

SPORTING
DIRECTOR

MASTERS OF
—
SPORT
DIRECTORSHIP

CREATING THE FUTURE
LEADERS OF SPORT



**Manchester
Metropolitan
University**

PUT YOURSELF AT THE FOREFRONT OF SPORTS LEADERSHIP

THE MASTERS OF SPORT DIRECTORSHIP

Gain a fully accredited Master's degree that qualifies you for one of the most important roles in modern sport, the sporting director. The Masters of Sport Directorship (MSD) is a two-year part-time course that teaches a unique curriculum tailored to meet the real demands of leading sporting organisations.

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.

Designed to fit both on-campus and remote study around work commitments, the Masters of Sport Directorship equips sports and business professionals with all the skills and practical experience needed to take their next career step with confidence.

ACTIVATE YOUR AMBITION

Apply for the Masters of Sport Directorship today

VISIT: www.mmu.ac.uk/msd

CALL: 0161 247 3431

EMAIL: msd@mmu.ac.uk



Becky Easton, Professional Footballer
James de Mountford, Performance Consultant

THE ROLE EVERYONE IS TALKING ABOUT...

THE SPORTING DIRECTOR

From the Premier League through to F1, rugby, cricket and athletics, there's one name on everyone's lips: the sporting director.

So why is a role only recently introduced in the UK such a hot topic? Quite simply, as sport has become big business, the need has arisen for organisations to develop a vision, philosophy and strategy to drive development and success.

Creating tomorrow's leaders in sport.

A NEW BREED FOR A NEW GAME

CEOs realise they need a new breed for this new game. Managers and head coaches often don't have the commercial skills to carry out the role, leaving a huge demand for someone who can act as a hub within the sporting set up.

As guardian for the organisation's future development, the sporting director needs to be a visionary and inspirational leader, focused on performance delivery and not afraid to take centre stage.

A UNIQUE QUALIFICATION FOR A UNIQUE ROLE

Until now, this dynamic multi-faceted role hasn't been catered for with a specific qualification. Graduates from the Masters of Sport Directorship will be part of an elite group able to apply for the position of the sporting director with a tailored degree under their belts.

KEY TO THE ROLE

- Business-wide leadership of the organisation
- Providing a link between all departments within the organisation, from the board of directors to coaching and organisation staff
- Delivering leadership and strategic direction of performance programmes, ensuring perpetual alignment with the organisation's vision, philosophy and business objectives
- Consistent leadership across the organisation's talent and coach development programmes

"If there is a change of head coach or manager, it should not change the dynamic of the sports organisation. The sporting director is the safeguard. That is why it is so important."

DAMIEN COMOLLI, DIRECTOR OF FOOTBALL

HAVE YOU GOT WHAT IT TAKES?

It takes an ambitious person to take part in the Masters of Sport Directorship. We're looking for self-starters who possess a combination of skills, experience and ambition.

You may already be working in a sporting environment, for instance in a medical, coaching, finance or marketing role, and looking for the next crucial step in your sporting career. Alternatively, you may already be in a business role and seeking to make the move into sport to use your business skills in a new way.

The course also offers ex-players and sports professionals a means to acquire the business skills needed to take the step into the position of the sporting director. Many of our delegates spent their youth playing rather than studying and the course application process takes this into account.

Ideally, students should be postgraduate or be able to demonstrate sufficient business experience to Manchester Metropolitan University Business School.



Ashley Giles, Sports Director,
Warwickshire Cricket Club & MSD Student

DISCOVER THE SCIENCE OF PERFORMANCE MANAGEMENT

HARNESSING THE POWER OF NEUROSCIENCE

Ensuring you get the best out of yourself and those around you is central to the role of sporting director. This is why contributions from Neuroscience are included in the latest thinking behind the Master's Degree in Sport Directorship.

Recognising the brain first and foremost as a social system, neuroscience enables a better understanding of how leadership styles have the potential to impact on performance across all age bands, cultures and backgrounds.

