

MASTER'S DEGREES ELITE MANAGEMENT



**FIND YOUR
UNTAPPED
POTENTIAL**

WHY THIS COURSE?

Many lessons can be learned from the elite in the world of sport, particularly those who have performed, delivered, and achieved the highest honours in their game. This unique Masters degree programme will provide an insight into proven performance principles. It will give you the knowledge, strategies and skill set to apply such world-leading practices to your own business environment. You will engage directly with legends from professional sports alongside leading academics, who will share with you how the strongest minds can emerge triumphant on the world's biggest and most pressured stages. An unprecedented educational and career-defining experience to take you to the very top in your chosen career

This course is packed with vital information and cutting-edge thinking for top executives, but what makes the experience unique among educational offerings in this space is our boot camp where you can interact directly and personally with top names in sport. Of course, there are plenty of events and media products which feature personalities giving talks, but we go way beyond that one-way communication to create a dynamic, interactive environment where you can dig deep inside career experiences, work processes, key learning moments, challenges and get to the heart of their winning mentality and consistent success.

This isn't the sportsman's dinner approach; it isn't a figurehead putting a name to a product nor is it the basic conference Q and A that too often leads to predictable responses. This is a rare chance, in an off-the-record, personal setting, over two full days, to really question and interact, in an intensive way. To find out the 'how' and 'why'? And get concrete answers that you can apply to your context. The course and in particular the residential offer a unique opportunity to understand how top people in sport prepare to win, how they manage up, down and across, how to work with multi-disciplinary teams and departments, and how to interpret and act upon data, how to initiate or deal with organisational or overarching directional change and how to manage both teams and the teams behind the teams and develop multi-layered yet efficient leadership approaches to create a winning team and maintain a constant high-performance approach throughout their organisations.

With access to Mike Phelan, Karen Carney, David Horrocks and Jürgen Klinsmann, among others and guided by leading academics, you will turn the theory into practice and relate this quickly to your workplace.

Business is now following top-level sport faster than ever, careers are more diverse and shorter, demands are greater, pressures are magnified and public, results and data are more regular and transparent, change is inevitable, and the 24/7 switched-on world has never been more present than right now. This is a course for those with drive, ambition, expectation, humility, and a growth mindset to grow. It is a course for the leaders of tomorrow.

Don't get left behind.

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MIKE PHELAN

Considered one of the most astute coaching minds in the game, Mike Phelan was an integral part of Manchester United's most successful years, as right-hand man to Sir Alex Ferguson, when the club dominated the Premier League.

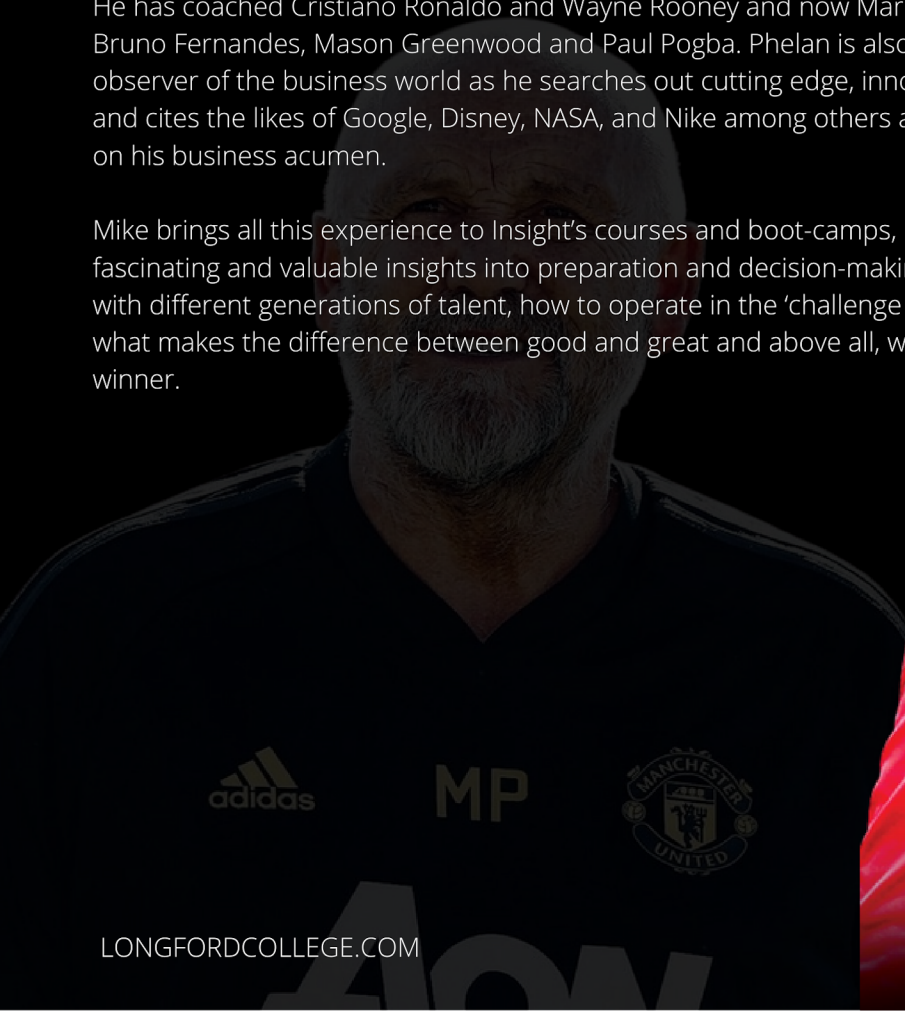
United, of course, are much more than a football club, and, in his years at Old Trafford, Mike has seen from the inside how United transformed themselves into a multi-million-pound business and global brand.

