

# Virtual Visit Day

Dr Steve Swanson  
Institute for Sport Business



Loughborough  
University  
London



# Virtual Visit Day

- ▶ Loughborough University Overview
- ▶ Loughborough University **London**
- ▶ Institute for Sport Business
  - ▶ Programmes
  - ▶ Partners
  - ▶ Research
  - ▶ Activities



**1<sup>ST</sup>**

IN THE UK FOR  
EMPLOYER-STUDENT  
CONNECTIONS

QS GRADUATE EMPLOYABILITY  
RANKINGS 2020

TOP  
**10**

IN EVERY NATIONAL  
UNIVERSITY LEAGUE  
TABLE



ONE OF ONLY 15  
**FIVE-STAR+**  
INSTITUTIONS  
WORLDWIDE

INTERNATIONAL QS STARS  
SCHEME 2017



WINNER OF

**7**

QUEEN'S  
ANNIVERSARY  
PRIZES



A TOP 10  
**RESEARCH  
UNIVERSITY**  
IN ENGLAND

REF 2014

**BEST UNIVERSITY  
IN THE WORLD**

FOR SPORTS-RELATED  
SUBJECTS

QS WORLD UNIVERSITY  
RANKINGS 2019

**RANKED 8<sup>TH</sup>**  
OUT OF 131 UK  
UNIVERSITIES

THE COMPLETE  
UNIVERSITY GUIDE 2020

RANKED  
**5<sup>TH</sup>**

OUT OF THE  
UK'S TOP  
30 UNIVERSITIES

TIMES HIGHER  
EDUCATION TABLE  
OF TABLES 2019

RANKED  
**4<sup>TH</sup>**

OUT OF 121 UK  
UNIVERSITIES

THE GUARDIAN  
UNIVERSITY  
GUIDE 2020

RANKED  
**5<sup>TH</sup>**

OUT OF 132 UK  
UNIVERSITIES

THE TIMES  
AND SUNDAY TIMES  
GOOD UNIVERSITY  
GUIDE 2019

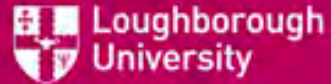


# NO.1 IN THE WORLD FOR STUDENT-EMPLOYER CONNECTIONS

QS GRADUATE EMPLOYABILITY  
RANKINGS



# Loughborough University



Loughborough  
number one in the world  
for sports subjects

QS World University Rankings

# Chancellor: Sebastian Coe

- Lord Coe, made Olympic history by winning gold and silver in the 1980 and 1984 Games, graduated from Loughborough in 1979 and has remained a close friend and supporter of the University.
- He is Loughborough's sixth Chancellor. He is also current President of the IAAF



