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FUTURE EDUCATION ACADEMY



WHERE YOUR EDUCATION BEGINS

PROSPECTUS 2020-2021

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ABOUT US

TOGETHER WE ARE STRONGER

Future Education Academy, in partnership with English Premier League giants Leeds United Football College, brings you a selection of prestigious qualifications delivered by world-renowned tutors. Our mission is simple: Learn, Understand, Practice.

Our courses are focused primarily on Sport, Sport Science, Business and Finance. However, we also offer opportunities to participate in other unique courses in areas such as Aviation and Digital Marketing.

Why choose Future Education?

In addition to our team of world-renowned experts in their fields, we have partnered with world class educational institutes and have an exceptional record behind us.

Future Education prides itself on delivering inclusive education and providing meaningful, engaging and exciting learning opportunities that meet the diverse needs of our students, educating students together in an inclusive online setting. We provide cutting edge technology, tools and support that assists students' learning and taking into account their preferred learning style and unique characteristics and abilities.

We develop and deliver academic courses from Diploma to Doctorate Levels. We can design a course that runs from 8 weeks to 5 years. Our courses are innovative and emphasise the practical nature of education as well as the academic. We can either deliver your degree, or help you design and run your own.

By ensuring online curricula for diverse learners, we will aim to focus on clear explicit strategies and provide a range of examples for online learners such as scaffolding, accommodations and modifications for online technology and teaching methods. These elements will allow for learners to be given an online platform that allows for assistive technology like speech to text software and translation software.

Future Education wants to ensure that these inclusive online practices can also provide assessments for an array of skill levels and diverse learners to allow for clear, methods for online instruction to all learners.

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ARE YOU READY TO TAKE CONTROL?

CONTENTS

2	About Us	
3	Contents	
4-6	Meet the Tutors	
7	Professional Diploma Series title page	
8-9	Diploma in Business Strategy & Entrepreneurship	
10-11	Diploma in Sports Law	
12-13	Diploma in Leadership in Football	
14-15	Professional Diplomas/Degrees in Medical Sports Science overview	
16-17	List of available courses	47
18-19	Work packages info/Pathways	48
20-22	Diploma in Sport and Exercise Psychology	
23	Diploma in Bone Health	49
24	Diploma in Sports & Exercise Science	
25	Diploma in Anatomy for Sports & Exercise Science	50-51
26-28	Diploma in Ethics in Sports Organisations	52
29-31	Diploma in Ethics in Financial Organisations	53
32-33	Diploma in Maximising Leadership Impact	54-55
34-35	Diploma in Aviation Studies	56
36	Bachelors & PgDip courses title page	57
37	Bachelor of Business in Business Management (Football & Sports Industries)	58
38	Bachelor of Science in Psychology (Sports Series)	
39-40	Postgraduate Diploma in Sports Science	
41-42	Postgraduate Diploma in Strength & Conditioning	
43-44	Postgraduate Diploma in Sports Science in Schools	
45-46	MBA & MA courses title page	
		47
		48
		49
		50-51
		52
		53
		54-55
		56
		57
		58



MEET THE TUTORS

DEGREES AND DIPLOMAS LED BY WORLD RENOWNED SPECIALISTS



PROFESSOR MOIRA O' BRIEN

FRCPI, FFSEM, FFSEM (Hon UK), FTCD, FECSS, MA, Emeritus Professor of Anatomy, Trinity College Dublin.

Professor O' Brien is currently an Osteoporosis and Sports Medicine Consultant at Affidea Dundrum, Past Member of the Board of the Federation of International Medicine Sportive (FIMS), Founder and President of the Irish Osteoporosis Society and Member of the European Union Osteoporosis Interest Group on Osteoporosis.

She has been involved in Sports Medicine for over 40 years. A founding Fellow of RCPI/RCSI Faculty of Sport & Exercise Medicine, she was the Medical Officer to the Irish Olympic team at the Moscow, Los Angeles and the Seoul Olympic games. She was the Medical Director of the first Masters in Sports and Exercise Medicine in Great Britain and Ireland, based at Trinity College, Dublin from 1990 to 2005.

Since then she has been an Honorary Medical Director, the author of numerous publications, books and articles on Osteoporosis and Sports Medicine and an invited keynote speaker at international conferences world-wide. Professor O'Brien was awarded the Sir Roger Bannister Medal by BASEM in 2015 and the Faculty Medal by Faculty of Sports and Exercise Medicine (FSEM) in 2016, to recognise her outstanding contribution to the field of Sports and Exercise Medicine.



DR PADRAIG SHEERAN

DEAN, Faculty of Sports and Exercise Medicine, RCPI & RCSI, FCAI FRCSEd DipMSK DTM&H DA FJFICM FFSEM

Dr Sheeran is a Consultant in Anaesthesia and Intensive Care at Our Lady's Children's Hospital Crumlin, Dublin. He holds a Diploma in Tropical Medicine and Hygiene and is trained in the practice of Medicine in remote areas (WEMSI Wilderness Physician).

He has also played Senior Rugby: Waterloo FC, London Irish FC 1978-1990 and Galwegians 1990-1992. He has also been the English Medical's RFC 1982-1984; Great Britain Students RL 1982-84. Dr Sheeran was the doctor to Connacht Rugby between 1998-2008.

He is now doctor to Ireland U18 since 2011; Pitch side Doctor and Pitch side Anaesthetist to the IRFU; Chair Pre-hospital Medicine FSEMIr and College of Anaesthetists of Ireland; Past Dean FSEMIr 2013-2017; Sports Medicine and Osteoporosis doctor, and Doctor to Motorsport Ireland.



MICHAEL CLEGG

MSc ASCC, Former Professional Footballer - Manchester United, Emeritus Professor of Anatomy, Trinity College Dublin

Michael Clegg is an accomplished Strength & Conditioning Coach who made the successful transition from an 8 year playing career with Manchester United FC to a 10 year coaching career in the Premier League with Sunderland AFC. During his time as Head of Strength & Conditioning at Sunderland AFC.

Michael was primarily responsible for improving power, speed and conditioning within his players. During his 10 years at Sunderland AFC, Michael was fortunate to work with many international level players from Jordan Henderson, Jordan Pickford, Danny Rose, Jermaine Defoe, Danny Welbeck (England), Louis Saha, Yann M'Vila (France), Marcos Alonso (Spain), Bolo Zenden (Netherlands) and John O'Shea (Ireland).

In addition to Michael's extensive playing and coaching experience, he is also a highly qualified coach. In 2017, he attained his MSc in Strength & Conditioning following his UEFA B Licence and UKSCA accreditation in 2015.



DR RUTH FORREST

Psychotherapist & Researcher

Dr Ruth Forrest is an educationalist from Ireland. As well as having a PhD from Dublin City University, she also holds a Master's Degree in Management and Leadership from the Open University, UK, a BSc (Hons) in Psychotherapy and Counselling from Middlesex University, UK and a Diploma in Social Studies from the IFAE (The Hague).

Ruth is a former lecturer in Maynooth University, Ireland. Her area of specialism was as Co-ordinator of Research on the Bachelor of Education programme. She is particularly interested in MOOCs and has completed ten courses online, in subjects ranging from Psychology to Peri-operative Medicine.

Ruth is currently engaged in research on the role of exercise in the treatment of neurological disorders, particularly Parkinson's Disease.

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MICK CLEGG

Director of Sports Performance Innovation

Mick has been a personal coach and trainer all his professional life, mainly working from his Olympic Sports Gym. He has had an exceptional career history working with top-class athletes from all around the world in most major sports, including football, taekwondo, golf and speedway and has even trained the England lacrosse team.

Since leaving Manchester United, Mick has not only worked with many athletes (he has a very busy diary) he has also featured in many interviews and articles relating to his career past and present. During his career he has worked not only with the first team of Manchester United, he has also had extensive experience working with youth teams. He has a great ability to work with adults as well as children.



ADRIAN LAMB

High Performance Coach

Adrian Lamb is a High-Performance Fitness Coach with 20 years' experience training athletes at an elite level, including 16 years in professional football in the UK and the USA. He has worked at several levels of the professional game, including four English Premier League clubs and two Major League Soccer teams, as well as the English Championship and League 1.

He possesses a proven track record of enhancing performance in world-class sporting environments inclusive of strength and conditioning, physical outputs, recovery, nutrition, individualised fitness programming, injury prevention, and youth football.



Michele O'Brien

CEO Osteoporosis Society of Ireland

Michele O'Brien is the CEO of the Irish Osteoporosis Society Charity, where she has worked for 19 years. Michele is originally from Dublin but spent 14 years on the East Coast in the United States. Michele's background is in Physical Therapy and, after returning home from the USA, she set up the first private Fall prevention service for senior citizens in Ireland back in 2000.

Michele gives presentations, radio and TV interviews for the Charity and has dedicated the last 19 years to promoting the importance of healthy bones.

PROFESIONAL DIPLOMA SERIES





DIPLOMA IN BUSINESS STRATEGY & ENTREPRENEURSHIP

A central purpose of a strategy is to maximise economic performance and ensure the long-term viability of firms. This module focuses on the main theoretical principles that explain firms' strategies and guide their choices in the creation of competitive advantage. Emphasis will be put on applying these principles, along with the concepts, tools and techniques of strategic analysis, to actual company and industry situations through the use of case studies. The module will be practically grounded so that students understand the fundamentals of what makes one company more successful than another.

Creativity and innovation are essential for the development of successful new ventures, and critical to the survival of existing organisations, especially in competitive contexts. This module is designed to encourage students to be creative in the new venture creation process to help them develop more innovative businesses. The material covered will be research and theory-based. The module will be practice-oriented, with much of the term spent developing participant-generated new venture ideas that can be launched in the marketplace.

**"Be the change you wish to see in the world."
Mahatma Gandhi:**

"If you really look closely, most overnight successes took a long time." Steve Jobs

This is a 10 week diploma, which is delivered in a combination of online and blended methods. At the end you will be asked to evaluate a fictitious business plan and judge whether or not it is a good investment.