Phelan is a rare case of someone who has played for the club, then coached at all levels before finally becoming assistant manager. Before returning to United, he also had a spell as a Premier League manager at Hull City, a consultant technical director in Australia's A-League, worked in television as a pundit and set up his own business in the online retail sector (www.sensiblesoccer.co.uk).

After making his name as a player with Burnley and Norwich City (winning league championships with both clubs), Mike, moved to United in 1989 and a year later he won the FA Cup. He was part of the team which won the European Cup Winners Cup in 1991 and then the Premier League in 1993. Under Ferguson, United won 13 Premier League titles as well as two Champions League titles and a host of domestic Cups. With 26 major honours across a variety of roles, Mike knows how to win and from a multitude of perspectives.

He has coached Cristiano Ronaldo and Wayne Rooney and now Marcus Rashford, Bruno Fernandes, Mason Greenwood and Paul Pogba. Phelan is also a keen observer of the business world as he searches out cutting edge, innovative ideas and cites the likes of Google, Disney, NASA, and Nike among others as influences on his business acumen.

Mike brings all this experience to Insight's courses and boot-camps, providing fascinating and valuable insights into preparation and decision-making, working with different generations of talent, how to operate in the 'challenge state' and what makes the difference between good and great and above all, what makes a winner.





JÜRGEN KLINSMANN

Jürgen Klinsmann MBA played for several prominent clubs in Europe including VfB Stuttgart, Inter Milan, AS Monaco, Tottenham Hotspur and Bayern Munich. His teams twice won the UEFA Cup, and his individual honours include being named Footballer of the Year in both Germany and England as well as coming in third in 1995 in voting for the FIFA World Player of the Year.

At the National Team level, Klinsmann was Germany's premier striker during his career, scoring in all major international tournaments he participated in from EURO 1988 to the 1998 FIFA World Cup besides winning the bronze medal in the 1988 Olympics in Seoul. All told Klinsmann collected 108 caps for Germany, scoring 47 goals and ranks sixth all-time scorer in the FIFA World Cups with a total of 11 goals. He was part of the West German team that won the 1990 FIFA World Cup and captained the unified German team that won the 1996 UEFA European Championship. On November 3rd, 2016, he became only the fifth player to be named as an honorary captain of the German National Team.

As a manager, Klinsmann led the German National Team to third place in the 2006 FIFA World Cup and subsequently coached other notable teams including Bundesliga club Bayern Munich and the United States National Team.

After retiring as a player, Klinsmann became a principal in SoccerSolutions, LLC, a consultancy specializing in strategic planning, brand development, organizational alignment, and business opportunities. Clients have included professional teams, national nonprofit organizations, and top brands associated with soccer such as Adidas, Coca-Cola, MasterCard, and McDonald's. Klinsmann has also represented Germany on trade missions. When he is managing teams, Klinsmann does not engage in consulting.

To assist children in need, Klinsmann founded the children's charity organization AGAPEDIA, which runs projects in Germany, Romania, Bulgaria, Moldova and Georgia. AGAPEDIA has been operating since 1995.

Klinsmann is fluent in Italian, French and English besides his native German. He is a commercial helicopter pilot and enjoys flying on a regular basis. In addition, Klinsmann is the co-owner of SILVERLAKES PARK, a 24- field facility serving youth soccer in Southern California.

