



Viewbook



CONTENTS

- 01 Welcome
- 03 An American Education
- 05 Globally Minded Educators
- 07 West Yorkshire
- 09 Soccer Program
- 13 Showcase Opportunities
- 15 Academic Program
- 19 Academy Admission
- 21 Visa, Program Costs, Financial Assistance and Housing
- 22 Map
- 24 Inquiries

WELCOME TO RICHMOND INTERNATIONAL ACADEMIC AND SOCCER ACADEMY

In 2009 Richmond, the American International University in London partnered with the International Academic and Soccer Academy to form a joint venture known as Richmond International Academic and Soccer Academy (RIASA). RIASA brings together the best in American business education and British sports training. It offers students with a keen interest and skills in soccer to undertake a strong academic program, assisting them to achieve professionalism in their chosen sport. Successful completion of the program will enable graduates to find careers as professional sports persons, coaches and in associated business professions. Today, soccer is above all, an international business and this joint program is the stepping stone to a great future.

Richmond's home campuses are located in two of London's most appealing communities: Richmond upon-Thames and Kensington. RIASA is located in Leeds, which is in close proximity to the other major UK cities of York, Bradford, Manchester, and Sheffield. It lies on an easy rail route half way between London and Edinburgh, Scotland.

Fundamental to the University's mission is the theme of internationalism, this is evident in the teaching philosophy and classroom dynamic. Richmond is

regionally accredited in the US, by Middle States Commission on Higher Education, Richmond's American education in a British setting offers a comprehensive and profoundly awakening university degree experience, for a global future.

Our Goals:

1. To provide a **positive student playing and academic experience**. It is an opportunity for playing in the UK and European leagues while earning an accredited American degree.
2. To **showcase players** against top professional youth soccer academies, from premiership to league two levels, in addition to providing exit routes within the game not available to the North American soccer player.
3. To provide a **top class academic degree program** that is accredited in the US and helps build a first rate class resume that is transferable back to the US or throughout the world





DR IAN NEWBOULD
President

He held presidencies at North Carolina Wesleyan College (2001-2007) and at Mount Allison University in New Brunswick, Canada (1991-2001). In 1999 he was elected a Fellow of the Royal Historical Society of Great Britain.

Dr. Newbould received his Bachelor of Arts degree from the University of Western Ontario (Canada), his Master of Arts from the University of Guelph (Canada) and his PhD. from the University of Manchester (England).

He is a scholar of Victorian Britain, he has published a book entitled *Whiggery and Reform 1830-1841: The Politics of Government* (Macmillan and Stanford), written articles on topics in British, Canadian and European history, and delivered many papers at conferences throughout the world.

AN AMERICAN EDUCATION

RIASA students study in a cohort environment built on the American Liberal Arts model. The model broadly covers all major branches of academic work which leads to their major, giving them a strong foundation for a successful leadership role in virtually any profession.

Flexibility is one of the strengths of a Liberal Arts education. The degree can be described as follows: during the first two years students have time to explore many different areas and subjects as they combine study in major branches of knowledge – numerical, experimental, behavioral, expressive, temporal and spatial. The third and fourth years focus upon specialization in International Business.

“Richmond students graduate with a spirit of inquiry, clear thinking and a command of intercultural communication.”





PAUL LLOYD
RIASA Director

After graduating from Leeds University with a BA in Communication Arts and Public Media, Paul worked for a time as a manager within the National Health Service before retraining as a teacher in adult education, teaching a range of social studies subjects. He gained his MA in Education from Southampton University and taught adult and further education teacher training courses for several years, developing an interest in leadership development.

He has also worked with a national youth organisation in the development and delivery of a youth leadership development programme and has taught many regional trainers to continue the development of the initiative.

Moving into Higher Education ten years ago, Paul took charge of two large student unions as General Manager including the management of both welfare and business operations and lead the transition of both organisations to registered charities. He has continued his interest in leadership development through work with the elected sabbatical officers and he is currently writing his doctoral thesis for Leeds University, examining the training and development of student union leaders.

GLOBALLY MINDED EDUCATORS

Among Richmond's faculty are professors who have studied and lectured around the world. This makes them particularly responsive to a range of backgrounds, cultures and ideas. Well qualified and well informed, they bring their research interests into an intimate and dynamic classroom environment.