As sporting organisations around the globe constantly strive for the competitive edge, neuroscience is playing an increasingly important role in the key area of coaching and leadership performance. Appreciating what drives human social behaviour enables athletes to harness mental power to enhance physical achievement.

Harnessing the power of our mind can bring huge business benefits.

ACHIEVE A NEW PERSONAL BEST

With a Masters of Sport Directorship under your belt, you are in pole position to take advantage of a key requirement in every forward thinking sporting organisation.

Combining cutting edge theory, sports leadership ability and business management tools with practical experience, the Masters of Sport Directorship enables you to demonstrate a unique skills package to future employers.

Running through the core of the learning 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 Masters of Sport Directorship course and is simply a must-have for many sporting organisations on the lookout for a sporting director.

The course is designed to build on existing talents and experience whilst developing new leading edge skills that are in demand throughout the sporting community.

Developing an understanding of neuroscience in the context of personal and organisational development can dramatically improve the performance of the sporting director as a leader, coach and manager of people.



David Sheepshanks CBE, Chairman of St George's Park National Football Centre and Guest Speaker on MSD

LEARN FROM THE MASTERS

Every taught element of the course is supported by a Master Class, where students are given the opportunity to gain knowledge and experience from key figures in the worlds of sport and business.



Kevin Roberts, Chairman Saatchi & Saatchi

MASTER CLASS SPEAKERS INCLUDE

ANDY HARRISON	Programme Director GB Cycling
BRIAN MARWOOD	Director Manchester City Football Club
DAMIEN COMOLLI	Director of Football
DAN ASHWORTH	Development Director at The FA
DIANE MODAHL	Olympic Athlete
GARRY COOK	Global Brand Director UFC
HUGH MORRIS	CEO Glamorgan County Cricket Club
NEIL DONCASTER	CEO Scottish Professional Football League
JOHN O'HARE	Assistant Chief Constable Greater Manchester Police
KEVIN ROBERTS	Chairman of Saatchi & Saatchi Worldwide
ROBERT ELSTONE	CEO Everton Football Club
MARK ROPER-DRIMIE	Legal Counsel Virgin Formula E Racing
RICK PARRY	Former Head of Premier League and CEO of LFC

BUSINESS BRAINS SPORTING EXPERTISE



Seyi Olofinjana - Football Academy Director at Wolves
Rob Price - Head of Performance at Hull FC.

The course is delivered by Manchester Metropolitan University at its award-winning business school in central Manchester.

The School boasts state-of-the-art facilities and is home to over 7,000 students and a 300 strong team of academic staff, many of whom have extensive industry experience and are active researchers in their fields.

The Masters of Sport Directorship represents the latest in a long line of successful sport courses at Manchester Met.

“Sport is the fastest growing phenomenon we have but the role of sporting director is so underdeveloped. This course is the only one of its kind and is extremely important in the development of the game.”

KEVIN ROBERTS, CHAIRMAN SAATCHI & SAATCHI

COURSE CONTENT

Taught in five units over two years, the programme is supplemented by informative guest lectures from leading speakers in the sports industry. In summary, the core skills on this course are:

PERSONAL LEADERSHIP TO DEVELOP SPORTING DIRECTORS

Explore your personal approach to leadership and learn how cognitive and emotional capacities drive your own and others' behaviour.

LEADING A HIGH PERFORMING SPORTS ORGANISATION

Discover what a high performance organisation looks like up close and learn the building blocks of that culture and how to interpret that vision and philosophy for the future.

MASTERMINDING INNOVATION & CHANGE

Challenging traditional ways of thinking enables the development of innovative approaches that will create the competitive edge that all sporting organisations seek.

SPORTS GOVERNANCE & BEST PRACTICE

Understand the rules and procedures needed to make organisational decisions in the best possible way to optimise performance whilst demonstrating transparency and accountability.

