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## The Football Founders' Centre of Excellence

### Learn about the game with the world's first football club:

- Improve your skills with technical and tactical coaching, plus individual analysis and feedback.
- Find out about football management and business.

### Sample life and study in the UK:

- Experience student life in historic York and attend football-related study sessions at York St John University.
- Visit local attractions and international landmarks.

## What is included?

- 13 nights accommodation in York
- All meals
- Activities
- The chance to see an English Premier League team play.
- Airport transfers

### Flights

Flights are not included.

### Costs

The programme costs **£2,500**.

## How to apply.

To apply visit: [www.yorksj.ac.uk/summerschools](http://www.yorksj.ac.uk/summerschools)

For any questions please email:  
[international@yorksj.ac.uk](mailto:international@yorksj.ac.uk)



START YOUR JOURNEY WITH

# THE FOOTBALL FOUNDERS' CENTRE OF EXCELLENCE

York St John University and Sheffield FC have created a unique two-week summer experience for males and females aged 18 years and over, who have an interest in football and a desire to study in the UK.



## A SPECIAL OPPORTUNITY

This programme is available to male and female players with all levels of football ability. It provides an opportunity to find out more about the football industry from Sheffield FC, the world's first football club. Students also get the chance to find out about a variety of degree subjects at York St John University, an established British University in one of the country's most historic cities.

### WEEK 1

#### SUNDAY

Arrival and orientation.

#### MONDAY

Welcome.

Health and safety.

Overview of programme.

Tour of York St John campus.

Lunch

Tour of York and York Minster.

Welcome dinner.

#### TUESDAY

**Richard Tims**

*Chairman of Sheffield FC:*

**'History of the World's First Football Club.'**

*(includes extensive Q&A session)*

Lunch

Team building skill session with Sheffield FC and York St John staff.

#### WEDNESDAY

**Robert Zitzmann**

*Jung von Matt/SPORTS:*

**'Marketing in the Football industry.'**

Lunch

**'Market workshop: Globalising the World's First Football Club.'**

#### THURSDAY

**Robert Zitzmann**

*Jung von Matt/SPORTS:*

**'Marketing the Qatar World Cup 2020.'**

Lunch

**'The future of sports retail: an analysis of sports on the high street.'**

Trip to York Designer Outlet.

#### FRIDAY

**John Williams**

*FA tutor, 'A Licence' coach:*

**Coach development workshop.**

Lunch

**John Williams**

*FA tutor, 'A Licence' coach:*

**Player development workshop.**

#### SATURDAY

**Free day** – Possible date to attend a football match featuring a Premier League team, or explore York and greater Yorkshire at your leisure.

## What you'll do:

The experience is running across two periods throughout the summer from 29 July to 9 August and 12 August to 23 August\*. Here is everything we pack into the programme in-between.

\*These dates are subject to availability and places are limited.

Bookings close 14 days prior to programme commencement. Early booking is strongly advised.

### WEEK 2

#### SUNDAY

**Free day** – Possible date to attend a football match featuring a Premier league team, or explore York and greater Yorkshire at your leisure.

#### MONDAY

**Jamie Forrester**

*Ex AJ Auxerre, Leeds United and England U18 Player:*

**'The journey to becoming a professional football player, from grass roots to the Premier League and back.'**

Lunch

Football discussion.

#### TUESDAY

Full day trip to Old Trafford, the home of Manchester United Football Club.

Includes Lunch

#### WEDNESDAY

**'Football Structures: looking at the roles of the Governing bodies in the game: FIFA, UEFA, FA, PFA.'**

Lunch

**'Market workshop: Globalising the World's First Football Club.'**

#### THURSDAY

**Ian Breckin**

*Ex Nottingham Forest and Wigan Athletic player; ex Derby County and Sunderland Chief Scout; and currently the North of England Chief Scout for Red Bull Leipzig:*

**'Football scouting and player recruitment workshop.'**

Includes Lunch

#### FRIDAY

**Jan Henrik Gruszecki**

*Fan Leader for Borussia Dortmund:*

**'Fan engagement workshop: Know your market, grass roots to global brands.'**

Lunch

Free afternoon.

#### SATURDAY

Travel home.

