

UNIVERSITY OF MARY WASHINGTON
SCHOOL OF BUSINESS
BUAD 471a: The Business of U.K. Football

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COURSE RESOURCES:

- Managing Football: An International Perspective
http://www.amazon.com/Managing-Football-Simon-Chadwick/dp/1856175448/ref=sr_1_1?ie=UTF8&qid=1420481587&sr=8-1&keywords=Managing+football+an+international+perspective
- Football Management http://www.amazon.com/Football-Management-Sue-Bridgewater/dp/0230238416/ref=sr_1_1?ie=UTF8&qid=1420481621&sr=8-1&keywords=football+management+sue+bridgewater
- Harvard Business Review cases related to soccer
- Additional background readings, such as but not limited to:
 - WashingtonPost article on WorldCup
http://www.washingtonpost.com/sports/dcunited/ahead-of-2014-world-cup-five-washington-residents-tell-their-stories-through-soccer/2014/05/27/39c4afe8-db8f-11e3-a837-8835df6c12c4_story.html
 - Stephen Hawking on England's World Cup chances:
<http://sports.yahoo.com/blogs/soccer-dirty-tackle/stephen-hawking-produces-detailed-report-to-help-england-s-world-cup-chances-180512048.html>
 - IT Enhances Football at World Cup 2014 (pdf file will be uploaded to canvas)
 - Analysis of football statistics: <http://cartilagefreecaptain.sbnation.com/>
 - Selected chapters from Soccernomics

COURSE DESCRIPTION:

- The Business of U.K. Football is an experiential three credit special topics Business course. Students will spend classroom time reading, discussing, learning

- about, and experiencing through various mediums the business aspects of football in the U.K.
- Students will travel to the England during Spring Break 2015 for an intensive look at business aspects of football. The students prepare for their trip to England with readings, videos, and guest speakers. While in England during Spring Break, students will visit football clubs they have studied through readings and classroom discussions, meet with various club officials to learn about the business aspects of football in the U.K. and have the opportunity to attend several football matches.

LEARNING OBJECTIVES:

This course will expose UMW students to global business perspectives by offering them an opportunity to study abroad. The purposes of the course are:

- To understand of how functional areas of business (e.g., marketing, accounting, finance, and management) operate in the U.K. football environment.
- To understand the impact of football in the U.K. on the economic, historical, and cultural aspects of the U.K.
- To improve students' oral presentation skills.
- To appreciate the importance of global business.
- To develop students' ability to be more flexible and open to change.

INSTRUCTION METHODOLOGY:

Instruction methodology may include lectures, participative class discussions, guest lectures, presentations, and cases. Note however, that this course is structured primarily with a **discussion format** in mind; that is, **students will be expected to prepare readings and assignments *BEFORE* attending class so that such assignments may be used as a basis for interactive discussion.**

GROUP PRESENTATIONS:

Each group will be required to give a presentation on one HBR soccer related case. Although each group will present once, each group must also complete and submit a group paper addressing the case questions in another case assigned to different group.

CURRENT EVENT MINI PRESENTATIONS:

Each week, every student (this is an individual assignment) will be required to give a short (3-4 minute) mini presentation on a current event related to soccer. In your mini

presentation, you will need to summarize the current event and provide your own discussion and analysis as to why the event is important to the club and to football in general. The following websites may be useful for finding current events related to football:

www.thescorecard.org
<https://footballmanagement.wordpress.com/>
<http://swissramble.blogspot.co.uk/>
<http://andersred.blogspot.co.uk/>
<http://fcbusiness.co.uk/>
<http://www2.deloitte.com/uk/sportsconsulting>
<http://www.espnfc.us/>
<http://www.insideworldfootball.com/>
<http://www.wsc.co.uk/>

BALANCED SCORECARD PROJECT:

Each student is required to complete a project related to the balanced scorecard and football. In this project, each student is required to choose a football team and develop a balanced scorecard for this team. The details of this project are listed in a separate document. Note that this is an individual project.

MINICASE/RESEARCH ASSIGNMENTS (MCRS):

Over the course of the semester there will be **several minicase/research assignments**. The MCR assignments are designed to provide practical experience and/or to promote study of selected topics. The MCR assignments for this course will require you to either perform practical exercises applying course concepts or exploratory research for course topics. Such assignments will be used as a basis for class discussion and to promote interaction between you and other students. A separate set of documents will be posted detailing the requirements for these assignments. These cases are to be completed in groups.

MCR assignments will be evaluated based on the valiant effort criteria; that is, they will be graded for a reasonable attempt to complete the assignment (not for “correctness”, correctness, so to speak, will be checked on exam day). I grade for presentation (writing style), and completeness/apparent effort. For assignments that require outside research, references for your sources should be provided.

JOURNAL:

Students will be required to keep a journal during the study abroad portion of the course. A template for the journal is provided in a separate document.

GRADING:

<u>Activities</u>	<u>Percentage</u>
Football current event mini presentations	10%
Journal while in England	5%
Balanced Scorecard project	25%
Group HBR case presentation	25%
Group HBR case analysis (case presentation not given, but turned in for credit in the form of a case analysis)	15%
Class Participation	15%
Mini Case Research assignments	5%
Total Points	100%

GRADING SCALE:

The following grading scale will be used as a guideline in assigning grades.