SPORTING DIRECTORSHIP IN PRACTICE

Engage in experiential learning delivered through the latest advances in neuroscience and learning technology.

INDEPENDENT STUDY AND EXTRA-CURRICULAR ACTIVITIES

- Display thought leadership through active blogging, social media and discussion forums
- Shadow a leader outside the sporting environment to gain a wider understanding of leadership qualities
- Produce Sport Governance case studies from assorted sporting organisations to present for discussion
- Visit other students in their workplaces to network, learn and observe one another
- Develop co-coaching relationships with fellow students and deliver assessed sessions throughout the course
- Form and develop a mentoring relationship with a mentor of choice
- Engage in a coaching relationship with a qualified business coach



Cohort 1 at The Etihad, Manchester
Nick Cox, Head of Academy, Manchester United FC
Joel Roberts, England Ladies U23 Assistant Coach
David Moss, Celtic FC
Erik Robotham, Director Archery GB
Michael Appleton, Manager Oxford Utd FC

MANCHESTER

WHERE BUSINESS MEETS SPORT

Manchester Metropolitan Business School has a wealth of expertise within business and sport and has used this to develop this unique qualification to meet a growing demand in sport.

IN THE HEART OF THE UK'S MOST SPORTING CITY

Enjoying a prime location in the centre of the UK's most sporting city, Manchester Met shares its home with two top Premier League sides, an international cricket ground and world-class cycling velodrome. Where better to host the UK's first Masters of Sport Directorship?

THE COUNTRY'S BEST TEACHING & LEARNING FACILITIES

Manchester Metropolitan Business School benefits from a state-of-the-art building which houses some of the best teaching and learning facilities anywhere in the UK.

DRIVEN BY A PASSION FOR EXCELLENCE IN LEADERSHIP

By enrolling, you will take part in a pioneering Master's programme designed by innovators in sporting management and delivered by academics and practitioners from one of the country's leading universities.



Kevin Davies, Retired Footballer; Matthew Buck, PFA;
Scott Sellars, U23 Coach Wolves

MANCHESTER MET

BUSINESS SCHOOL

Manchester Metropolitan University Business School, part of the Faculty of Business and Law, is one of the UK's largest Business Schools, offering high quality taught responsible leadership, management and business education with professional accreditation and transformational applied research.

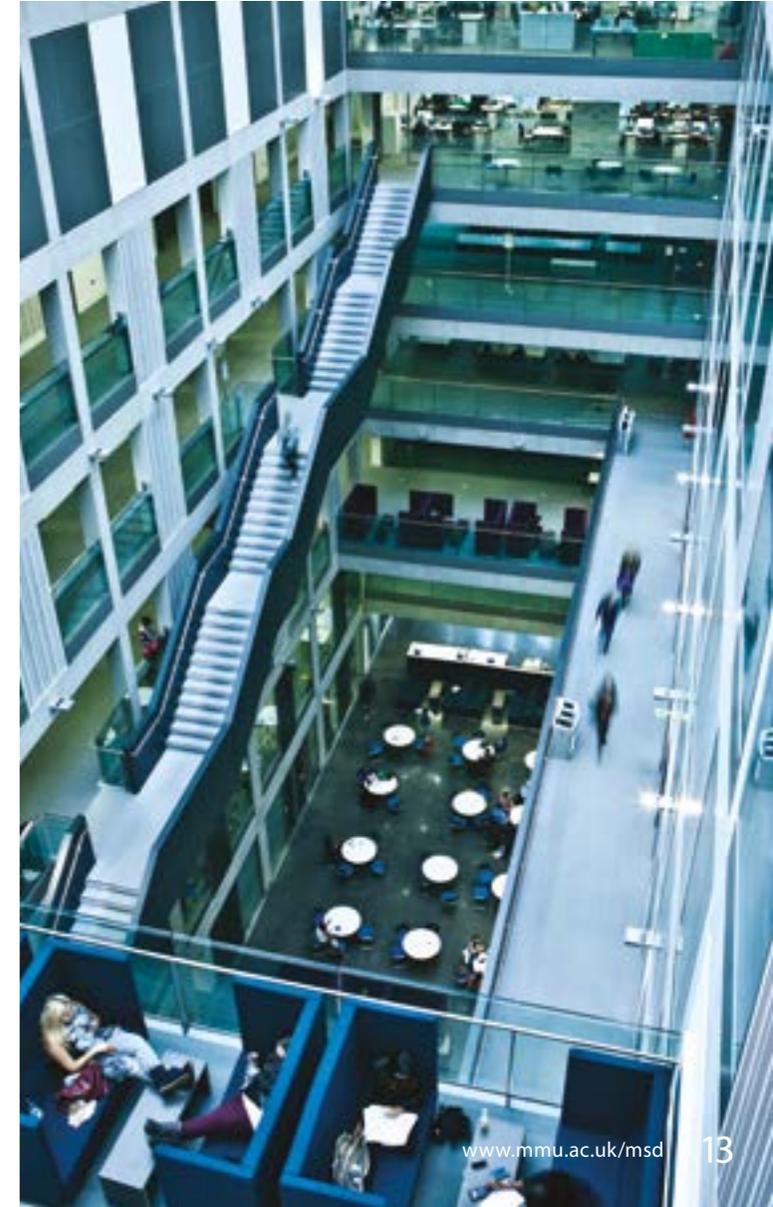
We have a keen awareness of the realities of modern management and enterprise and we aim to develop responsible business people able to lead a sustainable competitive advantage for world-class organisations.

