



Sport Management online programme

Contents of the programme

- The Sport Management programme is a two-step degree:
 - The first step (4 semesters full time) is an AP degree in "Hospitality, Service and Tourist Management" with specialization in sport management.
 - The second step (3 semesters full time) is the top-up programme and BA degree; Sport Management.

- Courses will include and cover the following topics:
 - Sport Industry
 - Sport Marketing and Consumer Behavior
 - Sponsorships and Fundraising
 - Sport Management (Strategy, Organisation and Management Theories)
 - Sport Economics (Sport as a Product, Sport Finance)
 - Methodology and Research in Sports
 - Consultancy
 - Leadership
 - Human Resource Management
 - Sport Law
 - Sport Contracts
 - Risk Management

- Duration is 7 semesters (3½ year if full time). If needed it will be possible to extend each part of the degree (the AP degree and the top-up programme) with one year.


- Time consumption is likely to be 18-20 hours weekly depending on individual study skills and wishes regarding extension of the programme

- Study principles is a mix of lecturing, sparring through dialogue, literature reviews (readings), assignments, case studies and discussions, group work, and guest lectures.

- There will be two periods of internship during the programme - one during AP degree and one during top-up programme - and each internship has a duration of three months. UCN have contact to clubs regarding internships, but an internship in your own club is also a possibility. Unions will try to assist in locating internship places.

- The course offers skilled teachers, experienced with international students.

- Job opportunities from this education include:
 - Sport Consultant

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- Club Manager
 - Key Account Manager
 - Sport Marketing Coordinator
 - Sport Executive
 - Event Coordinator
 - Project Manager
 - Cooperate Hospitality Manager
 - Sponsorship Manager
 - Marketing Manager
 - etc.
- The programme is dedicated to sport management, but provides generic qualifications useful in other business fields as well – e.g. event management
 - **IN-DEPTH INFORMATION ABOUT THE COURSES IN THE PROGRAMME**
If you are interested in more information about the courses in the programme, you can download the "*Hospitality, Service and Tourism Management*" and "*Sport Management*" curriculums from the links below. Notice, that the curriculums are for the ordinary programmes (not the online study), so do not mind the programme structures, teaching methods etc. in the curriculums, as these are not made with online education in mind.
 - [Hospitality, Service and Tourism Management curriculum](#)
 - [Sport Management top-up degree curriculum](#)

Principles of FIFPro Online Academy

- 100% online-teaching based on solid online systems (Share Point (LMS) and Adobe Connect).
- Recorded lectures that can be accessed whenever and wherever
- Academic mentor assigned to each student, who will assist in all academic matters
- Live interaction with teachers and academic mentor through office hours
- Email correspondence with teachers and academic mentor
- Encouragement to interact with fellow students through group work
- No travel activity
- Exams via e.g. Adobe Connect, or at a local university
- FIFPro and your national players union will support you in all practical issues of non-academic character e.g. postponing exams, combining studies and football, planning, and study techniques.
- Danish television has broadcasted a presentation of the FIFPro Online Academy setup. Although the speech is in Danish, there are English subtitles in the video. We recommend you watch this video to get a feel of the online structure:
 - http://www.youtube.com/watch?v=8TL_L2SFSNI



Free of charge; other costs

- Free of charge for EU-citizens
- Single 300 EUR admission fee to FIFPro, financing guest lectures and other improving elements
- Expected 200 EUR for books etc. pr. semester (no books needed in periods of internship)
- Tuition fee (**only for non-EU citizens**):
 - 1st - 3rd semester: EURO 4,300 for each semester
 - 4th semester: EURO 3,400
 - 5th and 6th semester: EURO 4,300 for each semester
 - 7th semester: EURO 3,400

Admission requirements and English skills

- Standard requirements are a high school/secondary school degree – see the specific admission requirements for your nationality here:
 - <http://fivu.dk/en/education-and-institutions/recognition-and-transparency/find-assessments/entry-to-higher-education>
- If the academic requirements are not entirely fulfilled, an individual evaluation of practical competences can be made. CV and experiences is to reveal practical experiences relevant to the programme.
- All applicants from non-English speaking countries will be provided with an online English test (Oxford Placement Test), to ensure an English level sufficient for academic purposes.

Programme dates

- Final deadline for applying: **July 1st**
- Start date of programme: **September 1st**