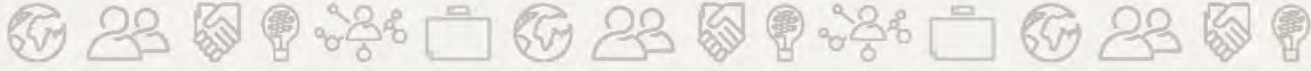
# Loughborough University London



# About Loughborough University London

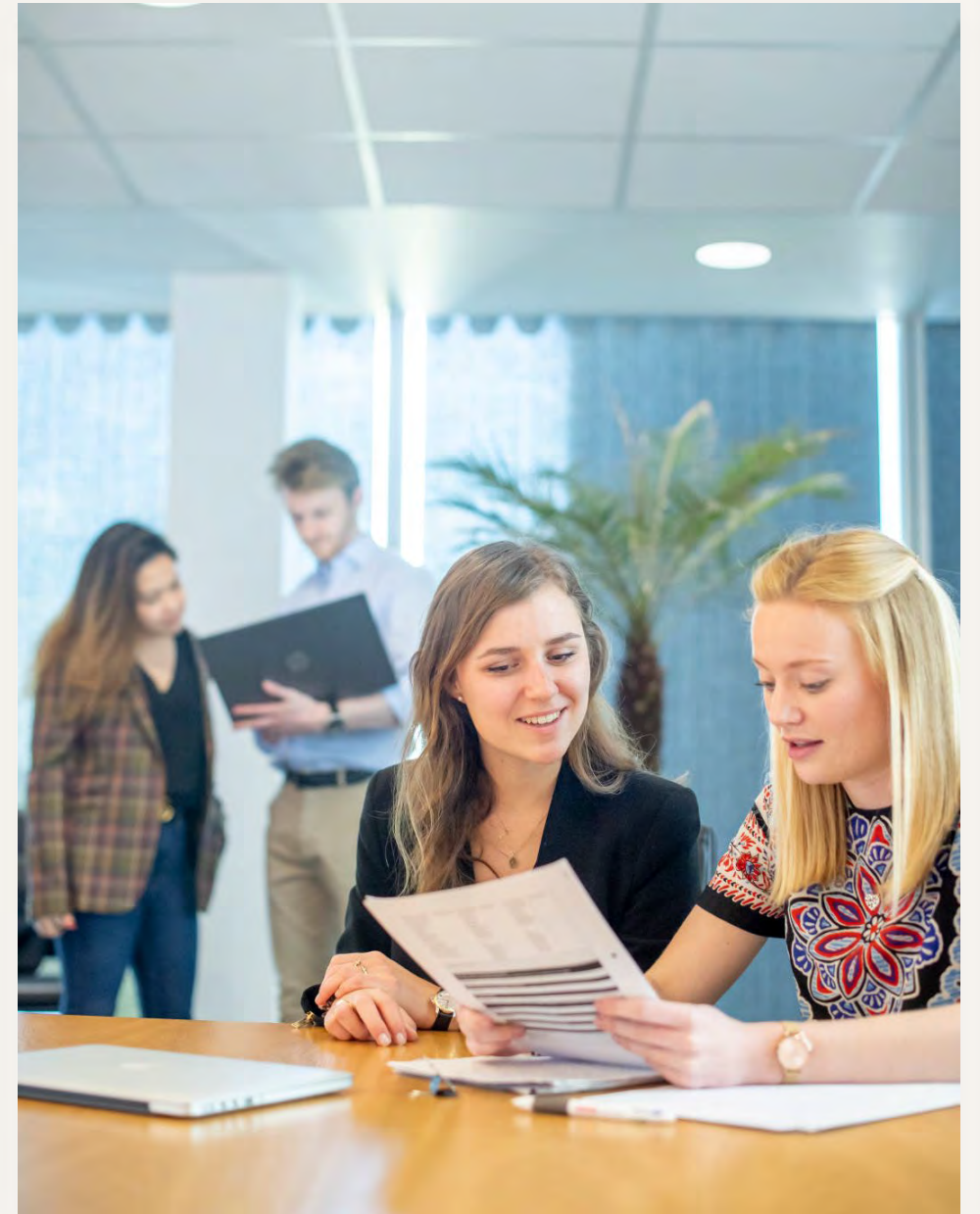
- Opened in September 2015
- ~950 PG students in 2019/2020
- 100+ nationalities represented in staff and student body
- 7 Institutes
- Located on the Queen Elizabeth Olympic Park, which is being redeveloped as research and digital business campus
- Strongly invested in areas that can be delivered more effectively in London than on the main campus
  - Critically, this includes SME partnerships, entrepreneurship, and sport business

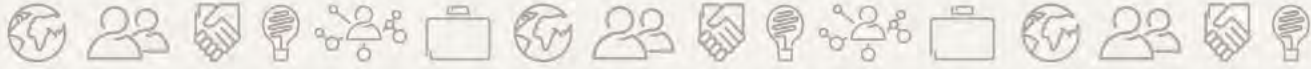




# About

- We are a multi-disciplinary postgraduate community, based on Queen Elizabeth Olympic Park in London.
- Our stunning campus building offers outstanding facilities and support exclusively for postgraduate students.
- Loughborough University London occupies 9,000 square meters of space across four floors.
- Our neighbours within the Here East campus include:
  - BT Sport
  - Plexal
  - Ford
  - Sports interactive
  - & many more!