We have designed a course programme that could potentially represent one of the biggest advancements in professional sport in recent years.

This course has a strong external focus, equipping our students with transferable skills that will enable them to support industry and commerce as well as inform public policy.

We look forward to welcoming Masters of Sport Directorship students to our world-class business school campus in Manchester.

[MMU.AC.UK/BUSINESS-SCHOOL](http://mmu.ac.uk/business-school)



YOU ARE IN GOOD COMPANY

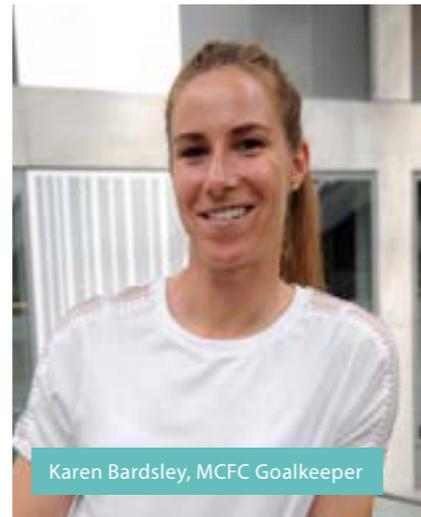
Our current Masters in Sport Directorship delegates are from all walks of sport. Here are just a few of them.



Steve McClaren, Former England Manager



Steve Round,
Technical Director at Aston Villa



Karen Bardsley, MCFC Goalkeeper



Yvonne Harrison, CEO Greater Sport Manchester with Olympic athlete & Master Class speaker Diane Modahl, & Dr. Sara Ward MBA & Executive Programmes Director



Paul Treu, Western Province Rugby Football Union & Stormers Super Rugby Team

MASTERS OF SPORT DIRECTORSHIP

PIONEERING THE FUTURE OF LEADERSHIP IN SPORT

- The UK's first dedicated Masters of Sport Directorship
- An opportunity to qualify for one of the most influential roles in sport
- A unique combination of theory, science and practical hands-on experience
- Two year part-time course to fit in with work commitments
- From one of the UK's most prestigious business schools

For more information about the MSD and how to apply, contact us:

VISIT

www.mmu.ac.uk/msd

CALL

0161 247 3431

EMAIL

msd@mmu.ac.uk



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