Students enrolled in the Bachelors of Arts Degree in Business Administration: International Business with Sport Electives will benefit from individual attention, small group work, seminar-style discussion and plenty of student participation. The academic work is carefully planned and student progress monitored constantly by the professors. Students are expected to work hard and contribute undergraduate quality work at all times.

Each student will have an Academic Advisor who will meet them on an individual basis, assisting them with course work and course selection.

“Students benefit from individual attention, small group work, seminar-style discussion and plenty of student participation rather than large, impersonal lectures.”





BRIAN HALEY PhD
International Director

Brian, is a Professional College coach in the US, since 1989, after moving to the USA from England. During his time in the UK, Brian played for a number of semi professional teams.

He holds a Doctorate in Education as well as the Premier Coaching license from the National Soccer Coaching Association of America.

Brian will oversee the recruitment of the student athlete to the RIASA program in the UK. He will work closely with both the CEO of RIASA and the Football Director to ensure the student experience is one of quality and provides the right opportunity for players and meets their expectations.

WEST YORKSHIRE METROPOLITAN AREA

RIASA is located in Leeds, in the Metropolitan Area of West Yorkshire and near the major cities of Bradford, Manchester, and Sheffield. It is considered one of the top university areas in all of the UK with over 100,000 students calling the area home. It lies halfway on the train route between London and Edinburgh, Scotland.

The Metropolitan Area of West Yorkshire has well over a million inhabitants and is a thriving cultural destination. Leeds is a city rich in culture, architecture and attractions. It is consistently ranked by popular culture magazines as one of the UK's favorite cities is packed with museums, shopping centers, restaurants and a busy night life, which combine to enhance the students' university experience.

There is a vibrant feel to the modern Yorkshire cities of Leeds, Bradford, Sheffield and Doncaster, with Leeds now firmly established as the UK's second commercial centre after London. All have their attractions, such as the Royal Armouries in Leeds, the National Media Museum, IMAX and Alhambra Theatres in Bradford and Salts Mill in nearby Saltaire, superb sporting facilities in Sheffield, and Doncaster's Dome and racecourse.





MARK ELLIS
Coaching Director

The coaching staff will be under the direction of Mark Ellis, a Professional Soccer player for Bradford City for over 14 years who will oversee the player development program at RIASA. Mark has also worked at several UK professional clubs as a coach, Leeds Utd, Huddersfield Town FC. He has also coached stints in South Africa and the USA. His coaching qualifications are up to the UEFA "A" licensed standard. Mark's professional contacts span the world and he will seek players from abroad to play at RIASA.

Mark will be responsible for not only developing players to move to the next level but will oversee the relationship that RIASA has developed with professional clubs not only in the UK but in the European leagues too.

The qualification for an RIASA coaching staff member is a UEFA "A" license. There will be two full time UEFA "A" licensed coaches working with Mark.

SOCCER PROGRAM

RIASA allows students the best of both worlds: a top quality academic program while living and playing in a true soccer culture. The UK is a natural fit for the North American soccer players, both culturally and for exposure to the best league in the world. It may provide an exit route into the professional game, for students, as they will be continually showcased against top professional academies.

US college soccer provides a very limited experience and developmental opportunity for students to reach their true potential. NCAA and NAIA rules restrict the playing season and times players can play, be coached, and develop their game. At Richmond International Academic and Soccer Academy, UK students can fully develop their playing potential and still receive a top quality professional education.

Students should be of a good playing standard either coming from a top premier select program or be an all-regional or state player. Each player will be considered on an individual basis; the program is open to those who are willing to learn and improve their game and who are looking for an international student experience.

The program is open to all students who wish to pursue an American degree while playing in a top quality soccer academy with professional coaching and playing opportunities. Students must meet the admission requirements of Richmond, The American International University in London.

RIASA will be using the total athlete development system developed by Scouting Solutions. www.scoutingsolutions.com/soccer.

This system allows coaches, professors and staff to monitor all aspects of a students' progress; academic monitoring, diet, nutrition, mental, technical and physical training. It also serves as an overall communication tool between all concerned in the development of the student athlete. It is a total all round development program that helps the player take their game to the next level and reach their potential.









DAVID BALDWIN
CEO

David is the CEO of Bradford City Football Club , playing in league two of the English professional League.

