




SPORTS MANAGEMENT PROGRAM

MANAGE YOUR PASSION FOR SPORTS WITH A MIND FOR BUSINESS

Founding Partner



 15592

 execed@aucegypt.edu

REGISTER NOW 

Program Overview

The sports industry has had a growing impact on the global economy over the last 20 years with investment in infrastructure, mobilization of resources and creation of new professions and jobs.

Locally and regionally, sports management is becoming one of the professional sectors with the most economic momentum, providing sports-minded people with a head for business opportunities.

The Sports Management Program focuses on the business aspects of sports, and trains professionals to use the relevant tools to judiciously analyze information, recognize sports business opportunities, develop relevant strategies, and lead sports institutions to success.

Program Highlights



- 6 Sports-focused modules
- 10 virtual sessions
- Weekly world-renowned speaker sessions
- International and local instructors
- Field visits to Al Ahly premises to explore the different departments and functions
- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions

knowledge, growth
and excellence



Who Should Attend?



- Professionals working in the business and/or sports field, who wish to make a qualitative leap in their careers by acquiring specialized knowledge.
- Professionals and managers aspiring to work in the sports industry; from clubs and federations to businesses.
- Individuals with a passion for sports in general.

Why Should You Attend?

The benefits of earning your sports management qualification from a world renowned business school are endless.

As a Sports Management Program participant, you'll be prepared for a wide range of jobs in sports management as well as for leadership positions in organizations and businesses in the sports arena. With this versatile sports program, you can work in management, marketing, athletic administration, sales, event management, facility management and community involvement.



Who Should Attend?

Why Should You Attend?

Program Outline



1- Sports Management

Sports management is an occupation that requires excellence in leadership to perform the job successfully. There are several aspects involved in the sports management process that demand motivation, direction, organization, planning, and people skills. This module explores the most effective management and leadership styles relevant to sports organizations.

Learning Outcomes:

- Understand self-leadership in the sports context and practice influencing your thoughts, feelings and actions towards your relevant objectives
 - Explore the different aspects of the key leadership skills and effective styles
 - Manage teams and sports institutions for high performance
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2- Sports Marketing and Sponsorship

In markets that are becoming increasingly competitive, sports marketing and sponsorship have become high impact areas for business success. This module explores the whole marketing cycle in sports institutions and delves into key sponsorship issues applied to sports.

Learning Outcomes:

- Incorporate marketing as a discipline in the management of sports activities
 - Explore digital marketing within the sports context
 - Examine winning strategies to increase sponsorship value
 - Recognize new trends in E-sports
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3- Sports Media

The media are a crucial part of the management of any sports entity. Knowledge of the landscape and dynamics of all types of media is a critical skill that adds to the profile of interested professionals. This module explores how the media work and how sports entities approach them for relevant exposure.

Learning Outcomes:

- Examine best practices to improve audiovisual rights' management
- Explore new media platforms
- Establish and implement an effective media strategy
- Explain the process of effective contract negotiation

4- Events Management

Proper planning and management are vital for any successful sports event. It establishes how to effectively manage the distinct dynamic parts and disparate elements of an event, and how those will work synergistically for an impactful outcome. The main objective of this module is to train participants in the application of relevant operational and management tools needed in effective events' management.

Learning Outcomes:

- Identify the relevant aspects of events planning and management
 - Explore facility management and operations
 - Evaluate and effectively measure the impact of your sports events
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5- Sports Psychology and Ethics

The sports landscape has changed enormously in recent years. Expectations for good governance, integrity, equality, member protection and diversity mean that providing safe, fair, and inclusive sports environments is no longer an aspiration, but an imperative. This module offers relevant discussions and strategies for sports professionals exploring the interesting and critical topics of sports psychology and ethics.

Learning Outcomes:

- Identify best practice in diversity and inclusion within the sports context
 - Explore corporate social responsibility and sustainability in sports
 - Explore relevant psychology and coaching tools applied to sports
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6- Sports Law

The world of sports is currently a hyper professionalized world that requires those who take part in it to have the tools and knowledge to manage the different scenarios they may face. Sports law helps tackle such challenges and provides feasible solutions. In this module, participants will explore the main elements, conflicts and solutions that professionals in this sector may face frequently.

