

<b>Company Name:</b>	iWorkinSport: <a href="https://www.iworkinsport.com/">https://www.iworkinsport.com/</a>
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<b>Overview of the projects and proposed titles:</b> <b>Title:</b> A Feasibility Study of the First HR and TA Awards in the Sports Industry <u>Overview:</u> This project will be focused on developing a feasibility study to determine if it is sustainable and profitable for iWorkinSport to introduce HR and Talent awards in the sports industry. Students will research the market, develop a framework, and propose an implementation strategy. The final deliverable will include recommendations on award categories, judging criteria, and ways to integrate it with the existing MAES (Most Attractive Employers in Sport) program.	
<b>Context/background to this project:</b> While there are many awards that celebrate great work in HR (Human Resources) and hiring, none focus specifically on sports. Through this project, we aim to change this by creating the first-ever awards program that recognizes HR + Talent Acquisition professionals in the sports industry. Ideally, we require this to complement and connect to our existing MAES awards (Most Attractive Employers in Sport) by identifying and acknowledging the people and strategies behind successful sports organizations.	
<b>Desired outcomes:</b> <ul style="list-style-type: none"> <li>• Create a feasibility study, analyzing whether the project is sustainable and profitable</li> <li>• Provide recommendations for award categories and judging criteria</li> <li>• Develop a strategy for incorporating it with the MAES program</li> </ul>	
<b>Specified tasks during the project e.g. qualitative data collection (interviews, focus group interviews, observations, visual methods (i.e. photographic methods) etc.), quantitative data collection (survey research, content analysis etc.); data analysis (primary and/or secondary analysis); presentations:</b> <ul style="list-style-type: none"> <li>• Research &amp; Analysis</li> <li>• Interview HR + Talent Acquisition Professionals in sports organizations</li> <li>• Study similar awards and their models in other industries</li> </ul>	
<b>Desired students' skills e.g. survey design, creating interview schedules, Excel, SPSS, experience of project design, specific language requirements (these will be used as part of the matching process):</b> Communication and Presentation skills, understanding of HR, strong research skills (interviews and analysis)	
<b>Student support</b> <b>Preferred method of contact for Project Lead:</b> Email <b>Periods Project Lead is unavailable from February – May:</b> Mostly available <b>Secondary contact for Project:</b> Muskan J Hussain, <a href="mailto:muskan@iworkinsport.com">muskan@iworkinsport.com</a>	
<b>Any other information which you think would be relevant to students completing the project. E.g. Access to data.</b> There are several other HR Awards out there - just not in the sports industry. We recommend the students research those as benchmarks.	