

# SPORTS MANAGEMENT

SHORT COURSE PROGRAMME





## ABOUT ESE

The European School of Economics, founded by a man with a dream, now has centers over three continents and in the world's major cities: London, Rome, Milan, Florence and Madrid.

The College is a privately funded institution, providing Undergraduate, Post-graduate and Executive programmes focused on guiding students towards self-discovery, and bringing them to the realization of their own innate qualities and uniqueness, developing each of them as leaders regardless of the field they choose to pursue.

Education today seems to be the antithesis to the classical models laid out by the ancient Greeks, in which schools encouraged the pupils to question, to participate, and before all else - to know themselves. The European School of Economics believes that the world one lives in is none other than a reflection of the inner states he lives, and that the more one knows and therefore masters himself, the more he can create a world that is pleasing for himself and others. All courses at the European School of Economics are concentrated on the individual as the most vital element.

## ESE PHILOSOPHY

*The world is a mere reflection of the world we live and dream internally. An individual whose aim is order and beauty cannot help but manifest this integrity in the external world. A man who loves himself and so, the world around him cannot help but create, emanate and instill order wherever he goes.*

*“For a man of Integrity manifestation takes place simultaneously with his Dream. Reality is whatever he dreams of, manifesting instantly before him. Without integrity, reality is also whatever you think or feel or say, but there is an apparent time lag for its manifestation. From a higher dimensional level of existence every thought is instantly manifested into reality, and polarity is just an illusion. You have to see everything as a whole - complete and perfect and know that there is nothing wrong no matter how bad or how good it may seem. Unity is your very nature and you are the very reason for everything that happens. Everything you think, feel and do is creating your whole world up to the most distant stars...”*

### **Elio D'Anna**

Founder and President  
European School of Economics



## SPORTS MANAGEMENT SHORT COURSE

The programme comprises 4 modules. Each module entails one 3-Hrs session per week over 11 weeks, plus an optional 3-month internship programme upon completion of the 4 modules.

By its very nature the world of sports commands particular attention. Sporting activities invite individuals to participate in various levels - emotional, physical, and intellectual.

These activities provide an expressive outlet for an array of the human needs, satisfying the desire to be challenged, succeed, and to interact in a group.

Sporting activities are unique in that the sense of achievement attained is both intensely personal and group oriented.

The ESE Short Course in Sports Management provides students with an expansive view of various sporting areas and with the skills required to succeed in this field of management, from controlling fan-packed stadiums, to controlling the production of sports memorabilia and single player management. The specialisation in sports management endows students with a thorough understanding of the dynamic issues and practices present in sport management.

Three central topics will be mastered in this course: sports management, sports marketing and sports event organisation. Sports Management course is delivered

through a series of tutorials and seminars including case studies.

Assessment is usually through a group project and presentation. Upon successful completion of the course, students are awarded an ESE certificate of attendance and receive a transcript.

Next Starting Dates:  
September / January / April

The course is made up of 4 modules (modules may be subject to change and may vary according to the ESE center):

- Sport Promotion and Sponsorship
- Major Event Management
- International Business Decision Making
- E-Business and E-Commerce

Internship: Available

Language used: English

Course Duration:

- 3 months = 120 in-class hours + revision/reading week + exam week
- Internship (optional): 3 months

Internship (optional)

Students who intend to participate in an internship must first undergo an assessment by the ESE Placement Officer.

Upon being deemed eligible, host companies will be decided together with the Placement Officer who will assist the student in obtaining an internship at the company of choice. Candidates must submit a CV and undergo a successful interview for their acceptance.

Course structure

Each module holds a weekly 3-hour class (total 12 hours per week, Monday to Friday)

Assessment

Mid Term Assessment (30%)  
Final Assessment (70%)

Entry requirements:

High school diploma or equivalent



# SPORT PROMOTION AND SPONSORSHIP

## AIMS OF THE MODULE



The module will give the student the understanding of the major variables which are involved in the promotion and sponsorship activities that are typical of the world of sports and analyze the strategic nature of global sport sponsorship as a critical communications tool as well as a fundamental revenue stream for rights owners.

This world has to be considered realistically today as a cluster of companies whose major aim is profit making.

This new mission imposes that sport societies and companies be considered as parts of the macro entertainment sector. Therefore such companies and societies have to be managed professionally and managerially.

This approach also requires the capacity and skills to find financial back-up and resources in order to produce sport events which can match the demands of a very exacting public. The student will therefore

be made aware of this huge change in perspective and be able to see that this new approach poses different problems to the world of sports.

Equally the module will enable students to offer managerial solutions to the issues raised by the new approach to sport and its promotion.

A broad selection of examples and case studies will be provided in order to learn how to develop, plan, implement and evaluate strategies for both sponsors and rights owners in the sports industry.