Prior to becoming CEO of Bradford City David was the MD of a Successful recruitment business before selling the company and retiring to Spain in 2002. It was in early 2007 he was lured out of retirement to work at Bradford City Football Club.

As a teenager and into his early twenties David was a professional footballer and during a period of injury decided to take up University Education along side his football ambitions. Unfortunately due to serious injury his football ambitions were cut short , but with the back up of a University Education he was able to take up a Graduate Position within a major blue chip organisation which gave him the grounding to establish and build his own company in the years that followed.

David still has a passion for football , but recognises the opportunities for Young Talented Players to develop their educational requirements alongside the Football Skills.

SHOWCASE OPPORTUNITIES

The RIASA players play against Premier League, Championship League and One & Two Professional Youth Academy Teams throughout the year. RIASA has developed links with the following teams for its teams to play against: Manchester United, Carlisle United, Middlesboro, Shrewsbury Town, Nott's County, Leeds United, Doncaster Rovers and Sunderland; representing teams from the Premier League to League Level.

Showcase games are organized against professional youth academy teams; in addition to regular Saturday league games. RIASA players will play for UK Richmond, in the top amateur tier of English soccer, which is part of the 'soccer' pyramid system. RIASA players will also be eligible to play in the English College League during the week.





MARA NISDEO

Director of RIASA Admissions and Recruitment

Languages: English / Italian

Mara was born in Italy and spent her youth in Upstate New York. Upon completing her second year of undergraduate studies in the United States, Mara chose to continue her studies abroad, in Italy.

Mara holds both a degree in Italian Language and Culture from L'Universita' per Stranieri di Perugia, obtained in 1995, and a Bachelor of Arts in Italian Studies from The American University of Rome (AUR), achieved in 1999.

Prior to joining the Richmond Team in 2009, Mara served as the Director of Admissions and Financial Aid Administrator at AUR.

Mara has travelled extensively throughout Europe, the Middle East, Africa and the United States, possesses dual citizenship in Italy and the United States and is fluent in both Italian and English.

ACADEMIC PROGRAM

THE CORE PROGRAM

The Richmond Core Program is based on the highly regarded American Liberal Arts educational philosophy that the most important aspect of becoming well-educated is to have a broad base of knowledge. Thus, Richmond's first three semesters encourage exploration of a wide range of subjects and skills – all of them key to the success of leaders in virtually every professional field.

The themes of globalization and leadership are central to the fabric of the learning experience at Richmond. Both the coursework and the institutional culture, in and out of the classroom, support the University's long-standing commitment to helping students become competent on the world stage.

THE FIRST YEAR PROGRAM

Richmond's faculty and student affairs professionals help students through the transitional period of their first year. Whether a student has lived and studied in a number of different countries or this is the first time that they have studied abroad, whether they come to Richmond with many transfer credits or

none, the university recognizes the importance of the "First Year Experience".

Richmond has designed a program to help all new students adjust successfully to the academic, social and cultural demands of university life. Students work closely with the faculty in the First Year Seminars where they gain knowledge and develop skills that will serve them well into their futures.

ACADEMIC PROGRAM

The degree in international business provides a multidisciplinary approach to managing in the global economy, including understanding cultural diversity, the theory and political economy of international trade and foreign investment, the global monetary system and the strategy of international business.

Whether the aim is to acquire specific technical skills, crucial transferable ones or a combination of both, the teaching approach at Richmond stimulates students to read, think, explore ideas, question, debate and bring their excitement and ideas into the classroom.

BA DEGREE IN BUSINESS ADMINISTRATION, INTERNATIONAL BUSINESS WITH SPORT ELECTIVES

The course offerings may be subject to change at the discretion of the University.

Additional courses are available through the Richmond Summers School, at the London campus.