Learning Outcomes:

- Acquire basic knowledge of sports law within the local and regional context
- Explore the different dispute resolution systems
- Examine the legal organization of sports entities

Program Structure

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Sports Management	Sports Marketing and Sponsorship	Sports Media	Events Management	Sports Psychology and Ethics	Sports Law
<p>Sessions:</p> <p>Mon November 1 6:00 - 9:00 pm</p> <p>Wed November 3 6:00 - 9:00 pm</p> <p>Speaker Session</p> <p>Sat November 6 1:00 - 2:00 pm</p>	<p>Sessions:</p> <p>Mon November 8 6:00 - 9:00 pm</p> <p>Wed November 10 6:00 - 9:00 pm</p> <p>Speaker Session:</p> <p>Sat November 13 1:00 - 2:00 pm</p>	<p>Sessions:</p> <p>Mon November 15 6:00 - 9:00 pm</p> <p>Wed November 17 6:00 - 9:00 pm</p> <p>Speaker Session:</p> <p>Sat November 20 1:00 - 2:00 pm</p>	<p>Sessions:</p> <p>Mon November 22 6:00 - 9:00 pm</p> <p>Wed November 24 6:00 - 9:00 pm</p> <p>Speaker Session:</p> <p>Sat November 27 1:00 - 2:00 pm</p>	<p>Sessions:</p> <p>Tues November 30 6:00 - 9:00 pm</p> <p>Speaker Session:</p> <p>Sat December 4 1:00 - 2:00 pm</p>	<p>Sessions:</p> <p>Tues December 7 6:00 - 9:00 pm</p> <p>Field Visit:</p> <p>Sat December 11 11:30 am - 2:30 pm</p>

* Timings of speaker sessions are subject to change.

Admissions Criteria



- Bachelor's degree or equivalent

The admission procedure may include a personal interview to evaluate if the participant's achievements, as well as aspirations and motivations in pursuing this program, are in line with the program's objectives.

Language

The program is delivered in English.

Program Fees and Registration

- The program tuition fees are : **15,000 EGP***

This includes tuition fees for the program, materials and certificate.

*For payment options, please refer to the payment section FAQs on our website or contact us on 15592

***20% Scholarship for AIAhly club members**

[REGISTER HERE](#) 

Locations

Live Online

Admission
Program Fees and Registration

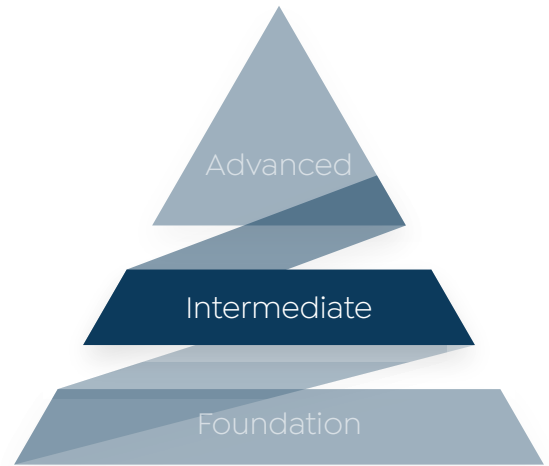
Our Commitment



The AUC School of Business is committed to empowering all those in search of knowledge, growth and excellence. No matter where you might be in your journey, we will strive to support you through each and every step.

At every stage of your professional career, there's something to learn. From the start of your journey as a young professional to the apex of your career as an expert, we've tailored programs that will enrich your knowledge and extend the horizons of your vision.

Consecutively since 2013, the School of Business has been ranked by the Financial Times (FT) as one of the best 75 business schools worldwide offering open enrollment executive education programs. Ranking at 67 in 2020 and maintaining a leading position as a regional platform for world-class education, the School further imprints its international positioning on the world map as the only ranked school in the Arab region and one of only three in Africa.



About AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivalled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

Executive Education

Established in 1966, the School of Business Executive Education has cemented its position as a pioneer in the area of management development, supporting the development needs of professionals and executives in private and public sector organizations. The programs are fuelled by a commitment to excellence and a sense of responsibility towards developing the community’s business leaders, entrepreneurs, policy makers, and society at large.

The AUC School of Business Executive Education is also equipped with a full-fledged business solutions unit. With off-the-shelf and customized training programs, as well as coaching and assessment services, the unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.



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