement module.

Rob Taylor, on completing his degree, has gone on to become a **professional footballer** at Port Vale FC, after being spotted by a scout, whilst playing for the English student football team.

Samantha Bree became part of the **under 20s Women's Rugby team**, playing in a tournament in Canada.

Two University of Worcester students, Shane Gill and Louis Fitzgerald, were part of the **GB Futsal football team** who played in the World Student Games.



Pioneering Head of Institute

PRINCIPAL Sports lecturer Mick Donovan has become Head of the University of Worcester's Institute of Sport and Exercise Science after a decade of **pioneering academic and sporting initiatives.**

University of Worcester Vice Chancellor, Professor David Green, said: "Mick is known throughout the country and internationally for the **innovative, inclusive and highly successful** basketball programme here at the University which simultaneously



promotes learning through sport, community involvement, widening participation and sporting excellence."

Mick Donovan said: "The University of Worcester has a growing reputation for its **strong community and sporting links** and developing students in both applied and research areas in the world of Sport and Exercise Science. The aim will be to **enhance the knowledge and understanding of our students** so they can continue to make a meaningful contribution to society at all levels. I feel proud and very excited to be taking on the new challenges ahead."

ADVICE FROM THE EXPERTS

Representatives from Masaryk University in the Czech Republic have visited Worcester for advice on setting up a national blind football team.

The University of Worcester was **instrumental in the formation** of the England Blind Football Team. Coach Dave Mycock, a former professional footballer, is a sports lecturer here, and seven of the team's players either study or work at the University.

"We have a very good reputation for blind football," said Dave. "We are second in Europe

and fifth in the world at the moment. Here **at the University of Worcester we have excellent facilities** and we were delighted to be able to show the Czech team how we do things."

The England team is currently training for the European Championships in June as well as the 2010 World Cup.



Sports lecturer visits Russia

SENIOR sport management lecturer Donna de Haan has been learning about Russia's preparations for the **2014 Winter Olympic Games.** Donna was among a delegation of West Midlands representatives on a trip to the nation, organised by Herefordshire and Worcestershire Chamber of Commerce.

Donna took part in the Black Sea International Student Recruitment Fair and a conference focusing on International Education in the Olympic region of Krasnodar, before taking trips to a Russian football match, and to the sites of the 2014 Winter Olympics.

"We met with representatives from the Olympic Organising Committee and visited the two proposed Olympic sites," Donna said. "I took lots of photographs to show my students, and **I will use this experience to develop lecture resources.**"



Putting coaching into context

A University of Worcester visiting academic has launched a new edition of a groundbreaking book that could help those devising **the coaching programmes of tomorrow.**

Dr Tania Cassidy is co-author, with Professor Robyn Jones and Dr Paul Potrac, of *Understanding Sports Coaching: The Social, Cultural and Pedagogical Foundations of Coaching Practice.*

Dr Cassidy said: "Successful sports coaching is as dependent on utilising **good teaching and social practices** as it is about expertise in sport skills and tactics. This book aims to give coaching professionals and students an understanding of these foundations, as well as the skills to continue to **develop their understanding as reflective practitioners.**"



Student referee's international fixture

A Worcester sports coaching student is set to referee an **international women's football match.**

Jonathan Patton, who coaches Rugby Town Girls & Ladies Football Club, will referee a friendly match between his club and Fox Valley Strikers, from Chicago, Illinois, USA.

"I'm really looking forward to the match," Jonathan said. "I only recently qualified as a referee so this is a **great experience for me.**"

Nineteen-year-old Jonathan, who is from Bilton in Rugby, has received £250 from the **University's Scholarship Panel** towards his costs volunteering at Rugby Town Girls & Ladies Football Club.

"It is a great honour to get this scholarship," he said. "It will help to pay for some of my travelling every weekend between Worcester and Rugby."