RICHMOND CORE CURRICULUM

LEVEL ONE

1. Numerical	Mathematics 105	Sem 1
2. Experimental	Human Biology and Laboratory	Sem 1
3. Behavioural	Introduction to Psychology	Sem 1
4. Expressive	Introduction to Spatial Design	Sem 1
5. Temporal and Spatial	World Cultural History	Sem 2
6. First Year Seminar	Sport and Society	Sem 1

LEVEL TWO

7. Introduction to Micro Economics		Sem 2
8. Rich World Poor World		Sem 2
9. Worlds of Music		Sem 2

LEVEL THREE

10. Globalization Power and Networks		Sem 7
--------------------------------------	--	-------

GENERAL EDUCATION REQUIREMENTS

BASIC SKILLS

1. Writing Skills

ENG 115	Principles of Academic Writing	Sem 2
---------	--------------------------------	-------

2. Information Literacy

ENG 215	Principles of Academic Research	Sem 3
---------	---------------------------------	-------

3. Mathematical Skills

MTH 100	Fundamentals of Mathematics
---------	-----------------------------

LOWER DIVISION MAJOR REQUIREMENTS

Business Core Course

MGT	100 Introduction to Business	Sem 3
<i>Optional</i>	Introduction to Sports Performance	

Quantitative and Economic Core

MTH 115	Basic Calculus with Applications	Sem 3
ACC 201	Financial Accounting	Sem 3
ACC 202	Managerial Accounting	Sem 4
ECN 210	Introduction to Microeconomics	Sem 3
ECN 211	Introduction to Macroeconomics	Sem 4
MTH 212	Quantitative Methods for Business	Sem 4

Writing and Information Technology Skills

MGT 205	Computer Applications in Management	Sem 4
<i>Optional</i>	Sport and Exercise Psychology	
	Critical Writing for Sports Journalism	

UPPER DIVISION MAJOR REQUIREMENTS

Business Core Courses

FNN 301	Corporate Finance	Sem 4
MGT 301	Organizational Behaviour	Sem 5
MKT 301	Principles of Marketing	Sem 5
MGT 304	Research Methods	Sem 5
ECN 308	Managerial Economics	Sem 5
MGT 308	Legal and Ethical Concepts in Management	Sem 5

Capstone Courses

MGT 401	Leadership	Sem 7
MGT 403	Competition and Strategy	Sem 7

International Business Concentration Courses (seven courses required)

INB 302	Foreign Trade Policy	Sem 6
INB 304	Country Risk Analysis	Sem 6
INB 402	Managing the Multinational Corporation	Sem 6

plus four of the following:

MGT 305	Information Systems in Management	
INB 306	European Business Environment	
MGT 307	Operations Management	
MGT 358	Human Resource Management	Sem 6
FNN 402	International Finance	
MKT 402	Global Marketing Management	
FNN 404	The Global Investor	
ECN 450	International Economics	
INB 483	Internship in International Sport	Sem 6

plus one elective outside the major from the following list:

(NOTE: The chosen course may not act as the student's Level Three Core Course requirement)

ADM 362	Pixel Playground	
COM 460	PR and Self-Presentation in the Media	Sem 7
ECN 352	Economics of Transition	
PLT 362	Policy Making in the Globalized World	
PLT 384	Modern China	

Free Electives to comply with 120 credits requirement

Sports law and practice	Sem 7
Talent Identification: Principles and Practice	Sem 7
Exercise, Nutrition & Lifestyle Management	Sem 7
Team & leadership dynamics in sport & coaching	Sem 7
Sports nutrition	Sem 7
Sports Finance	Sem 7
Sports Marketing	Sem 7
Sports Promotion and Event Planning	Sem 7

SPECIAL PROGRAMS

International Study Centers

Students can complement their studies in Bradford with a summer session in Italy at the University's international study centers in Florence and Rome.

Summer Programs

Richmond's summer sessions, in London offer the opportunity for students to take extra courses during the Summer months. Summer sessions also help students accelerate their progress towards graduation.



ACADEMY ADMISSIONS

Gaining Admission

To gain admission to the academy, students will be evaluated academically and athletically. All applicants must contact the RIASA first before making application to Richmond, The American International University in London.

All applications will be reviewed holistically, that is, each individual application is not examined solely upon the academic achievements of the applicant, but key to the evaluation is the way in which the student demonstrates an ability to participate and contribute in his or her current spheres of influence. This ensures that the decision that the University makes in supporting the admission of a student, is based on a clear and detailed impression as to whether or not the applicant is well-matched for the academic rigors, as well as the international social demands, of life at Richmond.

To be considered for admission, students should have completed 11 or 12 years of schooling, depending on the education system in their country, with a minimum of C+ (2.5 out of 4.0) in the American high school grading system.