# Why London?

- The best student city in the world (QS Best Student Cities 2019).
- There are over 300 different languages spoken in London – it is one of the most culturally diverse cities in the world.
- Queen Elizabeth Olympic Park is the heart of a dynamic, vibrant new community on the eastern side of London. The area is a hub for the creative, new media and digital industries and is home to more artists, creators and makers than anywhere else in Europe.

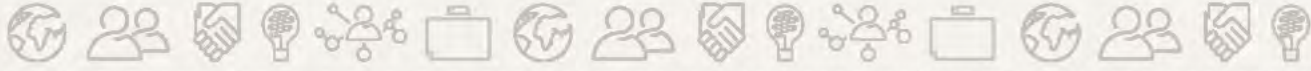




# What makes our programmes different?

- Our programmes optimise learning through collaboration to help prepare students for the world of work.
- We help students to develop the skills and experiences that employers value the most.
- Each programme is delivered by inspiring academics and industry leaders with expertise across a broad range of industries and sectors.
- Our collaborations with leading public and private sector companies and organisations mean our programmes are led by real-world issues and genuine industry challenges.

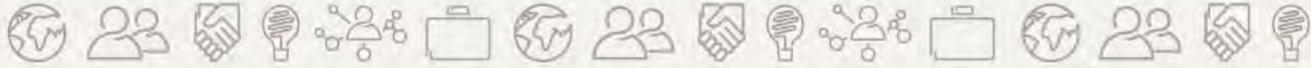




# The Collaborative Project

- A team of students address a brief provided by a real business or organisation
- Each student is able to bring their individual skills, experiences and ideas to the project
- Some organisations offer site visits and networking opportunities with their employees
- Outstanding team members have been invited to take part in internships and work experience with their partner organisation
- Previous partners: NHS England, Chelsea F.C., Water Aid, Versus Arthritis, and London Stadium





# Academic welfare tutors

- Each student at Loughborough University London is allocated an Academic Tutor
- Provide academic support to their students
- Academic tutors monitor your progress and can help advise on academic issues
- Welfare Tutors are available to support students in the area of pastoral care
- Welfare Tutors can support in the areas of mitigating circumstances, extensions, and pastoral issues such as homesickness, culture shock, personal issues

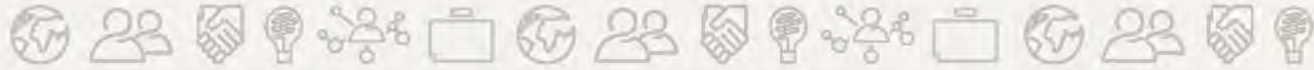




# Academic Language Support

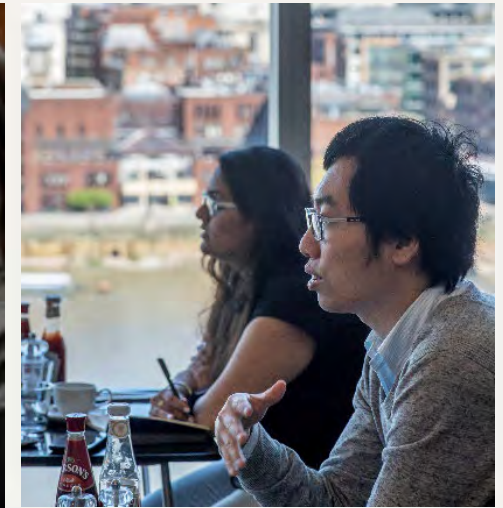
- Embedded support with your Academic reading, writing, speaking and listening
- Dedicated team members to provide academic language support throughout the academic year
- Support offered is directly applicable to the academic language and academic conventions of each module assessment so you can feel confident in your academic language abilities
- Language support workshops offered on a regular basis, plus one-to-one appointments and tailored tutorials to your specific needs