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DIPLOMA IN BUSINESS STRATEGY & ENTREPRENEURSHIP

CONTENT

WEEK 1
 Core competencies
 Sustainable competitive advantage

WEEK 2
 Value chain analysis
 The resource-based view of the firm

WEEK 3
 Dynamic Capability Theory
 The resource audit
 Measuring strengths and weaknesses

WEEK 4
 The role of corporate culture
 Assessing strategic options
 Generic strategies

WEEK 5
 Diversification strategies
 Strategies in hostile markets
 Organisational turnaround

WEEK 6
 Offensive strategies
 Growth strategies



WEEK 7
 Value-adding strategies
 Evaluating strategic alternatives
 Strategic fit

WEEK 8
 Being an entrepreneur
 Developing a business plan
 Evaluating an investment
 Becoming an entrepreneurial leader





DIPLOMA IN SPORTS LAW

Sports Law is an amalgam of laws that apply to athletes and the sports they play. It is not a single legal topic with generally applicable principles.

WHO IS THIS COURSE FOR?

The course is relevant to those interested and involved in the sport and leisure industry eg. coaches, athletes, sports managers, sports agents, owners of sporting organisations and anyone with a general interest in the developing area of law.

COURSE OBJECTIVES

Upon completion of the programme, participants will have acquainted themselves with:

- an insight into the theoretical foundations of Sports Law
- an introduction to the law of international sports institutions
- legal analysis of the different global sports jurisdictions
- a good understanding of the law affecting doping, broadcasting of sports games, betting, gambling and sponsoring of events and organisations



“Sports Law is a vital part to sports. There needs to be a strong presence of good governance and someone to uphold the rules of the game when they come into disrepute.”

Liam S, Lawyer

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DIPLOMA IN SPORTS LAW

CONTENT

WEEK 1 -Sports Law, theory and praxis

- Theoretical foundation and general principles of Sports Law
- The physical movement within the Framework Of Law
- Theory of Sports Law – Lex Sportiva
- Labour relations in international sport

WEEK 2 -International Sports Law

- Law of the ancient Olympic Games
- International sports legal order and Lex Sportiva

WEEK 3 -The Law of Sports institutions

- Lex Olympica (law of the Olympic Games)
- European Law and Sport

WEEK 4 -Sports Jurisdictions

- Dispute resolution in international sport
- International sports jurisdiction
- Court of Arbitration for Sport (CAS)
- A fair trial in sport and the principle of equity in sports dispute resolution

WEEKS 5 to 8 - Sports Jurisdictions

- Human rights in sports activities
- Doping in sports
- International rules against doping
- The applicable Sports Law on doping
- Betting and gambling in sport activities
- Sports Law and broadcasting
- Sports fundamental rights

WHAT YOU WILL LEARN CONCEPTS IN SPORTS LAW

- What is the regulatory governance structure in professional sport in your jurisdiction?
- To what extent are participants protected from liability for their on-field actions under civil and criminal law?
- What is the regulatory framework for doping matters in your jurisdiction?
- Is there also potential secondary liability for doping offences under civil or criminal law?
- What financial controls exist for participant organisations within professional sport?
- Can the decisions of professional sports regulatory bodies be challenged or enforced in the national courts?

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DIPLOMA IN LEADERSHIP IN FOOTBALL

Organisations are only as good as their people, which is why great business leaders are celebrated across industries.

COURSE OBJECTIVES

This module is designed with the belief that all organisations are comprised of individuals who, despite having personal objectives, are able to work collaboratively in pursuit of overall operational and strategic objectives. As such it is vital that there is leadership from those who have vision providing direction, active followers who carry out day-to-day activities as part of ongoing processes and a sense of 'order'; leading to ensure that outputs are optimised.

Students will also gain awareness of their own behavioural style and the impact it may be having on peers, employees, clients and their own managers.

The Diploma in Leadership in Football & Sport is a 4-week programme. It will be a mixture of prerecorded lectures for you to watch in your own time, and a once per week webinar hosted by the lecturer who will take that week's content. If you wish, you can submit an essay at the end of the course. You will be given a range of topics on which to base your essay and have four weeks in which to complete it.

The word count guide is between 3-4,000 words.

The module will have three interlinked theoretical components:

1. Leadership
2. People
3. Organisation

Duration of the Diploma is 8 weeks.

"Since the beginning of the course I had all the tools to get the most out of the course and especially the people involved in it helped me to explore new challenges. The Leadership Course has been very effective and applicable to my personal life and job. Recommended to everybody."

César Azpilicueta,
Professional Footballer, Chelsea FC.



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DIPLOMA IN LEADERSHIP IN FOOTBALL

CONTENT

WEEK 1

- Leadership - introduction
- Reflective self-appraisal
- Classical leadership
- Leadership traits and attributes

WEEK 2

- Shared leadership
- Behaviours in leaders
- Leadership situations and transformations
- Authority and charisma

WEEK 3

- Leading for change in organisations
- Behavioural change management
- Emotional Intelligence
- The mindset of success
- Developing a style of leadership

WEEK 4

- Leadership lessons from Football and Sport
- Case studies of famous sports and football leaders
- Transactional/Transformational leadership in Football and Sport

"I want to share my feeling doing this course because I think it can be great for a lot of players and also for people around us like staff, physiotherapists, doctors, managers etc. This course brings me the opportunity to learn about something that I love, and it was so easy to follow. The lessons were very interesting, 70 mins per week all connected paying attention, listening to and discussing a lot of doubts and questions. So I recommend this course to everyone to improve your knowledge about this future job or role, and most important because after football we are still young and we are winning time doing the course preparing ourselves a little bit better for this moment."
Willy Caballero,
Professional Footballer, Chelsea FC

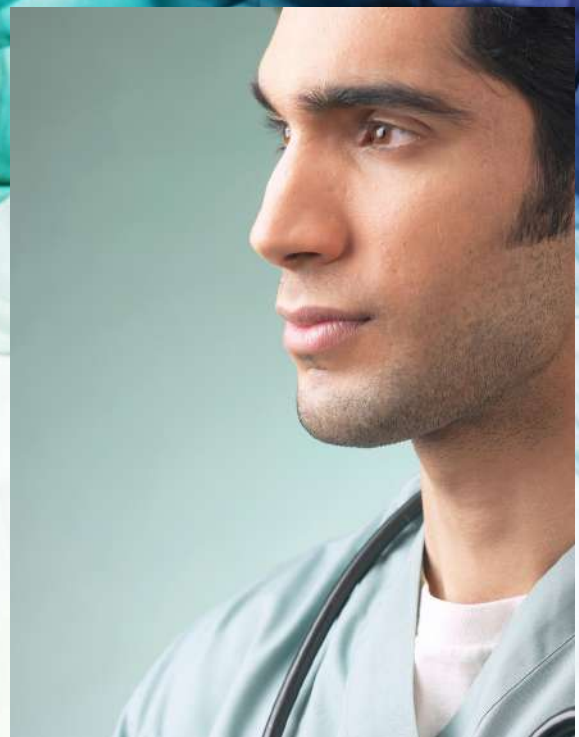


PROFESSIONAL DIPLOMAS AND DEGREES IN MEDICAL SPORTS SCIENCE

The Medical Professional Series

Build towards a Master's Degree

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OUR UNIQUE PATHWAYS

Take any one of our diplomas and make it count towards your Master's Degree in Medical Sports Science. Our team of professors and senior practitioners come from a wide range of backgrounds to provide world class support and guidance .

How does it work

Complete 8 of our diplomas and you qualify for an MMSS degree.

Choices of Modules

The choices of modules available to you will depend on demand for those modules. If the specific module you want is not immediately available you may have to select another.



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DIPLOMAS

DIPLOMA IN Sports Psychology
DIPLOMA IN Sports Nutrition
DIPLOMA IN Introduction of Strength and Conditioning
DIPLOMA IN Essentials of Sports Medicine for Football Managers
DIPLOMA IN Health and Wellbeing in Sports
DIPLOMA IN Sports Law for Football Agents
DIPLOMA IN Digital Marketing for Football Agents
DIPLOMA IN Negotiation Skills for Football Agents
DIPLOMA IN Ethics for Football Agents
DIPLOMA IN Football Scouting Techniques for Football Agents
DIPLOMA IN Leadership in Football (Sport)
DIPLOMA IN Change Management in Sport
DIPLOMA IN Strategic Management in Football (Sport)
DIPLOMA IN Running a Small Football Club
DIPLOMA IN Football CEO
DIPLOMA IN Executive Business Coaching
DIPLOMA IN Business Psychology
THE LEEDS UNITED ADV DIPLOMA IN Sports Psychology
THE LEEDS UNITED ADV DIPLOMA IN Sports Nutrition
THE LEEDS UNITED ADV DIPLOMA IN Introduction of Strength and Conditioning
THE LEEDS UNITED ADV DIPLOMA IN Essentials of Sports Medicine for Football Managers
THE LEEDS UNITED ADV DIPLOMA IN Leadership in Football (Sport)
THE LEEDS UNITED ADV DIPLOMA IN Change Management in Football (Sport)
THE LEEDS UNITED ADV DIPLOMA IN Business Strategy and Innovation in Football (Sport)

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Future Education are always thinking about tomorrow. If there are courses you would like in the future let us know and we may be able to tailor a course to meet your requirements.



