

Introduction to the Institute for Sport Business

Dr Steve Swanson



Loughborough
University
London





What we'll cover

- Loughborough University overview
- Loughborough University London
- Institute for Sport Business
 - Programmes
 - Partners
 - Research
 - Activities





What makes us different?

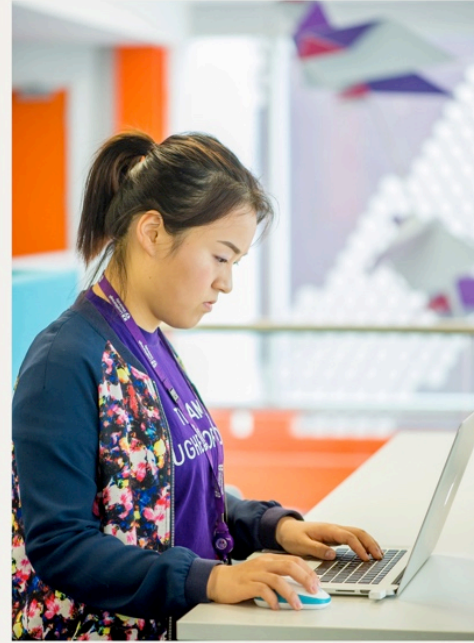
- Top 10 in all national league tables
- University of the Year, WhatUni Student Choice Awards 2020
- 1st in the world for Sport, QS World Rankings by Subject 2017, 2018, 2019 and 2020
- 1st in the UK for employer-student connections, QS Graduate Employability Rankings 2020
- Awarded 5 Stars for Teaching, Employability, Research, Internationalization, Facilities, Innovation, Inclusiveness, QS Stars 2020



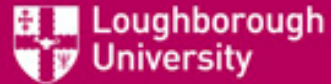


NO.1 IN THE WORLD FOR STUDENT-EMPLOYER CONNECTIONS

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



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?

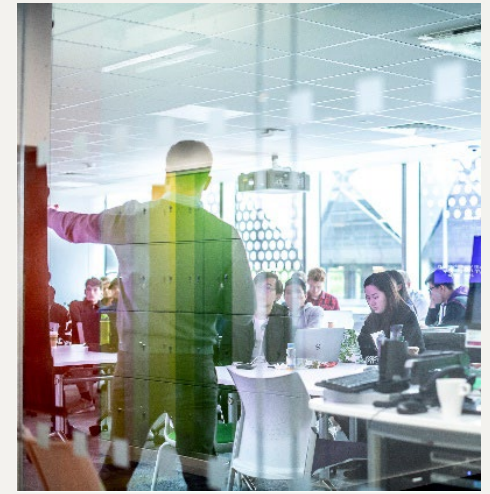
- The best student city in the world (QS Best Student Cities 2019).
- There are over 300 different languages spoken in London – it is one of the most culturally diverse cities in the world.
- Queen Elizabeth Olympic Park is the heart of a dynamic, vibrant new community on the eastern side of London. 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

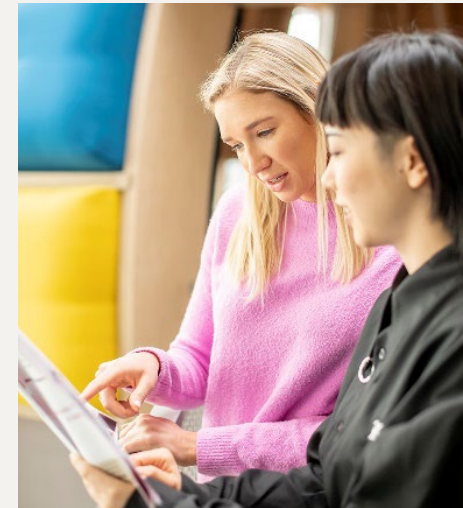
- Embedded support with your Academic reading, writing, speaking and listening
- Dedicated team members to provide academic language support throughout the academic year
- Support offered is directly applicable to the academic language and academic conventions of each module assessment so you can feel 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 programmes

- Our sport business master's 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.
- MSc Sport Analytics and Technologies
- MSc Sport Business and Innovation
- MSc Sport Business and Leadership
- MSc Sport Marketing





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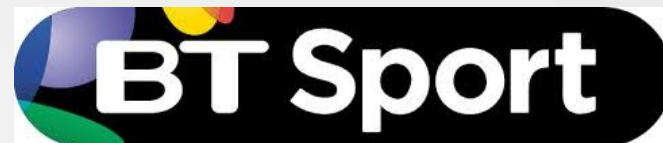


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- **MSc Sport Marketing [Jan 2021 start option]**



ISB PARTNERS & COLLABORATORS



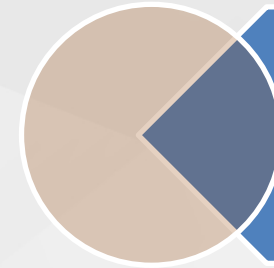
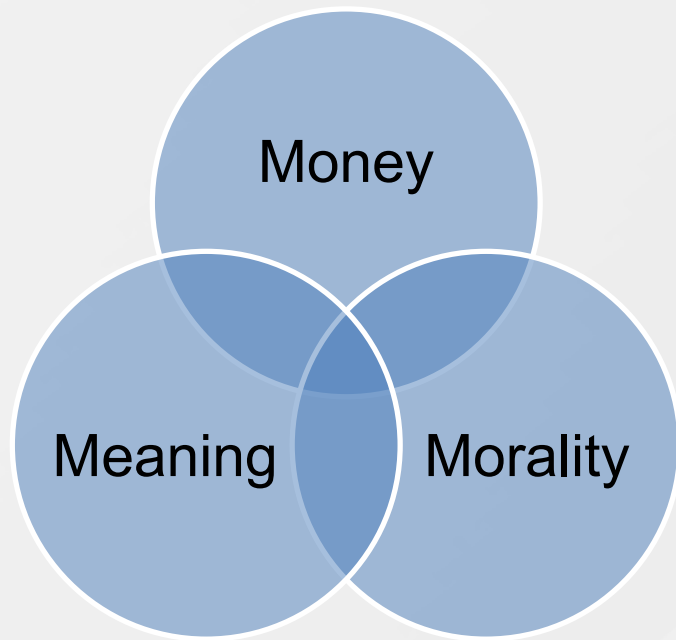


Personal reflection on collaborating with West Ham United Foundation



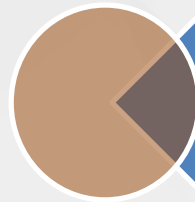
- Seamlessly integrate yourself into real world.
- Have strong sense of international team work.
- Improve personal skills in communication, writing and presentation.
- Learn different cultures and different working styles from your teammates.
- Prepare yourself for the future career market.

ISB Core Research Themes



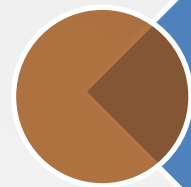
Sport Consumer Engagement

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





The Institute for Sport Business Careers Symposium

In this section

[Institutes](#)

[Institute for Design](#)



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
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

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

 **EASM**
EUROPEAN ASSOCIATION FOR SPORT MANAGEMENT

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



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[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

Thank you for listening

Dr Steve Swanson

Institute for Sport Business

Loughborough University London

