



## **The Business of Football**

### *Promo Trailer*

Football is a business like no other and in this short course we offer you a unique opportunity to explore the business of football. Not a day goes by when football isn't in the news – whether it's about the transfer market, behaviour of players or merely the catch up about a game. But what is the business of football and how can this exciting and sometimes controversial industry help us to understand business and management ideas more generally?

The course will look at this subject from a range of perspectives and use the lens of football to develop your understanding of business and management more widely.

We'll answer the following questions:

1. What is the business of football and how does it differ from other businesses?
2. What role does individual motivation play and how is this affected by team working?  
What can we learn from football teams which sheds light on the workplace generally?
3. And how does the football business operate globally and what are some of the power relationships that influence it?

Each week will challenge your thinking about football and introduce you to new ways of looking at the sport you love.

This course will make a real difference to your understanding of business and how it applies to the world of football. We look forward to working with you in this exciting exploration.