Northumbria University NEWCASTLE

Dr Paul Cook at Camp Nou; home of FC Barcelona

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Northumbria launches degree in partnership with major global sports club

Northumbria University's latest partnership opens the door to one of the world's biggest football clubs.

The University has recently signed a new partnership with ISDE Law Business School in Barcelona, to run a BSc (Hons) Sport Management degree, leading to a Global Masters in Sports Management and Legal Skills with FC Barcelona.

This is the only undergraduate degree FC Barcelona is associated with and Northumbria recently welcomed its first cohort of students at an induction event at the world-famous Camp Nou; home of FC Barcelona.

Students will be taught in a purpose-built classroom at the newly renovated ISDE campus on the exclusive Avenida del Tibidabo, in Barcelona. Classes are in English and are delivered by experienced lecturers with extensive sports industry experience. Indeed, ISDEs networks have already provided the students with invites to sport industry conferences.

Dr Paul Cook, Northumbria University/ISDE BSc Partnership Manager, explained that the BSc (Hons) Sport Management degree is designed to align theory with practice.

“We want our graduates to be critical thinkers with can-do competencies,” he said. “This combination of teaching and qualifications provides our students with the type of employability advantage Northumbria and ISDE pride themselves on.”

Juan de Dios Crespo, ISDE Academic Director for the BSc, described this combination of qualifications in partnership with a global sports club as a “world first”.

“The students have a unique learning opportunity, their interactions with teachers and sport industry practitioners will be within the supported by one of the world’s most recognised sport’s clubs,” he added.

Albert Mundet, Director of Strategy and Innovation at FC Barcelona, praised the novelty of the partnership, stating that: “This is the only undergraduate programme FC Barcelona is associated with and we are proud to work with Northumbria University.”

Montserrat Pintó Sala, Executive Director of ISDE Barcelona, added: “With this BSc Northumbria University join ISDE on our 27-year journey of growth and constant development, consolidating our shared institutional and educational values that help us to take on tomorrow.”

As part of the ISDE partnership, Northumbria University also has an opportunity to share the world-leading research in the Department of Sport,

Exercise and Rehabilitation (DSER) with the Barça Innovation Hub. The Hub's mission is to create an ecosystem that bolsters knowledge and innovation, promotes a culture of excellence through collaboration with prestigious brands, universities, research centres, start-ups, entrepreneurs, students, athletes, investors, and visionaries from all over the world.

Dr Cook added: "I have extensive experience in developing learning partnerships, managing multidisciplinary research groups, and enabling multi-agency knowledge exchange. Meeting the FC Barcelona Board of Directors and receiving their congratulations and best wishes gives me confidence that the partnership will deliver benefits for a wide range of partners."

More information about the Northumbria BSc (Hons) Sport Management programme at ISDE Barcelona is available from paul.cook@northumbria.ac.uk or at https://isde.es/en/degree/sport-management-degree-bsc-hons/

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