The average RIASA GPA is 3.25 (out of 4.0) on

the American scale.

If applicants have one of the qualifications listed immediately following, they will be considered as advanced students. This may entitle them to university credits, which will reduce the number of courses they need to complete in order to graduate.

- International Baccalaureate
- Advanced Placement Examinations

When to apply

Due to the academic structure of this program, students report to the academy in August with classes commencing the first week in September.

Priority deadline for application is: 1 March for the Fall Semester (the deposit deadline is 1 May).

How to apply

Apply direct to Richmond

Step 1:

Complete the application form or apply online at www.richmond.ac.uk/riasa

Step 2:

Send official transcripts of secondary and postsecondary school results/records.

Step 3:

Provide the academic reference from a teacher or guidance counselor.

Step 4:

Write a personal statement (details are on the application form).

Step 5:

Include SAT or ACT scores (optional).

Richmond's ACT code is 5244. CEE B/ATP code is 0823L.



VISAS, PROGRAM COSTS, FINANCIAL ASSISTANCE AND HOUSING

Applying for a Visa

Upon receipt of the confirmation deposit, the Admissions Office will issue a certificate of acceptance for studies (CASes) which can be used to apply for a student visa. All students should check with the nearest British Embassy or High Commission for visa requirements for the United Kingdom. For online information look at www.ukcosa.org.uk and www.ukvisas.gov.uk. Those requiring a visa to enter the UK should apply as early as possible. Visa applications can take time and some students may be called to the Embassy for an interview.

Program Costs

Please consult the fee sheet available at www.richmond.ac.uk/riasa for program costs.

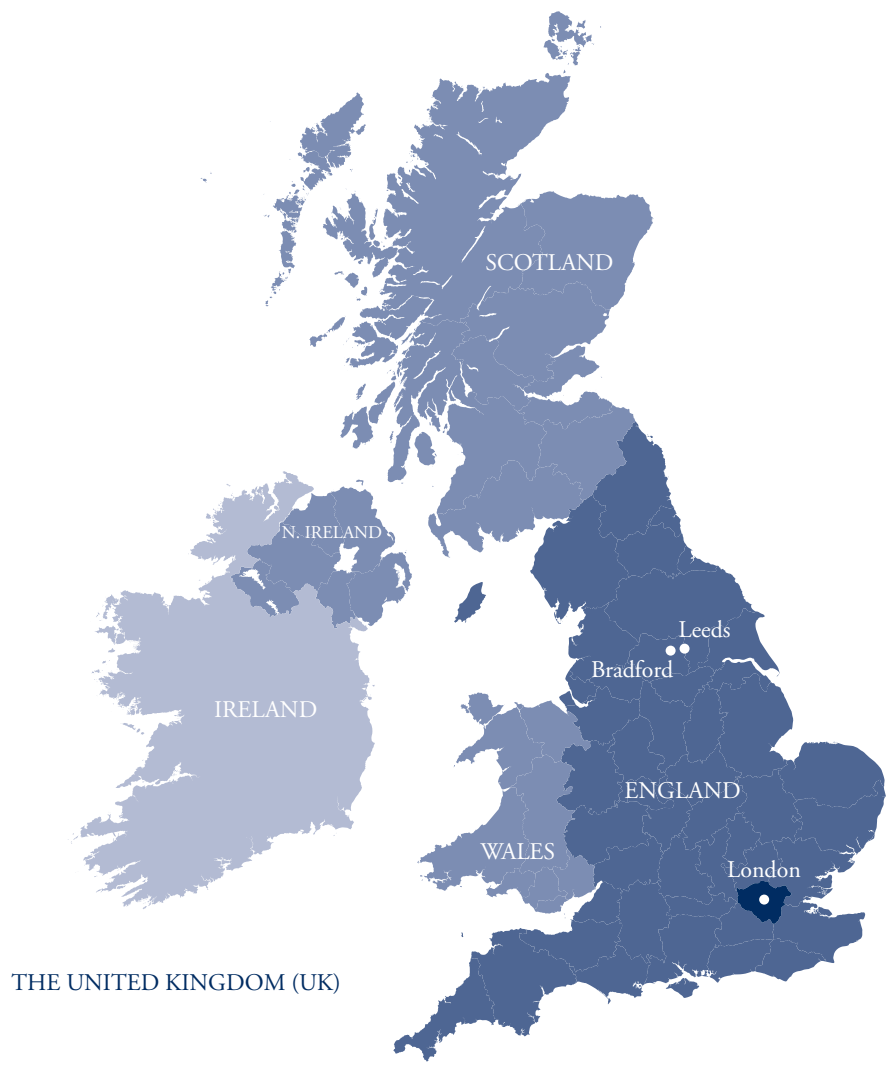
Financial Assistance

US citizens and eligible permanent residents of the US are eligible for Federal Stafford and PLUS loans.