A	93-100%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%
D+	67-69%
D	60-66%
F	less than 60%

****Note: This course schedule is tentative and is subject to change either verbally or in writing*****

Date	Weekly Topic
Week 1	Class introduction and syllabus review Movie: History of Soccer
Week 2	MLK day Movie: History of Soccer Mini EPL Team Presentations

Week 3	Mini EPL Team Presentations Current event mini presentations Business aspects of football
Week 4	Business aspects of football Current event mini presentations
Week 5	Business aspects of football Current event mini presentations Bruce O'Brien guest lecture on UK History Highlights
Week 6	Business aspects of football Current event mini presentations Pre-departure orientation with Kate Jordan (Friday 2/20)
Week 7	Current event mini presentations Final preparations for trip (Review trip itinerary, requirements, departing time, etc..)
Week 8	UK for Spring Break!!
Week 9	Post-Travel Activities Current event mini presentations
Week 10	Business aspects of football Current event mini presentations Movie: Escape to Victory and discussion
Week 11	Business aspects of football Career chats Current event mini presentations Movie: Fever Pitch and discussion
Week 12	Current event mini presentations Movie: Once in a Lifetime: The Extraordinary Story of the New York Cosmos
Week 13	Current event mini presentations Movie: TBD
Week 14	West Ham case presentation Women's Professional Soccer case presentation (case A only)
Week 15	Real Madrid case presentation Homeless World Cup case presentation Zidane's Last Red Card case presentation (case A only)
Week 16	Work on Balanced Scorecard project

Tentative UK Itinerary (this may change, depending on match availability and club official availability)

Friday, 2/27/2015	Meet at Dulles Airport (IAD) at 5:15 pm Depart Dulles (IAD) for Heathrow Airport at 7:15pm	Depart for Heathrow Airport in London
Saturday, 2/28/2015	Football Match #1: West Ham vs. Crystal Palace at 12:45 pm	Arrive London Heathrow @ 7:35am Accommodations: Ridgemount Hotel in London

Sunday, 3/1/2015	Explore London	Big Ben, Parliament, Buckingham Palace, Westminster, London Eye Accommodations: Ridgemount Hotel in London
Monday, 3/2/2015	Explore London Train from London to Blackburn (approx. 3.5 hours) Tour Blackburn (see details below)	Accommodations: BEST WESTERN Mytton Fold Hotel and Golf Club near Blackburn (includes breakfast)
Tuesday 3/3/2015	Tour Blackburn (see details below) Meet with Blackburn Rovers officials	Accommodations: BEST WESTERN Mytton Fold Hotel and Golf Club near Blackburn (includes breakfast)
Wednesday 3/4/2015	Train from Blackburn to Manchester (approx. 1.5 hours) Tour of National Football Museum in Manchester England (including the football plus experience) Football Match #2: Manchester City vs. Leicester City at 8:00 pm	Accommodations: The Gardens Hotel, Manchester
Thursday 3/5/2015	Tour of Old Trafford Tour of Manchester City Meet with Manchester City officials (potentially)	Accommodations: The Gardens Hotel, Manchester
Friday 3/6/2015	Train to London from Manchester in the morning (approx. 2 hours) Meet with officials at UCFB Wembley Tour of Wembley stadium	Accommodations: IBIS London Wembley
Saturday 3/7/2015	Football Match #3: Fulham vs. Bournemouth at 3:00 pm	Accommodations: IBIS London Wembley
Sunday 3/8/2015	Meet at Heathrow at 9:25 Depart Heathrow at 11:25 am Arrive at Dulles (IAD) at 4:00 pm	Arrive home at Dulles Airport at 4:00 pm

Note Itinerary costs do not include the following:

- 1) Tube (subway) costs
- 2) Taxi costs (for example, taking a taxi from the hotel to a football match)
- 3) Lunches or Dinners
- 4) Admission to additional activities in each location (for example, admission to Westminster)

Activities in Blackburn (note that the costs of these activities are not included):

1. Whalley Abbey – www.whalleyabbey.org
2. Clitheroe Castle – www.lancashire.gov.uk/museum
3. Pendle Hill – www.visitlancashire.com/explore.pendle-hill

Activities in London (note that the costs of these activities are not included):

- 1) Hyde Park speaking stump
- 2) Big Ben, Parliament
- 3) Westminster
- 4) St. Paul's

Potential Football Matches:

Football Match 1: West Ham vs. Crystal Palace (subject to ticket availability and cost)

Football Match 2: Manchester City vs. Leicester City 3:00pm (subject to ticket availability and cost)

Football Match 3: Fulham vs. Bournemouth (subject to ticket availability and cost)

Flight Details:

Going to UK	Coming from UK
Meet at Dulles Airport (IAD) at 5:15 pm Depart Dulles (IAD) for Heathrow Airport at 7:15pm Virgin Atlantic Airways	Depart Heathrow at 11:25 am Arrive at Dulles (IAD) at 4:00 pm Virgin Atlantic Airways