MODULE II

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# MAJOR EVENT MANAGEMENT

## AIMS OF THE MODULE

Event planning, project management and identification of key points in the planning process will be explored.

The course will cover areas such as strategic planning, budgeting, finance, promotions, marketing and sponsorship, operations & production, health & safety and risk management. Case studies will be utilized. The aim of the course is to provide the foundations necessary to understand the issues in how to create, plan and implement a diverse range of events.





# INTERNATIONAL BUSINESS DECISION MAKING

## AIMS OF THE MODULE



The aim of the module is to provide students with an appreciation of the complexity of international business enterprise decisions. The course will demonstrate how practical business decision solutions can be reached. A framework for understanding the key issues that need to be addressed by business managers in an increasingly international environment will be provided and students will be taught to explore the nature of international business.

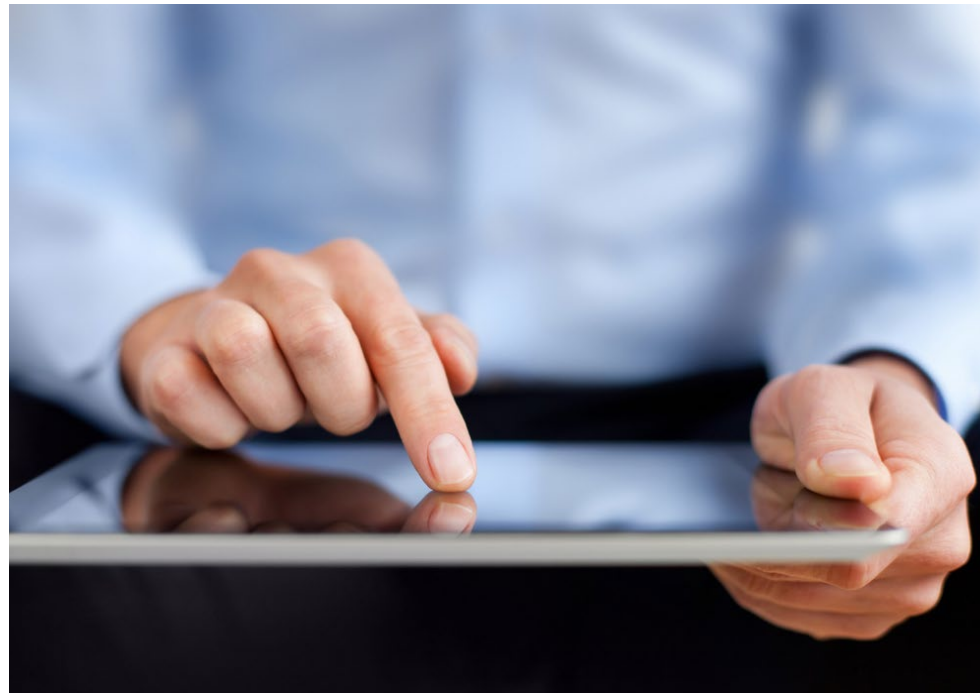
**MODULE IV**

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# E-BUSINESS AND E-COMMERCE

## AIMS OF THE MODULE

This module will enable students to understand the complex and powerful technological blend and planning that facilitates E-commerce, give them the skills to evaluate new E-business initiatives and assess the risks associated with this, together with acquiring an understanding of business-to-consumer as well as business-to-business markets, and emphasise legal and ethical issues.





## ADMISSION INFORMATION

### Entry requirements:

Entrance to the ESE Short Course programmes requires the Completion of the Online Application form at ([apply.ese.ac.uk](http://apply.ese.ac.uk)), and submission of the following documents to the Admissions Office at the ESE centre of interest:

- Last academic certificate
- Resume' / CV (including reference to all previous education)
- Personal Statement if not attached to the application form
- Good command of the English language (IELTS/TOEFL scores are a plus)
- Photocopy of Passport/ ID document
- Four photographs (passport-sized)

Maximum number of admittance: 30 (in order to provide a unique learning experience with a ratio between Professor to students, no more than 30 students will be admitted into this programme).

### Internship programme:

Students will undergo an assessment with the ESE Placement Officer, so as to determine their eligibility for an internship placement. The placement office will assist eligible students in obtaining an internship fitting their profile and career objectives.

### Credits & Recognition:

No ECTS credits awarded. Upon completion of the programme, students receive a Certificate of Attendance awarded by the European School of Economics.

### Programme Fees

Please refer to:  
[www.ese.ac.uk](http://www.ese.ac.uk)

### Application Deadline

Admissions at ESE are carried out on a rolling basis process and as such there is no deadline for applications for a particular intake. However, given the limited number of places on the programme, we recommend that you present your application as soon as possible.

The Course online application form is available online at [apply.ese.ac.uk](http://apply.ese.ac.uk)



[www.ese.ac.uk](http://www.ese.ac.uk)

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