

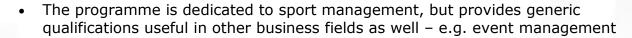
Sport Management online programme

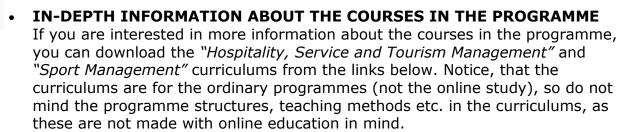
Contents of the programme

- 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



- Club Manager
- Key Account Manager
- Sport Marketing Coordinator
- Sport Executive
- Event Coordinator
- Project Manager
- Cooperate Hospitality Manager
- Sponsorship Manager
- Marketing Manager
- etc.





- 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:
 - o 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):
 - o 1st 3rd semester: EURO 4,300 for each semester
 - o 4th semester: EURO 3,400
 - o 5th and 6th semester: EURO 4,300 for each semester
 - o 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:
 - o 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