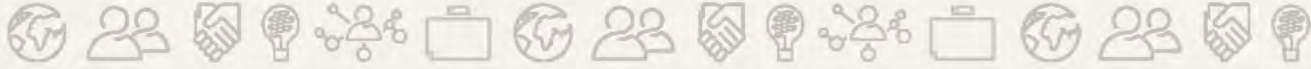




# Careers Support

- Quick advice - 15 minutes to discuss a simple query or receive a C.V, cover letter or job application review
- Career consultations - 30 minutes - detailed advice on your career prospects and plans
- LboroConnect - Connect with alumni working across the globe, plus networking, internships, mentoring and more
- Career Coaching Programme – 4 x 1-hour sessions to discuss career and employability, help students action plan how to achieve their goals
- Insight days – work with employers to get experience about working in the UK



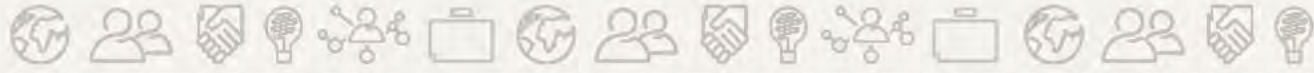


# Support for entrepreneurs

- A flexible package of support to fit around your studies
- Available for all students at any stage of the start-up journey
- Opportunities for students to get involved who don't have a business idea
- Previous events and workshops have included:
  - A rough guide to early stage investment
  - Lessons in start-up
  - Disciples of Disruption with Kate Bosomworth (#thisgirlcan)
  - Missing in Action: Women and Digital Enterprise in the UK







# Our institutes

- Institute for Design Innovation
- Institute for Digital Technologies
- Institute for Diplomacy and International Governance
- Institute for Innovation and Entrepreneurship
- Institute for International Management
- Institute for Media and Creative Industries
- **Institute for Sport Business**





## Institute for Sport Business

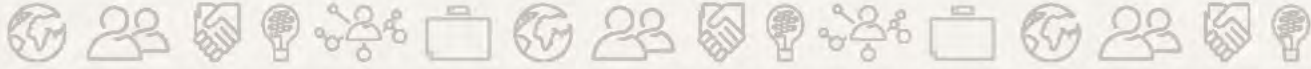
Loughborough University has made an outstanding contribution to the world of sport for over sixty years. The university combines exceptional athletes, unrivalled facilities and top coaching with research expertise and active partnerships with major sports leaders and organisations.

### In this section

[Institutes](#)

[Institute for Design  
Innovation](#)

[Institute for Digital  
Technologies](#)



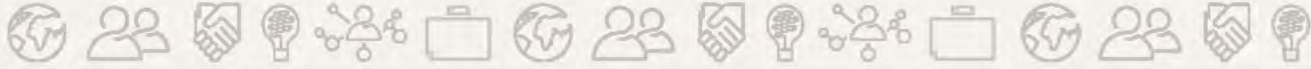
# The Institute for Sport Business

The Institute for Sport Business works to continue the legacy of the London 2012 Olympic Games by delivering a dynamic and pioneering range of programmes to deliver excellence across the sport business sector.

The Institute includes an interdisciplinary, research-led team, incorporating internationally recognised researchers interested in the business of sport. The Institute seeks to deliver research with a real world impact – recent research has examined the rapid growth in the business of sport, as well as leadership and change, innovation, technology and social responsibility.

Loughborough has been named number one in the world for sports-related subjects (QS World University Rankings by Subject 2020).





- **MSc Sport Analytics and Technologies**

Investigates cases of data driven decision-making and strategy formulation to outline how statistical analysis and data visualisation is informing sport business trends and solutions.