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DEGREES

**DOCTOR OF BUSINESS ADMINISTRATION (DBA)
DOCTOR OF PHILOSOPHY (PhD)**

MASTER OF BUSINESS ADMINISTRATION (MBA)

Specialisms in:

Health Management, Football Industries, International Business,
Project Management and Leadership

MASTERS IN SPORTS EDUCATION

MASTER OF SCIENCE (MSC)

Specialisms in:

Advanced Sports Performance and Sports Medicine

MASTER OF ARTS (MA)

Football Intermediary

POST GRADUATE DIPLOMAS

**SPORTS SCIENCE IN SCHOOLS
STRENGTH & CONDITIONING**



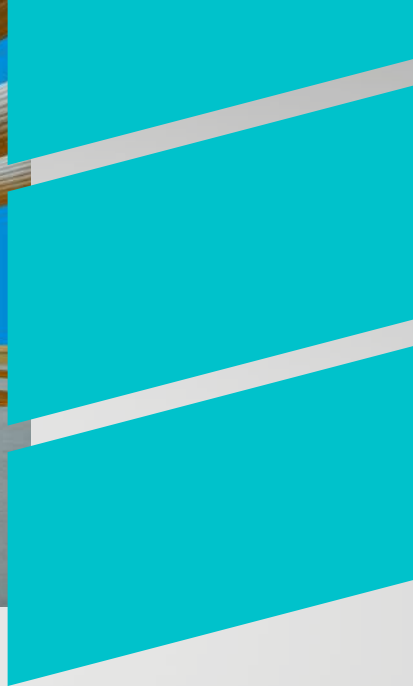
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OUR UNIQUE PACKAGES

Work Package 1

- Our team designs, delivers and hosts the programme for you on our VLE.
- We seek accreditation of the degrees through our partner universities.
- Our academic staff hold face to face lectures at flexible locations.

Work Package 2

- Our team designs and assists in the delivery of the course with your academics.
- We support your academics with materials and guidance.
- Your university validates the degree.
- We act as external examiners to maintain quality standards.

Work Package 3

- We license our courses to you and your university pays a flat fee to use them.
- We brand the courses as yours.

Executive Education

Special short course aimed at C-Level executives focused on elite performance in sports and business. A careful balance between the academic and the practical is achieved through a mixture of class and boot camp approaches.

Elite business leaders and famous sports professionals are included in the roster of outstanding individuals at the top of the game.



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PATHWAYS

You start with our 4 mandatory diplomas, you then choose the remaining 4 from the groups as shown.

MANDATORY DIPLOMAS

- Bone health
- Sports and Exercise Science
- Anatomy for Sport and Exercise Science
- Building bone health and positive lifestyle

Next choose 1 from the following groups:

Group 1

- Health Science for Women
- Health Science for Men

Group 2

- Health Science for High Potentials
- Health Science for Coaches and Trainers

Group 3

- Health Science for those returning to Sport
- Health Science for those retiring from Sport

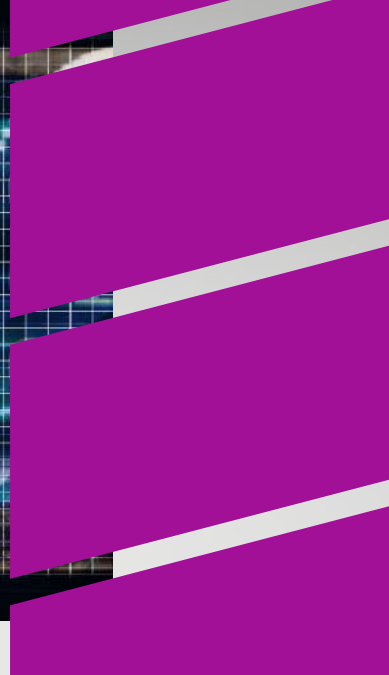
Group 4

- High Performance in Sports
- Applied Sport and Exercise Nutrition



"Sports Science without question is the biggest and most important change in my lifetime"
Sir Alex Ferguson

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DIPLOMA IN SPORTS AND EXERCISE PSYCHOLOGY

WHO IS THIS COURSE FOR?

The course is relevant to those interested and involved in the sport and leisure industry eg. coaches, athletes, strength & conditioning professionals, physiotherapists, P.E. teachers, personal trainers etc. The course may also be of interest to business leaders and managers in terms of understanding what drives performance, staff motivation, leadership and team cohesion. The course will examine a broad range of topical issues with the sport and exercise psychology profession through the application of theory and research.

COURSE OBJECTIVES

- To provide students with a sound understanding of key theoretical issues within the field of sport and exercise psychology
- To enable students to develop an in-depth understanding of the application of theory and research to sport and exercise settings
- To provide an opportunity for students to gain insight and practical skills that will enhance their work with individuals and groups in a sport and exercise context
- To facilitate students in acquiring critical and self-reflective awareness of the individual differences and ethical concerns and implications of applying psychology in sport and exercise settings.

**"The best motivation always comes from within."
Michael Johnson (Olympic Gold Medal Sprinter)**



**"Concentration is a fine antidote to anxiety."
Jack Nicklaus (Golf Great)**

**"It isn't the mountains ahead to climb that wear you out; it's the pebble in your shoe."
Muhammad Ali (World Heavyweight Champion Boxer)**

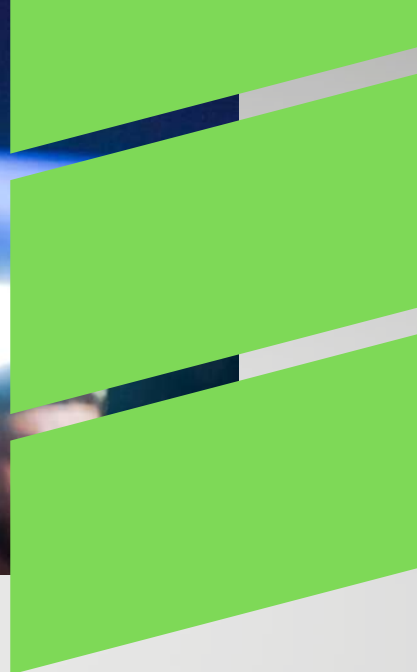
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CONTENT

WEEK 1-INTRODUCTION TO SPORTS AND EXERCISE PSYCHOLOGY

- Discussion re the opinions of people involved in Sports with regard to the role of psychology in their professional lives
- Tracing the history of Exercise and Sports Psychology
- Considering basic principles of Exercise and Sports Psychology
- Theoretical frameworks supporting the study of Exercise and Sports Psychology
- Determining and exploring the models and motives for becoming active

WEEK 2-MOTIVATION AND THE WINNING MIND

- Review of Lecture One
- An introduction to mental toughness and personality types
- Motivation and positive mindset
- Self-Awareness and the Winning
- Mind Performance Profiling
- Goal setting

WEEK 3-PERSONALITY IN SPORTS AND EXERCISE PSYCHOLOGY

- Looking back in time on theories of personality
- Examining personality and conditioning Extroversion and introversion
- The 5-factor Model
- (OCEAN) Personality Psychology in Sports and Exercise
- Psychology (Research)

WEEK 4-COMPASSION, EMPATHY AND TRANSFORMATION

- Neff's Self-Compassion Movement
- Goldman and Self-Compassion
- Re-appraisal
- Role of Self-esteem in compassion and empathy
- Self-esteem and social comparison
- Non-Violent Communication (NVC)
- Empathy, Pity and Sympathy
- Growth Mindset and Transformation

WEEK 5-STRESS IN EXERCISE AND SPORTS PSYCHOLOGY

- Stress: an overview
- Anxiety: Trait and state anxiety
- Stress Appraisal
- Sources of stress and anxiety in sport
- Self-concept and self-worth
- Exercise, psychological well-being and the role of the self
- Burnout
- Coping strategies and techniques
- Applications and implications





WEEK 6-FOCUS IN SPORTS AND EXERCISE PSYCHOLOGY

- What is focus?
- Four Types of Focus
- What are the main distractions?
- Overthinking
- How to focus better
- Concentration techniques
- Imagining and Visualizing for performance enhancement
- Applications of theories and techniques
- Theories of mental practice

"Behind every kick of the ball there has to be a thought"

Dennis Bergkamp (Football Great)

WEEK 7-GROUPS AND TEAMS IN SPORTS AND EXERCISE PSYCHOLOGY

- Introduction
- Groups, teams, and group dynamics
- Cohesion and performance
- Nature and efficacy of team building
- Do team sports build character?
- Is team cohesion a real game changer?

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WEEK 8-MENTAL TOUGHNESS AND RESILIENCE

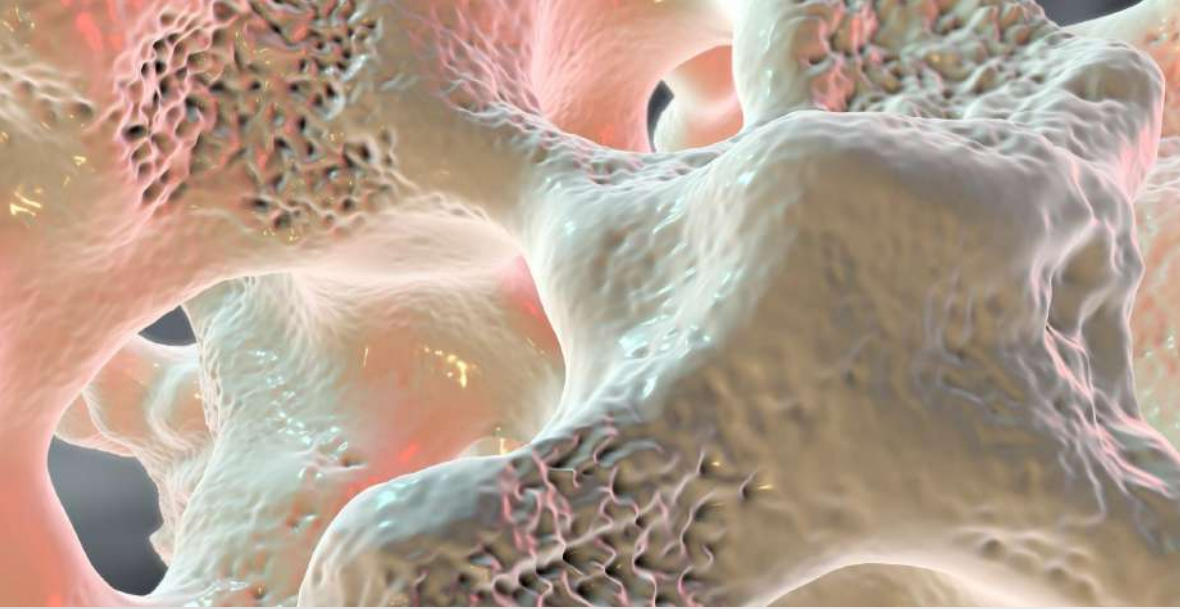
- Definitions of mental toughness and resilience
- What are the attributes of mentally tough and resilient athletes?
- The 4Cs of mental toughness
- How mental toughness is assessed
- Benefits of mental toughness
- Improving mental toughness



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DIPLOMA IN BONE HEALTH

Bone is a living tissue that is constantly being removed and replaced. You will not feel bone loss occurring as it is silent. This is why it is so important for everyone to check to see if they are at risk. Osteoporosis is the most common disease that affects bone, however it is preventable and treatable in the majority of people and is reversible in certain cases. How you train, when you train and how you compete can have serious implications both now and in your future.