These loans may cover expenses beyond institutional charges i.e. assist with living expenses. To access the US Federal programs, students must file the Free Application for Federal Student Aid (FAFSA). This can be completed on-line at www.fafsa.ed.gov. Richmond's US Title IV code is G10594. All of the Federal loan program costs, attendance, satisfactory academic progress, and disbursement dates for example are associated with the academic program exclusively. These conditions being the same as any other similar Richmond degree program.. A complete list of financial aid options are available at www.richmond.ac.uk/riasa.

Housing

Students will be placed in studios in the vicinity of Headingley, Leeds; a major location for Leeds University students. Standard accommodation will have twin rooms (singles available at extra cost), kitchen, living room and laundry facilities.



THE UNITED KINGDOM (UK)



Andy Caesar

Position Played: Goal Keeper

San Antonio, TX/Panama

“RIASA is unparalleled in its ability to allow student athletes to simultaneously pursue excellence in their futures as scholars and footballers (soccer players).”

Nick Pastuhov

Position Played: Center Back

San Francisco, CA

“I have been having the time of my life up here in Leeds. RIASA is fitting the criteria I had in mind before arriving. I can ensure you I’m not the only one saying this.”



SOCCER INQUIRIES

Brian Haley

International Director

**The International Academic and
Soccer Academy**

E-mail: bhaley@internationalasa.com

Telephone: (419) 618 5455

ADMISSION INQUIRIES

Ms. Mara Nisdeo

*Director of RIASA Admissions and
Recruitment*

**Richmond The American
International University in London**

171 West Ave

Brockport, NY 14420

USA

Telephone: (617) 777-4676

e-mail: mara.nisdeo@richmond.ac.uk

Website: www.richmond.ac.uk/riasa

Richmond is an equal opportunity university. It does not discriminate in admissions, employment or access to programs. The policy of the University is that students, applicants or employment candidates are considered without regard to race, color, religion, sex, sexual orientation, national or ethnic origin, or age. The University complies with the UK Disability Discrimination Act.

The original Richmond College, founded in 1843, was a constituent institution of the University of London until the founding of the present university which bears its name and occupies its campus, evolving to become Richmond, The American International University in London. Richmond's degrees are accredited in the United States by the Middle States Commission on Higher Education, one of the six regional accreditation bodies recognized by the US Department of Education. Accredited by the British Accreditation Council for Independent Further and Higher Education as an independent higher education institution. The University is incorporated as a not-for-profit educational institution in the State of Delaware, USA, and is a recognized 501(c)(3) public educational charity under US law. The University is licensed to award the Bachelor of Arts, Bachelor of Science, Associate of Arts, Associate in Applied Science, Master of Business Administration, Master of Arts and Master of Science degrees by the Department of Education of the State of Delaware. Richmond's degrees are designated by the Department for Education and Skills (DfES) of Her Majesty's Government in the United Kingdom (Recognized Awards) Statutory Order 2006 (SI 3121) dated November 23, 2006.

Richmond, The American International University in London has been awarded an "A-rated" Tier 4 (Students) Sponsor's Licence by the United Kingdom Borders Agency (www.ukba.homeoffice.gov.uk). This Sponsor's Licence permits Richmond to issue Certificates of Acceptance for Studies (CASes) to prospective students. A CAS is required by the UKBA for any non-EE A international student seeking to obtain entry clearance to the UK.

Richmond is independent and not affiliated with other institutions including The American University, the University of Richmond, The American University in London, The American Intercontinental University in London nor with other American Universities throughout the world.

John Hendrie scoring against Manchester United for Barnsley in the FA cup at Old Trafford in the early 90s.