- **MSc Sport Business and Innovation**

Examines the rapid growth in the business of sport, identifying industry trends, understanding customer needs and evaluating the organisational practices required to remain competitive in a global sport marketplace.

- **MSc Sport Business and Leadership**

Designed for individuals looking for leadership and management positions within the sport business industry. You will visit a number of influential sport leadership environments and receive guidance from top leaders in the field.

- **MSc Sport Marketing**

Discover the latest sport marketing tools used by real organisations in the industry and analyse and evaluate some of the challenges faced by sport marketers today.



# Master's degrees

Our Sport Business master's degrees incorporate teaching from a broad range of experts in the sport business industry, to empower you with the knowledge and abilities needed to operate across the commercial, not-for-profit and public sport business sectors.

- Sport Analytics and Technologies MSc
- Sport Business and Innovation MSc
- Sport Business and Leadership MSc
- Sport Marketing MSc

## Institute for Sport Business

✓ 2:1 (or above) required

📅 2019

🕒 1 year full-time

🕒 Up to 4 years part-time

# Sport Analytics and Technologies MSc

## Core modules

Collaborative Project

Introduction to Sport Analytics

Sport Business Statistics and Analytics

New Media and Analytics for Sport Business

Digital Sport Technologies: Evolution and Application

Dissertation

# Sport Business and Innovation MSc

## Core modules

Collaborative Project

Sport Business and Innovation

Organisational Behaviour in the Sport Industry

Sport Business Statistics and Analytics

New Media and Analytics for Sport Business

Sports Economics and Law

New Venture Creation

Dissertation



# Sport Business and Leadership MSc

## Core modules

Collaborative Project

Leadership Models and Practices: Application to a Sport Context

Sport Business and Innovation

Sustainability and Leadership for Sport Organisations

Analysing the Construction of Leadership for a Sport Context

Critically Reflective Leadership and Sport Management

Dissertation





# Sport Marketing MSc

## Core modules

Collaborative Project

Strategic Sport Sponsorship

Strategic Marketing and Management

Sport Marketing

International Marketing

Dissertation

# ISB PARTNERS & COLLABORATORS



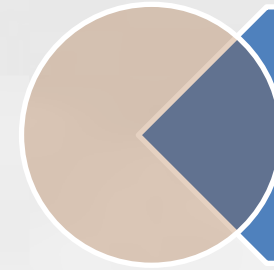
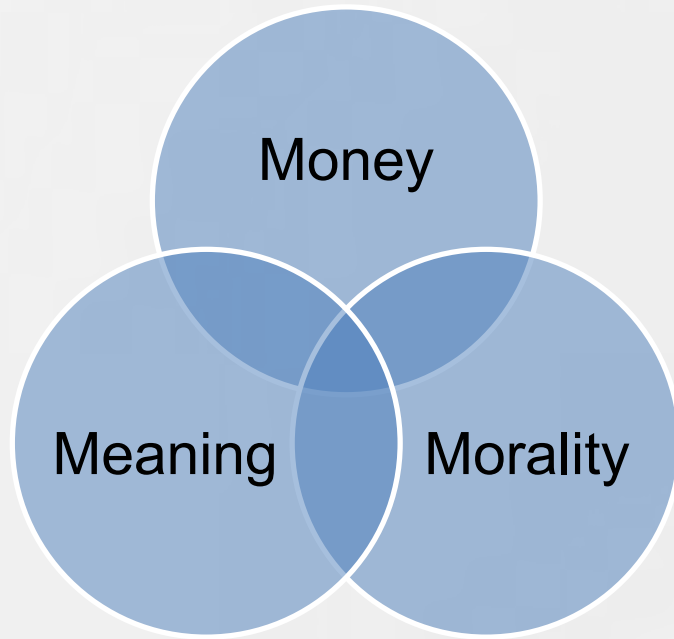


## Personal reflection on collaborating with West Ham United Foundation



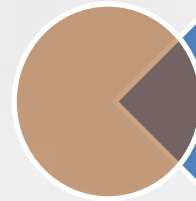
- Seamlessly integrate yourself into real world.
- Have strong sense of international team work.
- Improve personal skills in communication, writing and presentation.
- Learn different cultures and different working styles from your teammates.
- Prepare yourself for the future career market.