CONTENT

- Introduction of basic Anatomy and Physiology
- Introduction to Osteoporosis
- Epidemiology of bone health
- Risk factors for bone loss
- Types of fractures
- Treatments for bone loss
- Fall prevention and low bone mass
- Prevention strategies for bone loss

Duration

8 weeks

Delivery

Pre-recorded lectures and optional weekly live webinars

Hours of study

16 hours of lectures (pre-recorded)
plus 30 hours self-directed learning

Assessment

End of course multiple choice online assessment

"Bone is a living tissue that is constantly being removed and replaced. You will not feel bone loss occurring as it is silent. This is why it is so important for everyone to check to see if they are at risk." Professor Moira O'Brien



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DIPLOMA IN SPORTS & EXERCISE SCIENCE

Students will learn the basic principles of sports and exercise science and the part they play in the prevention of injuries. This course is designed for those interested or already working in Sports and Exercise science areas, Physiotherapists, personal trainers, P.E teachers, fitness professionals, strength and conditioning professionals, athletes and coaches. The aims of the course are that the participants will understand the basic musculoskeletal structures that play a major role in sports performance.

CONTENT

- Introduction to joints
- Introduction to muscles
- Introduction to tendons
- Introduction to bones and bone health
- Introduction to the menstrual cycle and performance
- Introduction to the central nervous system, including the autonomic nervous system
- Nerve injuries to the upper and lower limbs

Delivery

Pre-recorded lectures and optional weekly live webinars

Hours of study

16 hours of lectures (pre-recorded)
plus 30 hours self-directed learning

Assessment

End of course multiple choice online assessment



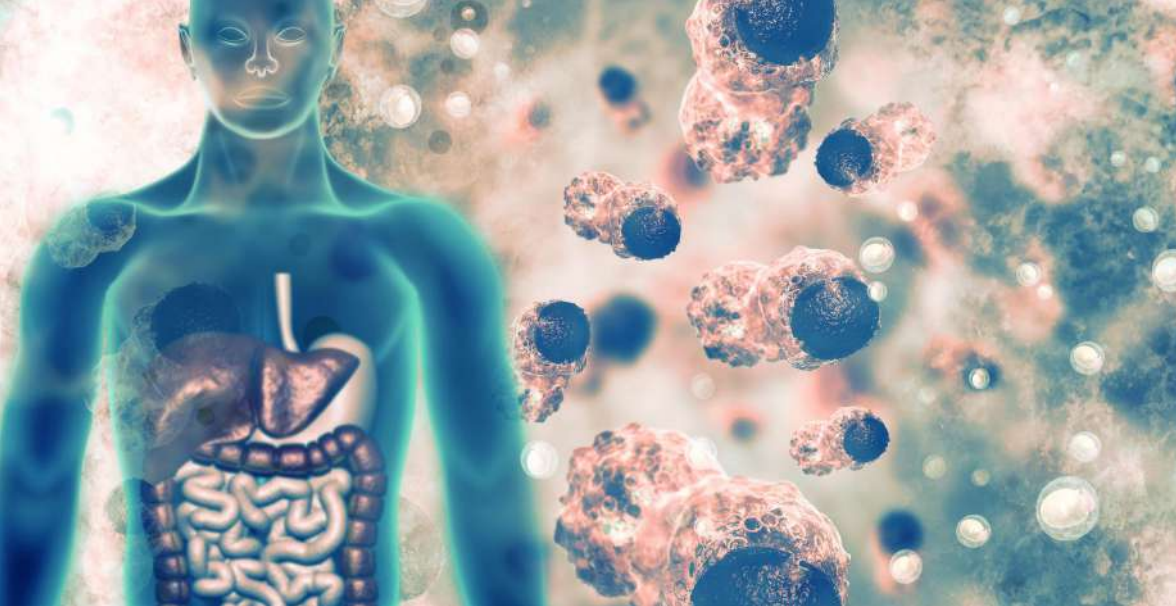
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DIPLOMA IN ANATOMY FOR SPORTS & EXERCISE SCIENCE

Students will learn the basic structures involved in the movement of the body. This includes the types of joints, muscles, tendons, bones, blood and nerve supply, and the role they play in the movement of the body is extensively discussed.

CONTENT

- Anatomical planes and terminology
- Introduction to joints
- Introduction to muscles
- Introduction to tendons
- Introduction to bone
- Introduction to basic CNS

Duration

8 weeks

Delivery

Pre-recorded lectures and optional weekly live webinars

Hours of study

16 hours of lectures (pre-recorded)
plus 30 hours self-directed learning

Assessment

End of course multiple choice online assessment



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DIPLOMA IN ETHICS IN SPORTS ORGANISATIONS

WHO IS THIS COURSE FOR?

Ask any person in your organisation what ethics means and how do you practically apply this throughout the business to start influencing the culture and you start to see the capability gap in learning that needs to be addressed before you can start influencing culture.

Building an ethical orientation program and framework that understands the theory of ethics, how to be an ethical leader and how to apply ethical decision-making in your business becomes a must-have if you are to successfully address any capability gap in your organisation's culture.

Equally important is the need to have governance oversight and monitoring frameworks in place that align with your cultural charter to ensure that everyone in the organisation maintains the highest ethical standards and adheres to the cultural vision of the organisation.

OBJECTIVES

- Develop your own perspective and awareness of ethical theory, ethical analysis, ethical leadership, and ethical decision-making
- Intertwine your DNA and self-identity with the ethical beliefs and moral maxims associated with ethical theory
- Develop the capability to understand, analyse and be acutely aware of the different leadership styles and emotional intelligence
- Acquire the ability to produce your own ethical frameworks and critically analyse any other ethical framework or leadership style
- Develop the ability to think and reflect analytically, critically and creatively in relation to your own values and self-identity
- Develop the capability to implement ethical frameworks and ethical decision-making processes into your own values and articulate their importance in an organisational context



CONTENT

MODULE 1

We start the journey of self development with a pre-course assignment, asking students to critically reflect on their current understanding of Ethics & Ethical theory, Ethical Leadership, and Leadership styles, articulating how they currently apply these areas on a day to day basis personally, and in their organisation.

We then delve into the normative theories of ethics and the different ethical theories that exist, with a reading based on a real-life scenario to give an understanding and practical overview of the consequentialist and nonconsequentialist theories of ethics. We get the students to start thinking about what particular theory or combination of theories they could adopt or intertwine into their DNA, values, and self-identity.

The module finishes with another self-reflection exercise on how their understanding of ethics and ethical theory has changed since the reading and what they would now embed or intertwine into their values and DNA to transform their ethical beliefs and thus influence the culture of their organisation.

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"The most important human endeavour is the striving for morality in our actions. Our inner balance and even our very existence depend on it. Only morality in our actions can give beauty and dignity to life."

Albert Einstein (1879-1955), Physicist and Nobel Laureate

MODULE 2

Influencing the culture of an organisation requires more than just an understanding and intertwining of ethical theory into your values and self-identity; it needs Leadership and Emotional Intelligence (EI) at all levels to help it live and breathe on a daily basis.

This module expands on the leadership and EI aspect of being an ethical leader and helps the student understand the different styles of leadership and altruistic aspects of transformational leadership when applied authentically, thus helping them intertwine their newly attained ethical theory and beliefs with leadership styles.

As they read through the articles, they will gain an understanding of what attributes make an ethical leader, and through a self-reflection and a self-development exercise, be able to articulate how they will aspire to uphold their ethical leadership on a daily basis.

The articles and interactive assignments will also start to give the student an understanding of corporate social responsibility (CSR) and the gaps that currently exist in organisations, equipping them with the capability to potentially create and implement programs that have the ability to influence the culture of their Sports organisation.



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MODULE 3

In modules 1 and 2, we learned about ethical theory, leadership, and emotional intelligence, and through self-reflection and interactive tasks, the student has gradually built up an understanding of the theory and how to practically apply and intertwine this with their values and self-identity. The student should now have an understanding of how to articulate and transfer the knowledge gained over the three modules to others so they can also start the ethical leadership journey.

This module focuses on the day to day application of ethical decisions when dealing with the ethical dilemmas that a student will encounter on a daily basis. Through readings, interactive assignments, and a post-course exercise, the student will learn how to deal with an ethical dilemma and implement ethical decision-making frameworks for them personally and their sporting organisation.

A vital consideration to finish off this module is to bring together all of what the student has learned to date, and through a post-course reflection assignment, start to create their own individual ethical decision-making process based on what they have learned during this course, and then practically implement this into their everyday life.

POST-COURSE GOVERNANCE & MONITORING

This course has been specifically designed to enhance the capability of students to understand and practically apply Ethical theory, Ethical leadership and Ethical decision-making frameworks at an individual and organisational level. It has also been designed to continuously maintain from a governance oversight and monitoring perspective, the highest ethical standards for the student through our association with the Institute of Ethics & Culture (IEC).