Jürgen holds an MBA with Distinction.





KAREN CARNEY

Karen is the lead female football analyst and pundit for men's and women's football on Sky Sports and is now also the lead female for ITV's football coverage this season.

With 144 caps, Karen Carney is England's third-most capped player, making her international debut in 2005 at 17. A former captain for Chelsea Ladies FC, Karen's expertise and experience playing at the very highest level of women's football at a Champions League final and competing at four World Cups and four European Championships. She also played for Team GB at the London Olympics in 2012.

Karen's most recent participation was at the 2019 World Cup in France where she announced her retirement from playing, which has led Karen to become a much sought-after broadcaster.

After beginning her broadcast career covering all football with the BBC and BT Sport, she is now across Sky Sports Football output as their lead pundit for the Barclays FA Women's Super League, and part of the matchday team for the Premier League and the EFL. From providing expert studio analysis in the UK, Karen hopped across the pond, delivering nationwide commentary on the UEFA Champions League for CBS in America.

She was awarded an MBE in the 2017 New Year's Honours List for her services to football which was followed in 2021 with being the first woman to be inducted into the National Football Museum Hall of Fame, where judges voted unanimously to include her "in recognition of her outstanding football career, her involvement in advancing women's football and her overall contribution to the game on and off the field".

Karen holds an MBA with Distinction and a MSc in Sports Psychology.



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COURSE OUTLINE

HOW YOU WILL LEARN

The course is delivered online with weekly live webinars. All you need for coursework and textbooks are provided for you in digital format.

You choose available modules which last about 8-10 weeks. At the end of each module you will be required to submit an essay or a group assignment which will be graded. There are no written examinations as part of these degree.

Each degree carries the standard European ECTS credits, which allow you to continue studies in any university in Europe and beyond. Each month you will have the opportunity to meet prominent sports personalities.

At the end of the degree, you will be hosted in Manchester for a two day bootcamp, where the theory you have learned will be brought to life through real world examples.

There is the possibility to exit after stage 1 and gain a PgC, or stage 2 and gain a PgD. If you want to proceed to stage 3, then you choose whether to graduate with an MBA, MSc or MA. The title of the award will depend on whether you chose to complete a thesis, a professional work based learning management report or a leadership report.

See pathway diagramme on next page.

MEET THE LEGENDS AT THE OPTIONAL BOOTCAMP*

We believe in elite education and leadership are best taught with real world examples. During the course of your online experience, you will have the opportunity to ask question of some of the greatest legends to have ever graced the sports fields. Individuals who have risen to the top of their games and have succeeded at the highest possible levels. Put simply, world beaters!

To get to these levels, you need something extraordinary. Winners were not just born that way, they have to work at, and develop their skills to become world class performers. They are here to share their unique insights with you.

You will have the rare opportunity to speak with them and take photographs with these incredible achievers. Your graduation ceremony will take place in Manchester on the last day of the bootcamp sessions. Your visit will also include attendance at a home game and a dinner at the 5 star Stock Exchange Hotel owned by Ryan Giggs and Gary Neville.

