



**SPORTS  
BUSINESS SCHOOL**

# **NEXT GEN THE BUSINESS OF FOOTBALL**



**Summer 2026  
For Students Aged 14-17  
Manchester, UK**



NEXT GEN MAN CITY

# WELCOME TO NEXT GEN MAN CITY 2026

Building on the success of our 2025 programme, Next Gen Man City returns with a sharper focus and an even greater commitment to developing the next generation of leaders in sport and business.

Created by the Manchester City Sports Business School, this summer experience offers students aged 14–17 a rare opportunity to learn how the global sports industry really works, inside one of the world's most successful football organisations.

Students will explore how clubs, brands, and athletes connect with millions of fans worldwide through strategy, creativity, and innovation.

Delivered at the Etihad Campus in Manchester, home of the Manchester City first team, the program blends real-world learning with social and cultural experiences. From interactive workshops to behind-the-scenes access and team challenges, participants will gain practical insight, confidence, and friendships that last well beyond the summer.

This is more than a course, it's a gateway into the global game, designed to inspire ambition, build leadership skills, and strengthen every student's future education and career journey.

*"Next Gen gives young people a genuine understanding of how the game works, and the confidence to find their place in it."*

*Jorgina Busquets, Managing Director, Manchester City Football Education and Recreation*

*"The friendships, the campus, the access to City... it was unforgettable."*

*Student, USA*

# LEARN THE BUSINESS OF FOOTBALL

Next Gen Man City connects ambitious young people with the real world of sport and business. Designed by Manchester City Sports Business School and City Football Group, the programme combines academic insight with practical experience at one of the most innovative clubs in world football.

Over two intensive weeks, students will take part in 25 hours of interactive workshops per week, industry-led sessions, and live experiences that reveal how global sports brands operate.

Each activity encourages teamwork, creativity, and problem-solving, all essential skills for college, university and future employment.

Participants will go behind the scenes at Manchester City discovering how commercial strategy, fan engagement, and digital innovation drive one of the world's most recognised sports brands.

This is a premium residential experience designed for curious, motivated students aged 14–17 who want to explore future pathways in sport, business, or marketing while building confidence, friendships, and independence.

## WHO SHOULD ATTEND?

Students interested in:

- ❖ A future career in sport, business, or marketing
- ❖ Strengthening university or college applications
- ❖ Developing leadership, communication, and global awareness
- ❖ Experiencing life at a world-class sports organisation

*“I didn’t just learn about sport, I learned how to think, present, and lead.”*

*Student, USA*

*“This programme gave our daughter confidence and direction ahead of applying to university.”*

*Parent, Spain*

*“Manchester City’s reputation gives families instant trust. You know your child is in the best hands.”*

*Parent, UAE*



## WHAT'S INCLUDED?

- » 25 hours of Interactive Workshops Per Week
- » Leading Industry Experts
- » Behind-the-Scenes Access
- » Certificate of Completion
- » Closing Ceremony
- » Etihad Stadium or City Football Academy Tour
- » Extra-curricular Activities
- » All Meals
- » High quality en-suite accommodation
- » 24/7 on-site security and residential support team
- » Digital Learning System



# THE BUSINESS OF FOOTBALL

## INSIDE THE BUSINESS OF FOOTBALL

How do world-class clubs build global audiences, inspire loyalty, and attract leading brands?

*Next Gen Man City* gives students an inside view of how Manchester City and the wider sports industry turn passion into performance off the pitch.

Through workshops, discussions, and live experiences, participants will explore the core areas of **modern sports business, marketing strategy, sponsorship, event management, fan engagement, and entrepreneurship**.

Students will learn how global sports brands grow their identity, how commercial teams create meaningful partnerships, and how creative storytelling connects clubs to fans around the world.

Practical activities and site visits across the **Etihad Campus** bring these ideas to life, supported by industry professionals who work in the business every day.

Beyond the classroom, students will experience Manchester's vibrant sporting culture, from exclusive campus

tours to interactive activities and visits to major venues.

Whether students aim to study business, media, or management, *Next Gen Man City* provides the credibility, experience, and inspiration to stand out in future university and career applications.