Students that successfully pass the course will be invited to apply for membership of the IEC, a leading advocate of Ethical Leadership and Cultural Improvement across the world, thus creating an institute of individuals that are acknowledged by their peers and wider society as ambassadors of Altruism, Respect, Care and Authentic Leadership.





DIPLOMA IN ETHICS IN FINANCIAL ORGANISATIONS

WHO IS THIS COURSE FOR?

Globally, the financial services industry that we know and love is going through a magnitude of change with environmental events such as Covid-19, technological disruption, Royal Commissions, and regulatory/legislative upheaval, creating cultural challenges for organisations that wish to influence culture.

Having the time and financial resources to influence cultural change is a rare commodity for financial services organisations and for those businesses that are lucky enough to have access to these resources, the age-old question that has evaded many organisations across the globe: how do you practically influence the culture of an organisation? Indeed, a number of other questions usually ensue for any organisation looking to have cultural frameworks in place that can influence and monitor the culture of an organisation.

This course is for anyone working in senior management in the financial sector that wants to bring their organisation to the highest levels of ethical awareness.

OBJECTIVES

- Develop your own perspective and awareness of ethical theory, ethical analysis, ethical leadership, and ethical decision-making
- Intertwine your DNA and self-identity with the ethical beliefs and moral maxims associated with ethical theory
- Develop the capability to understand, analyse and be acutely aware of the different leadership styles and emotional intelligence
- Acquire the ability to produce your own ethical frameworks and critically analyse any other ethical framework or leadership style
- Develop the ability to think and reflect analytically, critically and creatively in relation to your own values and self-identity
- Develop the capability to implement ethical frameworks and ethical decision-making processes into your own values and articulate their importance in an organisational context

"In looking for people to hire, you look for three qualities: integrity, intelligence, and energy. And, if they don't have the first, the other two will kill you."
Warren Buffett



CONTENT

MODULE 1

We start the journey of self-development with a pre-course assignment, asking students to critically reflect on their current understanding of Ethics & Ethical theory, Ethical Leadership and leadership styles, articulating how they currently apply these areas on a day to day basis personally, and in their organisation.

We then delve into the normative theories of ethics and the different ethical theories that exist with a reading based on a real-life scenario to give the student an understanding and practical overview of the consequentialist and nonconsequentialist theories of ethics.

We then get the student to start thinking about what particular theory or combination of theories they could adopt or intertwine into their DNA, values, and self-identity.

The module finishes with another self-reflection exercise on how their understanding of ethics and ethical theory has changed since the reading and what would they now embed or intertwine into their values and DNA to transform their ethical beliefs and influence the culture of their organisation.

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This module expands on the leadership and EI aspect of being an ethical leader and helps the student understand the different styles of leadership and altruistic aspects of transformational leadership when applied authentically, helping them intertwine their newly attained ethical theory and beliefs with leadership styles.

As they read through the articles, they will gain an understanding of what attributes make an ethical leader, and through a self-reflection and a self-development exercise, be able to articulate how they will aspire to uphold their ethical leadership on a daily basis.

The articles and interactive assignments will also start to give the student an understanding of corporate social responsibility (CSR) and the gaps that currently exist in organisations, equipping them with the capability to potentially create and implement programs that have the ability to influence the culture of their financial services organisation.



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MODULE 3

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This module focuses on the day to day application of ethical decisions when dealing with the ethical dilemmas that a student will encounter on a daily basis. Through readings, interactive assignments, and a post-course exercise, the student will learn how to deal with an ethical dilemma and implement ethical decision-making frameworks for themselves personally and their financial services organisation.

A vital consideration to finish off this module is to bring together all of what the student has learned to date, and through a post-course reflection assignment, start to create their own individual ethical decision-making process based on what they have learned during this course, and then practically implement this into their everyday life.

POST-COURSE GOVERNANCE & MONITORING

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DIPLOMA IN MAXIMISING LEADERSHIP IMPACT

WHO IS THIS COURSE FOR?

The world is changing – is your leadership? We live in a fast-evolving global marketplace in which recent events and phenomena have been unprecedented. This eight week Professional Diploma Programme is designed to explore the fundamentals of leadership in this ever changing world. This is achieved alongside a deep personal experiential journey of self-discovery which will enable you to sharpen, hone and enhance your leadership style.

By developing insight into our personality, the way we think, the way we make decisions, how we deal with conflict and our level of emotional intelligence, we can sharpen and hone our leadership skills. Only through developing this self-awareness, can we really maximise our leadership potential. Equally, in exploring the events and people in our past that have shaped our leadership style, you will understand and assess your leadership strengths and areas for development.

This programme is an experiential journey of self discovery which over eight weeks, will reveal deep personal insights and create avenues of opportunity to develop your full potential as a leader.

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If you are interested in learning better ways to motivate and lead your team, if you are keen to explore how to develop your resilience as a leader and if you're open minded and willing to take on a leadership learning challenge, then this programme is designed for you.

Duration is 8 weeks.

DELIVERY & ASSESSMENT

Pre-recorded lectures and live weekly webinars

16 hours of lectures (pre-recorded) plus 30 hours self-directed learning in addition to weekly webinars (8 hours)

End of course online assessment by multiple choice questions.

"Leadership starts with oneself as the basis for maximising personal leadership potential and impact. All great leaders possess a deep level of self-awareness and insight. They continually seek to learn and challenge themselves to harness their full leadership potential."

Helen Brophy

CONTENT

This is a eight-week self-directed learning course.

Week 1

Defining personal expectations and leadership goals

Importance of developing self-awareness

Role and value of psychometric assessments

Developing insights into your personal leadership style

Week 2

What is emotional intelligence?

Role of emotional intelligence in leadership

Importance of listening and empathy

Measuring emotional intelligence

Week 3

What is a conflict situation?

Different approaches to handling conflict

Dealing with conflict as a leader

Common conflict scenarios

Week 4

Seeking and providing feedback

Reflecting on your challenges as a leader

Understanding the anxiety of learning

Enhancing your personal leadership style

Week 5

Philosophy of leadership

Leader development vs Leadership development

Differing leadership styles

Assessing leadership effectiveness

Week 6

Family genograms

Impact of family on personal leadership style

Importance of values as a leader

Personal leadership influences

Week 7

Coaching as a leadership style

The GROW model

The role of coaching conversations

The art of contracting

Week 8

Reflection and learning as a leader

Understanding key components of resilience

Building my resilience as a leader

Future leadership goals

Learning Outcomes

- Have greater understanding of your key leadership strengths and weaknesses
- Develop your self-aware leadership skills
- Strengthen your key interpersonal leadership skills
- Develop your ability to coach as leader
- Gain deep insight into personal influences on your leadership style
- Understand the critical difference between leader and leadership development
- Develop your leadership resilience skills
- Enhance your ability to lead with purpose

"Some people want it to happen, some wish it would happen, others make it happen"
Michael Jordan

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DIPLOMA IN AVIATION STUDIES

WHO IS THIS COURSE FOR?

This course is relevant to those interested in the Aviation industry, who would like to have an understanding of the often-overlooked operations involved, particularly those considering or new to a role in Aviation. The course may also be of interest to those considering further study in Aviation, either at a higher level or in the role of Pilot or Cabin Crew. The course will foster an understanding of the greater team involved in the day-to-day operations of the aviation industry.

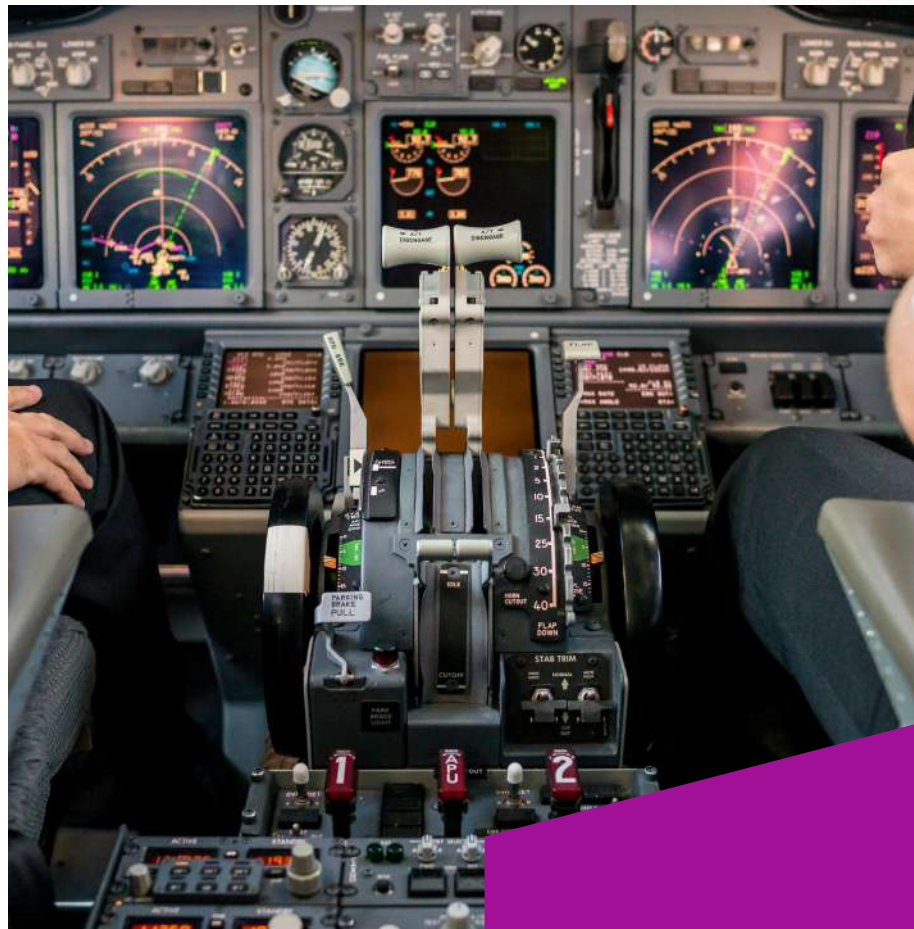
OBJECTIVES

- To broaden the students' understanding of how varied Aviation can be and the many forms it takes
- To enable students to differentiate between different organisations and roles in aviation
- To provide an opportunity for students to gain insight into lesser-known parts of the industry
- To facilitate students' exploration of potential careers and further studies within the ever changing world of aviation

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ASSESSMENT

Assessment of this course will be in the format of a multiple-choice quiz. The candidate will be required to achieve a Pass mark of 50% in order to be awarded the Diploma. He/she may take the test multiple times in order to achieve a successful outcome and consolidate learning.