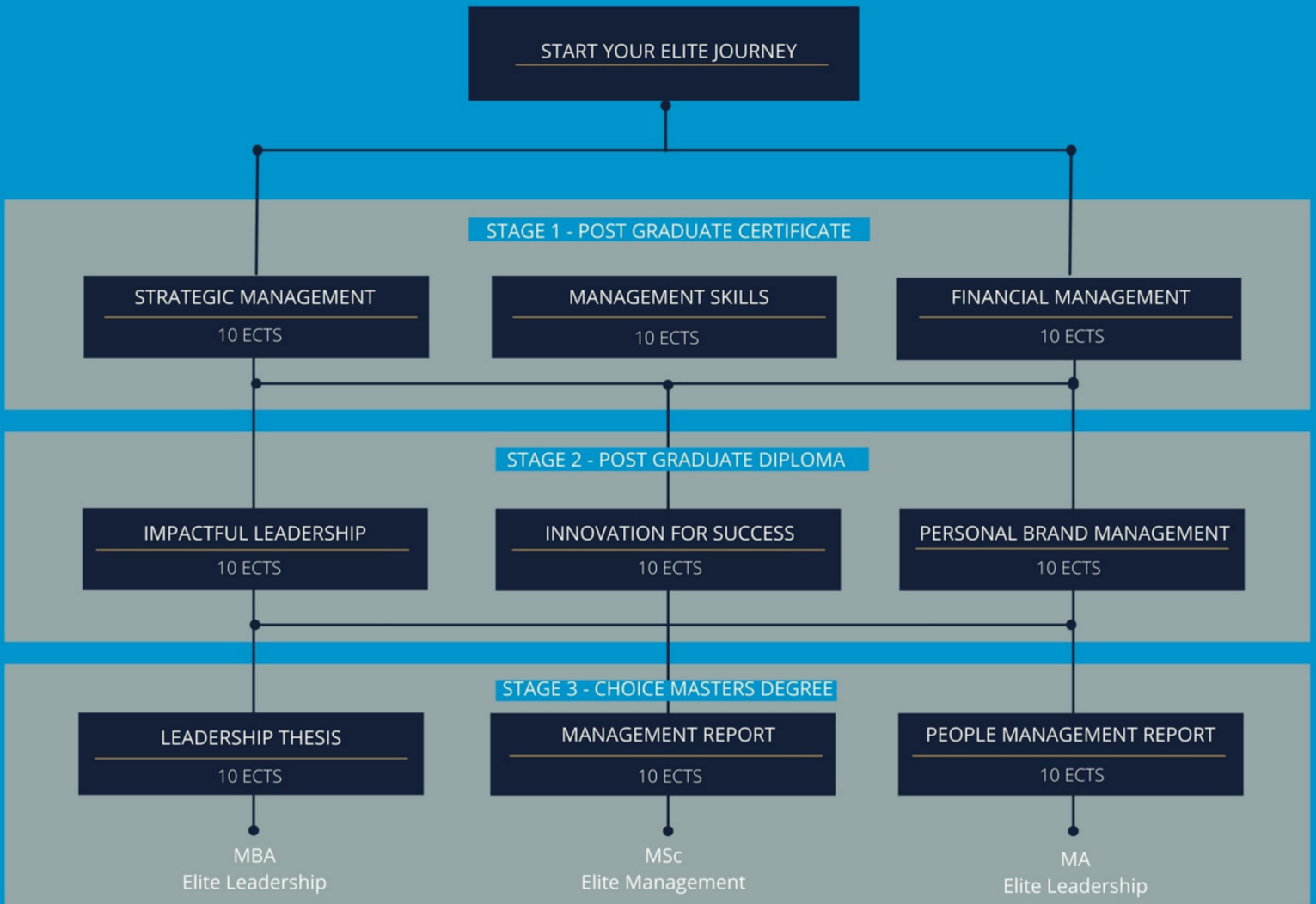
An opportunity to meet informally for a drinks reception with United legends will also take place prior to the graduation dinner.

* The optional bootcamp costs an extra €900.

"People buy into the leader before they buy into the vision"

John Maxwell





“Before you are a leader, success is all about growing yourself. When you become a leader, success is all about others.”

Jack Welch





ELITE MANAGEMENT

This course offers the perfect match for students with a managerial background and profile who are seeking to build an elite business career in today's increasingly globalised market place. Elite Business Management course is designed to provide you with the knowledge, skills and competencies required to become an elite performer. The course will be delivered by academics and elite performers from the world of elite sports.

On completing this course, you will be expected to be able to critically appraise the theory and practice in the context of elite performance.

MODULE 1 – STRATEGIC MANAGEMENT

The module is a learning-by-doing course. Through the combination of case discussions and simulation, this course introduces you to the tools and vocabulary prerequisite to critical and practical strategic elite analysis, elite thinking, and communication in a global context.

A strategy is the central, integrated, externally oriented concept of how a firm will achieve its objectives. Strategy deals with the challenges managers face in seeking to meet their organisation's mission in the face of changing, uncertain and ambiguous environmental and competitive conditions while aligning and deploying the internal assets, capabilities and people to optimal effect. A significant focus of our analysis will be on how strategy plays out in a sporting context, and specifically how firms create and capture value from insights of the elite performers.

MODULE 2 – MANAGEMENT SKILLS

This module will introduce students to scientific research on group and team behaviour in organisational settings. The focus is on the interpersonal processes and structural characteristics that influence the effectiveness of teams and their development over time. The format of the course is a sequence of team and group exercises and case analyses which are framed by a series of readings, lectures, and in-depth class discussions. Key content includes:

- Introduction & Types of Teams and Groups
- Effective Team Decision Making
- Team Communication & Conflict
- Team Creativity & Innovation
- Leading Teams
- Designing Teams
- Cross-Cultural Teams
- Multi-Team Systems
- Team Case Competition





MODULE 3 – FINANCIAL MANAGEMENT

Today's dynamic financial industry requires professionals to continuously upskill and reskill to keep up with the latest tools, trends, and terminology. Your success as an elite performer will bring with it rewards, financial as well as other rewards. This module does not get into the minutiae of accounting methods but acts as a higher-level overview of the basic skills you need.