# ISB Core Research Themes



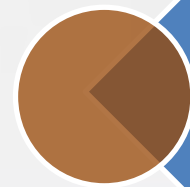
## Sport Consumer Engagement

Fans & Experiences  
Evaluation & Satisfaction  
Welfare & Support



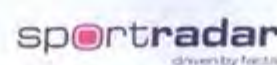
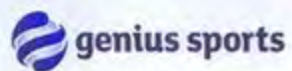
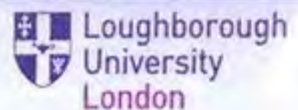
## Sport Enterprise Performance

Leadership & Culture  
Innovation & Analytics  
Technologies & Futures





## Sport Social Interventions

Development & Peace  
Capital & Impact  
Integrity & Corruption



# SPORTS ANALYTICS CONFERENCE

 @sporting\_data

 facebook.com/analyticsinsport







Loughborough  
University  
London

Institute for Sport Business

**EASM 2020**

RELENTLESS CHANGE:  
INNOVATION IN SPORT BUSINESS

The European Sport  
Management Conference

16-19 SEPTEMBER 2020, LONDON



[www.easm2020.com](http://www.easm2020.com)



[@EASM2020London](https://twitter.com/EASM2020London)

**EASM**  
EUROPEAN ASSOCIATION FOR SPORT MANAGEMENT



Loughborough  
University  
London

# Our Institute for Sport Business alumni

Our Institute for Sport Business graduates have gone on to secure roles a wide range of exiting and innovative sectors. Take a look at what they're up to now.



Harriet Eastham



Jonathan Reid



James McAllister



Arthur Milroy



## In this section

[Institutes](#)

[Institute for Design Innovation](#)

[Institute for Digital Technologies](#)

[Institute for Diplomacy and International Governance](#)

[Institute for Innovation and Entrepreneurship](#)

[Institute for International Management](#)

[Institute for Media and Creative Industries](#)

**[Institute for Sport Business](#)**

[Our staff](#)

[Our doctoral researchers](#)

**[Our alumni](#)**

[Our blog](#)

[Institute for Sport Business Advisory Board](#)



# Loughborough University London

Blogging everything that's happening at Loughborough University London

## Sport Business

### Life as an international student in London



In this blog, we spoke with [MSc Sport Marketing](#) student, Akshay, to talk about his

### 3 ways to use London as an academic city



London is a city of many opportunities, and students in London for a limited time

### Sport for Development and Olympic Movement Stakeholders: A Social Network Analysis





**AN OUTSTANDING QUALITY  
OF EDUCATION FROM  
AN INTERNATIONALLY-  
RENOWNED UNIVERSITY**



**OPPORTUNITIES TO  
LEARN FROM SOME  
OF THE WORLD'S  
LEADING TEACHERS  
AND INNOVATORS**



**UNRIVALLED  
PARTNERSHIPS  
WITH A WIDE RANGE  
OF INDUSTRIES  
AND SECTORS**

# Institute for Sport Business: Take Home Messages

- ▶ Location: No better place to immerse yourself in the business of sport
- ▶ Internationally respected sport business academics
- ▶ Internationally recognised sport business research institute
- ▶ Masters programs with innovative curriculums, engaging pedagogy and multiple assessment techniques.
- ▶ Bridge the theory-practice divide through building industry partnership, collaborations and networks to enhance employment outcomes

# Institute for Sport Business

**Professor James Skinner**

Institute Director



# Thank you for listening

Dr Steve Swanson

**Institute for Sport Business**

Loughborough University London