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CONTENT

WEEK 1 -Introduction to Aviation Studies

Introduction to Course
Global Impact of the Aviation Industry
History and Development of Aviation.

WEEK 2 -Types of Aviation: General Aviation, Commercial Aviation and Military Aviation (Part 1)

General Aviation
Leisure
Air Ambulance and Fire fighting
Business/Corporate Aviation
Flight Training
Military Aviation
Fighter and Bomber aircraft
Military Transport

WEEK 3 -Types of aviation (Part 2)

Commercial Aviation
Passenger Airlines
Full-Service Carrier - Emirates
Low-Cost Carrier - Ryanair
Cargo Airlines
Integrated Carriers - FedEx
Combination Carriers - Asiana

WEEK 4 -Mergers and Acquisitions and Introduction to Aircraft Leasing

Mergers and Acquisitions – US Market examples
Aircraft Leasing
What is Aircraft Leasing?
History of Aircraft Leasing
Wet Lease vs. Dry Lease

WEEK 5 - Airport business models and Design

Airport business models
Domestic vs. International Airports
Cargo Airports
Airport Design
Components of Airports
Landside vs. Airside
Check-In, Baggage processing, Security
Passenger flow, Gates, & Ramp Operations

WEEK 6 -Safety Management Systems and Just Culture

Hazard Identification and Risk Assessment (HIRA)
The “Swiss Cheese” Model
What is Just Culture and why is it paramount to Aviation safety?

WEEK 7 -Basic Aircraft Construction and Control

Main Components of Aircraft
Empennage, Fuselage, Wings and Engines
Internal structure: Ribs, Spars, Stringers and Longerons
Control
Cockpit Controls
Control surfaces

WEEK 8 -Professions in the Aviation Industry

Pilots
Cabin Crew
Ground Handlers
Air Traffic Controllers
Airline Administration – Rostering, Network Planning, Marketing, Legal
Aeronautical Engineers
Aircraft Leasing Employees

“The engine is the heart of an airplane, but the pilot is its soul.”
Walter Raleigh 1861-1922



BA, BSc & PgDip COURSES

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Bachelor of Business in Business Management (Football & Sports Industries)

OVERVIEW

The degree course in economics and business management is designed to develop skills related to administration and management in:

- performance of corporate functions and processes in a critical area for the enterprise
- attaining and sustaining competitive advantage
- finding solutions and problem solving
- marketing skills and awareness
- management accounting
- Information management.

The course aims to train managers capable of covering professional positions and/or to assist managers and consultants. The course is suitable for those who want to work in managerial positions both in football clubs and other corporate environments.

After completing this course, you will have developed the following critical business skills:

- decision-making defining business
- strategic and business management skills
- ability to analyse business trends
- manage complex systems independently
- systematic and rational analysis skills

CONTENT

Year 1

Organisational dynamics and behaviour
Mathematics
Economics
Introduction to law
Introduction to business administration
Business management
Information management

Year 2

Monetary economics
Statistics and business statistics
International Contract Law
Corporate Finance
Banking and Finance
Risk Management

Year 3

Football economics
International financial management
Football organisation
Business Law
Financial mathematics

Final Project

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Bachelor of Science in Psychology (Sports Industries)

OVERVIEW

The Degree in Cognitive Processes and Technologies is aimed at the gaining advanced theoretical and methodological knowledge in the field of psychology by adopting an interdisciplinary approach to the study of the mind-brain system, the 'man-machine interaction' and of human interaction in new social environments. An interdisciplinary approach is used in integrating the technological and cognitive approaches to gain a deeper insight into human action, focusing the training provision and other training activities on multimedia educational aspects and on 'man-machine' interaction.

Skills are developed through a problem-solving approach and include:

- To carry on fully autonomous basic and applied research in the field of cognitive processes and of their application to technologies
- Design models and interventions to re-organise interfaces between man and complex systems based on cognitive processes, relying on experimental as well as on simulation methods
- Design man-machine interaction systems from an emotional-persuasive perspective, assessing their effectiveness in various application contexts
- Design and implement technologies for decision-making processes

CONTENT

Year 1

Social psychology of web-based relationships
Developmental psychology and technologies
Language of the new media
Technologies and support to the person
Cognitive processes and technologies
Law and New Media

Year 2

Teaching and learning technologies and processes
Psychopathology of development and traumatic stress
Neurobiological effects of stress
Intervention methods in groups and organisations
Assessment of stress conditions
Free-choice activity
Training and orienting stages
Final exam

Year 3

Football economics
Football management accounting
Football organisation
Business Law
Financial mathematics
Final Project

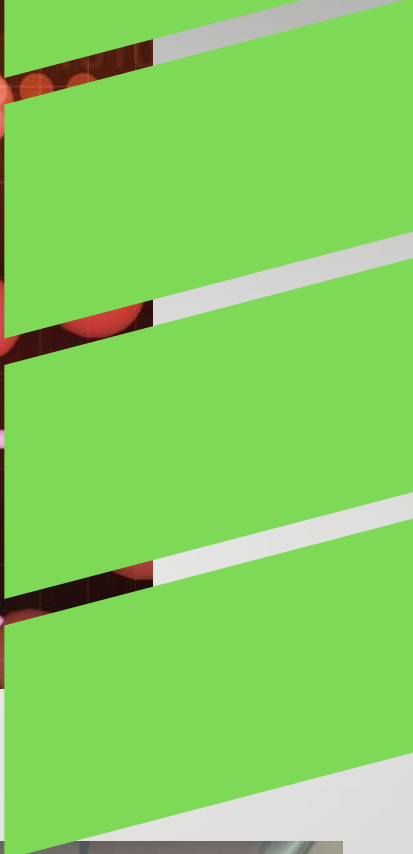
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POSTGRADUATE DIPLOMA IN SPORTS SCIENCE

WHO IS THIS COURSE FOR?

The PgDs and Masters degree is aimed specifically at teachers who either have an interest in physical education, or who are actively teaching in this area. Partnering with elite coaches from professional sports backgrounds and the medical expertise of the Irish Osteoporosis Society bring a unique academic and practical blend to the programmes. Students will be able to gather and analyse real data from fitness activities and take ownership of their own programmes making it meaningful for their students as well.

COURSE OBJECTIVES & REQUIREMENTS

The main objective is to bring sports science for teachers directly to them, allowing them to gain an affordable and highly regarded qualification that they can bring to their teaching practice. The opportunity to study under professional athletes, coaches, world renowned specialists and academics in sports science and medicine is blended into a single course.

The minimum requirement is a Bachelors Degree in any discipline and you must be either involved directly in teaching or have plans to do so. This course may also be of interest to those who work in local sports clubs and who want to bring an advanced level of fitness and health expertise to their respective organisations. The admission procedure may involve a personal interview in some cases.



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CONTENT

PHYSIOLOGICAL SCENARIOS

Anatomy and Physiology of Muscle Scenarios and the Cardio Vascular System

The Stress Response

Anatomy and Physiology of Endocrine and Female

Menstrual System - Scenarios

EXERCISE TESTING

Cardiopulmonary Exercise Testing

Exercise Testing & Obesity

MUSCULOSKELETAL PROBLEMS AND EXERCISE

Bone Physiology

The Gastro-Intestinal System and Exercise

Musculoskeletal Stress and Exercise

EXERCISE

Loss of Exercise Tolerance

Gender differences in exercise

Exercise Training

Workplace Exercise

Exercise at Altitude

DATA LOGGING

Data Gathering for EKG

Physiology and Sensors

Inferential Statistics

Designing Lesson Plans with Data Loggers

OSTEOPOROSIS

Anatomy of Osteoporosis

Calcium, Vitamin D and Osteoporosis

Children and Osteoporosis

Exercise and Bone Health

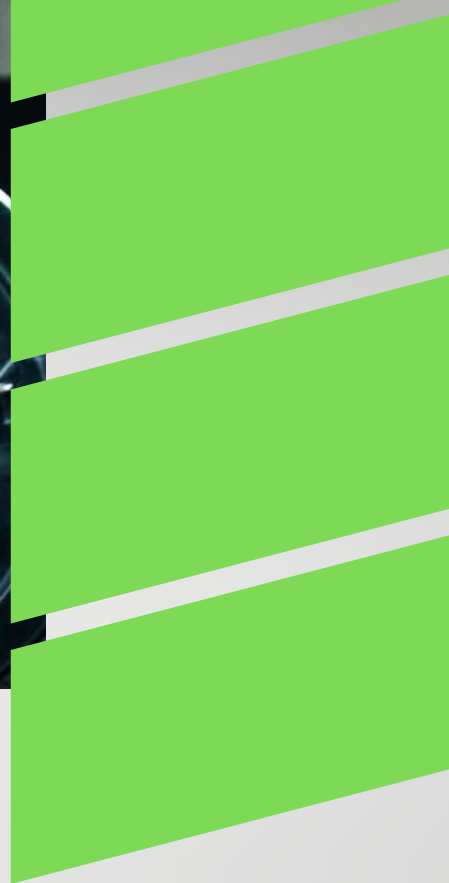
Athletes and Osteoporosis

Osteoporosis and Risk Factors

ASSESSMENT

Each module is assessed by means of an assignment that is work-based assignments that are grounded and relevant to the work-based professional approach philosophy. There are no written exams, so assessment is 100% coursework-based. If you decide to progress to the MProf stage you will be assigned a mentor and your project will involve a training regime you have designed for your place of work. There will be five assignments of 3000 words, each contributing to 20% of the overall grade.





