



Live Online

SPORTS MANAGEMENT PROGRAM

Manage Your Passion for Sports With a Mind for Business

APPLY 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.

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.

Program Highlights



- Renowned speaker sessions
- 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

[CLICK HERE](#) for a detailed schedule.

Program Outline

Week 1

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

Week 2

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

Week 3**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

Week 4**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

Week 5**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

Week 6**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

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

Program Fees

The program tuition fees are **for Egyptians** **EGP 18,000**

for Non-Egyptians **USD 900**

[CLICK HERE](#) for payment options

Admission Criteria

- Bachelor's degree or equivalent

The admission process 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

Certificate

Participants who successfully attend 75% of the total hours of the program will be granted a 'Certificate of Attendance' from the AUC School of Business.



Scholarship Opportunities

Supporting our participants in their pursuit of lifelong learning is of paramount importance to us. For this reason, we offer a variety of scholarships to help support your professional development. Explore our scholarship options to find one that suits your circumstances.

◆ Alumni Advantage Program

Rekindle your passion for learning with our exclusive Alumni Advantage Program. As a valued AUC or AUC School of Business Executive Education alumnus, we invite you to benefit from a 10% discount on our diverse Executive Education programs, whether in-person, blended, or online. This distinctive offer adheres to our standard admission requirements and underscores our commitment to supporting your ongoing professional development.

These exclusive benefits, adhering to our standard admission requirements, underscore our commitment to supporting the lifelong learning journey and professional development of our alumni.

◆ Exclusive AUC Alumni Benefits

Rekindle your passion for learning with our exclusive benefits:

- AUC Alumni Advantage Program: As a valued AUC alumnus, we invite you to take the first course in our diploma programs complementary - free of charge or enjoy a 10% discount on our diverse Executive Education shorter programs, available in-person, blended, or online.
- School of Business Executive Education Alumni Discount: AUC School of Business Executive Education alumni receive a 10% discount on any of our Executive Education programs.

Flexible Payment with Valu

To further support your professional journey, we offer flexible payment options through valu.

You can spread your Executive Education costs **over 6-60 months at a 1% monthly interest rate.**

Quick approval and no down payment are required.

For more details, please contact us at **16671**.

This service is exclusive to Egyptian nationals.

valu*



Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way. There's always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning track in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled 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.

AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs by offering open enrollment programs and business solutions to individuals and corporates.

Constant evolution and reinvention is the hallmark of our mission as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

The School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs since 2013, ranking at 62 in 2023.

The AUC School of Business Executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services.

The team works to facilitate, enable, and partner with businesses striving to achieve organizational excellence.



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