- Valuation of a business for purchase or sales
- Return on investments
- Break-even analysis
- The balance sheet and the P&L statements
- Fintech and digital disruption in the financial industry
- Cash is king!

MODULE 4 – INNOVATION FOR SUCCESS

Business is changing faster than ever as more and more creative innovations enter the market and make profound changes. Creative destruction is now coming from Big Tech companies, and there are more Unicorn start-ups (1 billion Dollars +) arriving than ever before. The older established S&P 500 companies are decreasing ever more quickly and are being replaced by Big Tech arrivals. The message for established businesses is clear – catch up quickly or be pushed aside. In this course you will study the following topics week by week:

- What is Disruption?
- The Incumbents' Dilemma – the case of the minimills
- Football industry – thinking outside the box to survive
- Changing Competitive Environments
- Innovation, Open Innovation and Disruption
- War on the platforms – what is the art of winning?
- Winning Ecosystems & The Case of Amazon
- Succeeding in the long term – the winning strategies
- Jugaad Innovation – lessons that can be learned





MODULE 5 – IMPACTFUL MANAGEMENT

This module focuses on the behaviours within organisations, and the impact individuals, teams, and structure have on an organisation's effectiveness.

We will review core concepts and theories from the fields of management, organisational behaviour, and work psychology that provide a lens and frameworks for analysing issues relevant to individual, leadership and team behaviours in organisational contexts. We will consider, discuss and critique these concepts, theories and frameworks to fully explore their potential contributions in helping us understand organisational, team and leadership behaviours.

Class sessions will be comprised of interactive discussions, group activities, and case studies in order to highlight key applications of team research and to practice team skills. Having successfully completed this module, the student will be able to:

- Discuss management challenges in the context of managing groups and organisational behaviour
- Improve their teaming skills, including those related to coordination, decision-making, and negotiations; and,
- Actively engage in evidence-based self-reflection of their skills and experiences as important and relevant predictors of their effectiveness;
- Identify and apply skills and tools that are useful for analysing individual, group, and organisation level people and performance relevant issues
- Critically analyse and assess issues at the individual, group, and organisation level
- Apply knowledge to issues relevant to managers and organisations.

MODULE 6 – BRAND MANAGEMENT MARKETING YOURSELF AS AN ELITE PERFORMER

Marketing and networking are key elements to success as an elite performer. Knowing what to say about yourself, and knowing what others are saying about you, are equally essential. This module takes a practical approach to self marketing and social media. You will cover the essentials you need to know and what to build on in the future. the module covers:

- Marketing essentials
- Building a profile
- Networking at the highest level
- Creating an effective social media profile
- Building a basic website
- Big data techniques to harvest information from social media
- Sentiment analysis of social media chatter about you.



COURSE FACTS



Duration of Course:

6 Months - PgC

12 Months - PgD

24 Months - MBA, MSc or MA

Delivery Mode:

Online and Blended with Bootcamp in Manchester.

Accredited by:

James Lind Institute/Rushford Business School,
Geneva.

Credits

60 ECTS (NFQ Level 9) MBA\MSc\MA

120 CATS (120 RQF/CQFW)

Contact Hours:

One weekly live webinar lecture.

Pathways:

2.5-3 years for DBA.

This degree is accredited by the Rushford Business School in Geneva and delivered by The Longford International College

ACCREDITATIONS



REGISTERED WITH & FULL MEMBER OF THE INTERNATIONAL FEDERATION OF TRAINING & DEVELOPMENT ORGANISATIONS

IFTDO was founded in Geneva, Switzerland in 1972 in order to develop and maintain a worldwide network committed to the identification, development and transfer of knowledge, skills and technology to enhance personal growth, human performance, productivity and sustainable development. IFTDO currently represents more than 500,000 professionals in over 30 countries. Membership no.: AM 665.

INTERNATIONAL ORGANIZATION FOR STANDARDIZATION (ISO) 9001:2015 CERTIFIED

James Lind Institute (JLI) is fully accredited by the AMERICAN BOARD OF ACCREDITATION SERVICES (ABAS) as per ISO 9001:2015 standards for providing Training & Education Programs related to clinical research, pharmacovigilance, medical writing, pharmaceuticals, healthcare and allied sectors.



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