POSTGRADUATE DIPLOMA STRENGTH & CONDITIONING

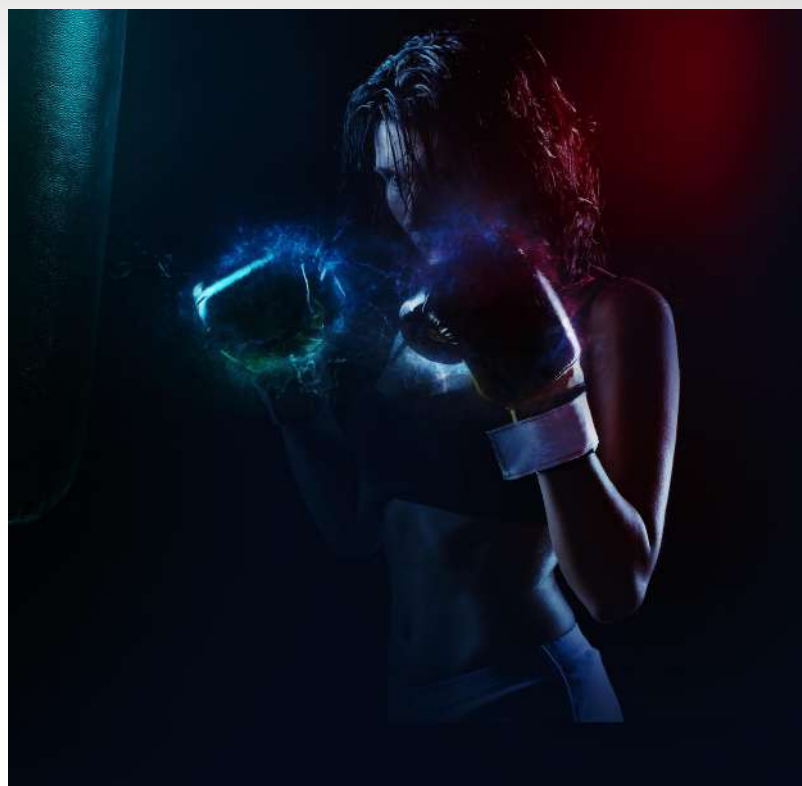
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CONTENT

ATHLETE PROFILING & ANALYSIS

- Performance Testing
- Integrating Test Data Into Performance
- Measuring Physical Outputs
- Monitoring
- Overtraining

ON-FIELD TRAINING

- Warm-Up
- Speed
- Agility
- Integrated Training

OFF-FIELD TRAINING

- Activation
- Injury Prevention
- Strength Training

- Power Training
- Core Training

RECOVERY

- Stress and Fatigue
- Benchmarking Recovery
- Post-Game Recovery
- Post-Training Recovery
- Sleep

NUTRITION

- Energy Demands
- Recovery Nutrition
- Hormones & Neurotransmitters
- Supplementation

PSYCHOLOGY OF SPORT

- Culture
- Environment
- Behaviour
- Motivation

DATA LOGGING

- Data Gathering from Sensors
- Analysis of Data
- Video Capture for Data Logging
- Inferential Statistics
- Making sense of Data

ASSESSMENT

Each module is assessed by means of an assignment that is work-based assignments that are grounded and relevant to the work-based professional approach philosophy. There are no written exams, so assessment is 100% coursework-based. If you decide to progress to the MProf stage you will be assigned a mentor and your project will involve a training regime you have designed for your place of work. There will be five assignments of 3000 words, each contributing to 15% of the mark, then one with 25% of the final mark.



“Strength does not come from winning. Your struggles develop your strengths.”
Arnold Schwarzenegger



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POSTGRADUATE DIPLOMA IN SPORTS SCIENCE IN SCHOOLS

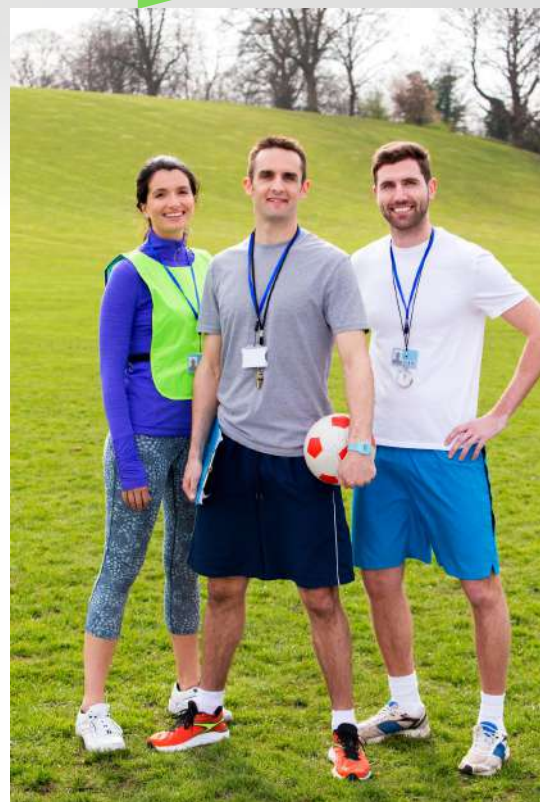
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CONTENT

PHYSIOLOGICAL SCENARIOS

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The Stress Response

Anatomy and Physiology of Endocrine and Female Menstrual System - Scenarios

EXERCISE TESTING

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Children and Osteoporosis

Exercise and Bone Health

Athletes and Osteoporosis

Osteoporosis and Risk Factors

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"Teaching kids about health and fitness is important to me. It's about being fit for life."

Jackie Joyner-Kersey



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FOOTBALL MBA COURSES



“The secret is to believe in your dreams; in your potential that you can be like your star, keep searching, keep believing and don’t lose faith in yourself.” –

Neymar



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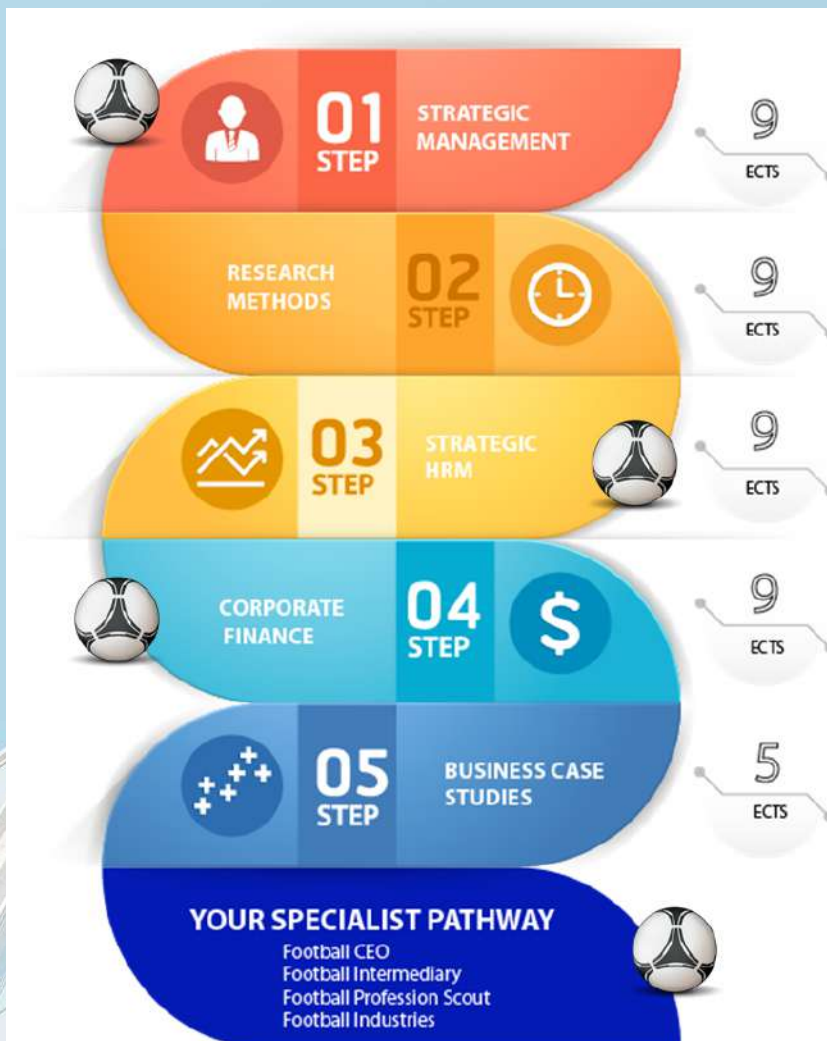
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OVERVIEW

This course is relevant to anyone who wants a prestigious MBA degree and, at the same time, follow their passion for football or sport in general. If you would like to work in the football industry as a football agent in some organisational management role, this course is for you.

Our philosophy is that our degrees should be focused equally on academic rigor and work-based practice.

This is the reason our courses are assessed by continuous assessment and no written exams. The courses encourage you to bring your learning to your place of work and to integrate your new skills into your science, home economics or PE classes.





MBA - THE PROFESSIONAL SPORTS DIRECTOR/ FOOTBALL CEO

The world of the football club CEO or director is a complex one and they are the interface between the board of directors and the club. They can be responsible for leading the organization and ensuring the effective delivery of its business plan. Amongst these tasks are the development and implementation strategies to grow the club's profitability. This may often involve developing and managing relationships with contractors and business partners that enhance and support the services of the club. They must also ensure that the club is compliant with all relevant legislation.