*“Marketing isn’t just advertising, it’s how clubs connect with millions of fans. Learning that at Manchester City was incredible.”*

*Student, USA*

*“The real highlight was meeting the professionals who actually build the business of sport every day.”*

*Student, UK*

*“Next Gen combines serious learning with a life experience. We aim for it to be smart, global and genuinely inspiring.”*

*Faculty Lead, Manchester City Sports Business School*

# WHAT YOU'LL LEARN

The marketing and commercial aspects associated with sports have evolved dramatically over the past decade to enable sporting organisations to reach stakeholders all over the globe.

These activities have enabled athletes and teams to grow their fan bases and attract internationally recognised sponsors.

Next Gen Man City offers industry-leading access to the fast-paced world of sports business with a week-long immersive programme on Sports Marketing & Commercial.

If you're interested in how sports brands are built, how organisations attract and retain major sponsors, how fan and community experiences are enhanced, or how major events are managed, this module is perfect for you.

Students will experience:

- ❖ **Immersive Learning:** experience the sports industry first-hand, with interactive workshops and unique behind-the-scenes access.
- ❖ **Industry Experts:** meet a plethora of innovative experts, covering a wide range of industry topics.
- ❖ **Leadership Skills:** develop skill sets that can be applied in both sport and business.

Next Gen Man City will be an experience of a lifetime, from the friends you meet to the learnings you'll be able to apply to your ongoing education, career, and interest in sports.

## WHAT YOU'LL LEARN

Here are the topics that you'll cover as part of this module:

- ❖ Careers in Sports Business
- ❖ Sport Finance & Investment
- ❖ Sports Marketing & Athlete Branding
- ❖ Kit Design & Fan Engagement
- ❖ Community Engagement
- ❖ Event Management & Sports Sponsorship
- ❖ Entrepreneurial Mindset & Business Innovation



# EXAMPLE SCHEDULE

# NEXT GEN MAN CITY

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
THEMES	Programme Arrival	Finance	Commercial	Marketing	Fan & Community Engagement	Innovation
MORNING	Programme Arrival	Careers	Sports Sponsorship	Sports Marketing	Fan Engagement	Business Innovation
		Sports Finance & Investment	Entrepreneurial Mindset	Athlete Branding	CITC	Panel Q&A
AFTERNOON	Welcome	Club Ownership	EA Sports & Gaming	Sports Marketing	Kit Design	Business Innovation
		National Football Museum	Esports Tournament	Tour of the Etihad	Tour of the Entertainment Centre	Closing Ceremony
NIGHT	After Dinner Activities	After Dinner Activities	After Dinner Activities	After Dinner Activities	After Dinner Activities	Programme Concludes

\*Example schedule. All activities are subject to change.  
After hours activities will be added closer to the date.



## APPLICATION

The Next Gen Man City programme is open to students aged 14-17. All prospective students are required to complete an online application.

Scan the QR code to find out more about the application process, here



Book Now

**NEXT GEN MAN CITY  
ONLINE APPLICATION**



## ACCOMMODATION

Enjoy newly-built facilities in central Manchester.

Students will each have their own room, with en-suite toilet and shower, and access to shared kitchen and common rooms.

### AMENITIES INCLUDE:

- » Wi-Fi
- » 24/7 Student Living reception
- » Kitchens with open plan lounge/dining areas
- » Spacious communal area with large flat screen TV
- » CCTV is in operation at all times
- » Laundry facilities
- » Safe deposit box in each room
- » Vending machine
- » Local shops nearby and on-site



**FOOTBALL  
SCHOOL**

**LEARN HOW TO PLAY  
BEAUTIFUL FOOTBALL**



## **2026 SUMMER RESIDENTIAL PROGRAMMES**

You can also learn how to play Beautiful Football whilst in Manchester! Add a Summer Residential Programme to your Next Gen stay.



**FIND OUT  
MORE**



*Next Gen Man City* is more than a summer programme, it's a launchpad for future leaders in sport and business.

Delivered by **Manchester City Sports Business School**, it combines world-class education, global friendships, and authentic access to one of football's most innovative clubs.

Learn, connect, and take your next step with confidence.



**SPORTS  
BUSINESS SCHOOL**