MODULES COVERED

- Project & Risk Management
- Law - Company, Sports and Contract
- Leadership
- Football Governance
- Masterminding Innovation and Change
- Plus Final Project

DEVELOP SKILLS IN:

- Understanding of club's strategy
- Developing financial and commercial competence
- Gain a good working knowledge of company law
- Learn about leading, managing and development of staff
- Gain an understanding of football governance and development
- Be able to demonstrate an understanding of equality and anti-discrimination
- Understand risk management procedures
- Gain knowledge in marketing and commercial functions of the business

"Leadership and learning are indispensable to one another" (JFK)

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MBA - FOOTBALL INTERMEDIARY

To be a successful and respected football intermediary, you must understand the correct protocols and how to approach football clubs. You need to make yourself and your client catch the attention of busy coaches and club management.

This path is designed to do just that. Taught by expert professional intermediaries, this is an opportunity to learn how the secret world of the football agent works. This year-long module, comprised of sixteen topics, provides the most in-depth and practically grounded course available anywhere.

MODULES COVERED

- Background to the world of the football intermediary
- Identifying suitable clients
- The recruitment process
- Making contact with football clubs
- Marketing of players to new clubs
- Transfer windows
- The process of doing the deal
- Relocation and player settlement
- Working with other intermediaries
- Dealing with the press
- International markets for clients
- Obtaining working permits with the Football Association
- Retaining your clients
- Professional legal advice
- The commercial part of the business
- Introduction to internet marketing
- Final project

JOHN VIOLA - LEADER OF MBA FOOTBALL AGENT COURSE

Accomplished and highly regarded as becoming one of the first officially FIFA licenced intermediaries in the United Kingdom, I come from a top level financial services background with over 25 years' experience in the football industry. I am a vastly proficient intermediary, having negotiated several high profiles and global transfers over the years, winning an excellent reputation and respect for this throughout the industry. I am well placed to handle complex areas surrounding the world of professional football today. I enjoy representing players, conducting transfers and more at the highest levels of the sport across the globe. By adopting a personal, honest, professional, ethical and dependable approach, I have amassed a vast network of contacts and relationships with decision-makers at clubs at all levels in the most important markets worldwide. A true influencer in football.



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MBA - THE FOOTBALL SCOUT

The Professional Football Scouts Association is the UK's leading provider of talent identification training to football clubs across the Premier and Football League. With a member base of over 3000, it is the aim of the PFSA to liaise with all governing bodies and professional/non-professional leagues on behalf of all member scouts.

Effective scouting is an integral part of being a successful football intermediary. In order to establish your reputation, you need to be able to bring the right players to the club - in other words, give them the players they are looking for. You can quickly lose your reputation by introducing players that are not of the required standard. This module is delivered by elite senior football scouts from the English Premier and Football League. We proudly join forces with numerous Premier League Clubs to deliver unprecedented talent identification training, while guiding and supporting thousands of association members.

MODULES COVERED

- Introduction to Football
- Scouting talent identification in Football
- Understanding the EPP
- Talent Identification predictors
- Football scouts and player reports
- Talent ID predictors in a goalkeeper and the Relative Age Effect
- Anthropological, technical skill, psychological and sociological predictors
- Opposition Analysis in Football
- Advanced reporting methods using technology in scouting
- Match preparation, video analysis and match reporting
- Player assessments and identifying strengths and weaknesses of a player
- Player, team and match analysis
- Final Project



DAVID HOBSON - CO-FOUNDER OF THE PFSA

David has over 20 years' experience within football scouting and has worked for several high-profile clubs including Manchester United, Bolton Wanderers and Blackburn Rovers in a senior capacity. David is arguably one of the best connected football scouts in youth football in England and has been responsible for successfully recruiting high-profile youth teams from the ground up. David has travelled extensively offering his services for several years to high-profile clubs in Australia, USA and Asia. David co-founded the Professional Football Scouts Association and was instrumental in developing the education department within the PFSA.



“SUCCESS IS NO ACCIDENT. IT IS HARD WORK, PERSEVERANCE, LEARNING, STUDYING, SACRIFICE AND MOST OF ALL, LOVE OF WHAT YOU ARE DOING OR LEARNING TO DO.”

PELE

"The PFSA is a great resource for new and experienced football scouts. The course is well structured and covers all aspects of scouting. I have no hesitation in recommending the association for developing and delivering relevant scout courses in the near future." **RYAN GIGGS**





MBA - FOOTBALL INDUSTRIES

A unique MBA run over two years is designed specifically for football clubs in the lower divisions. Likewise, the MBA is also suitable for people working in small to medium-sized enterprises in any industry.

Developed with Sheffield FC (the world's oldest club) the MBA is designed to give senior executives an excellent all-round set of skills needed in a smaller club.

Because you are a small club, that does not mean you should not have ambition too! After completing this course, you will have a practically grounded prestigious MBA degree that is focused on the unique needs of small to medium-sized enterprises.

While the MBA will be of a rigorous academic standard, it will also be practically based. All our the modules will be focused on the practical needs of the middle or senior manager, so included are business strategy, financial analysis, HR Management, digital marketing, leadership, business coaching and consulting.

MODULES COVERED

- The Football Business
- Digital Marketing for small/medium Clubs
- Essentials of Sports and Contract Law
- Essentials of Professional Football scouting
- Management Project

DELIVERED IN ASSOCIATION WITH THE WORLD'S OLDEST FOOTBALL CLUB

The club celebrated its 150th anniversary in 2017 with a "Service to Football" attended by many famous and celebrated gentlemen from the global football community, all celebrating this legendary day together with Sheffield Football Club. Amongst others, Pele, Sepp Blatter and Sir Bobby Charlton joined the anniversary dinner in Sheffield.

In 2020, the club looks to be pioneers once again. We believe in the positive power of football as a force for change.

The club is passionate about racism, women and disability in sport. During 2020 we will be making available ground-breaking courses focusing on women in sports, kicking out racism in sport, science in sport and disability in sport. They started the game, and once more they feel they have more to give.



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Masters in Sports & Exercise in Education

WHO IS THE COURSE FOR?

This course has been designed for teachers of PE or those that are involved in sports. Taught by sports professionals, you will learn state of the art techniques used by world class athletes.

CONTENT

RESEARCH METHODS

Qualitative Methods
Quantitative Methods
Using SPSS or Excel to Analyse Data
Inferential Statistics
Correlations; Regression Analysis
Using NVivo

PROJECT

Production of a project that is based on your areas of work. It can be a new training regime, or a piece of research you wish to carry out. Indicative length of the project is 20,000 words.

ASSESSMENT

The project contributes 100% of the assessment.



Masters in Sports Performance

WHO IS THE COURSE FOR?

This course is designed for Sports and Exercise Science graduates and/or fitness professionals with a minimum Bachelor's degree. It aims to educate students on applied techniques and methods that directly affect results on the pitch, field, track, course, or court by elevating the level at which their athletes perform both physically and mentally. Taught by elite performance coaches with applied experience in professional sport and experts in the field of performance, students will learn innovative principles and practises used by world-class athletes and coaches.

OVERVIEW

With over 50 years' experience in the sporting industry, our team has coached Olympic medal winners and top footballing legends, as well as playing professional football and coaching at Premier League football clubs. Our coaching focuses on physical conditioning by unlocking how your brain and fitness can work together perfectly to bring out the best in your students.

PILLARS OF PERFORMANCE

Pillars of Performance is the culmination of 20 years supporting elite athletes and coaches, condensed into one comprehensive philosophy. Based on six key principles which underpin athletic success, these pillars work in an integrated fashion to equip athletes with the tools needed to maximise potential, reduce injury risk, and lengthen careers. Our aim is to educate, develop, and champion every facet of the athlete support structure, driving results in every sporting arena.



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CONTENT

Six key principles have been identified as vital to creating the ideal environment in which the athlete can perform at his or her optimal level. Each will be expanded upon module by module throughout the duration of this course.

Module 1:

Athlete Profiling & Analysis

Identifying the factors of individual performance which inform training decisions.

Module 2:

On-Field Training

Innovative principles of on-field training which enhance all aspects of sport specific performance.

Module 3: Off-Field Training

Advanced strength & conditioning practice and the application of resistance training.

ASSESSMENT

Each module is assessed by means of an assignment that is work-based, grounded and relevant to the work-based professional approach philosophy. There are no written exams, so assessments are 100% coursework based.

Module 4:

Recovery & Regeneration

The latest regenerative modalities designed to maximise training adaptations.

Module 5:

Nutrition for Performance

Effective nutritional strategies which underpin each stage of the performance process.

Module 6:

Life Demands & Psychology

Understanding the significant impact behaviour and lifestyle away from training and the creation of a positive environment can have on performance.

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Masters in Sports & Health Science for Women

OVERVIEW

This unique degree recognises the incredible growth of women in sport. Additionally, Women's Health Medicine is an expanding and diverse field of practice.

This course will provide you with the advanced knowledge and understanding of the ethical, social and professional aspects required to deliver a tailored programme for health and sports fitness for women. Specific issues around sexual and reproductive care, pre-pregnancy and pregnancy care as well as the management of female-specific conditions relating to sports.

ASSESSMENT

The Masters in Sports and Exercise Science is a 2-year online programme consisting of 5 modules with a Masters thesis, submitted by the end of year two. An exit route (Diploma) is available after Year 2 upon successful completion of all modules.

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Doctor of Business Administration

OVERVIEW

The DBA is the most recognised of what are known as professional doctorates, representing the highest qualification available in Business and Management. It is explicitly intended to be undertaken by middle and senior managers who wish to develop their personal and professional skills through deeper understanding of how research in business and management is undertaken and the importance of reflection and critical thinking.

Like other DBA courses that are currently offered, the proposed doctorate would consist of a period during which online modules are asynchronously studied.

The modules you will study will include:

Introduction to doctoral studies

- People in organisations
- Strategy in business
- Change and management research methods
- Innovation and Creativity
- Knowledge development and management Complexity Communication and decision making

There will be supervision by academics to help and guide you through your thesis.

When making an application for entry into the 2-year DBA programme you will need to have an MBA or an equivalent master's degree in a business related subject. You will also need at least three years' experience in a senior role in your organisation. Students who have undertaken any of the Future Education Masters courses in a business-related subject do not need the 3 years' experience in senior management.

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