



International Master of Sport Management

SPORT MANAGEMENT FOR SPORTS PEOPLE

Build Your Reputation as a Sports Leader

The International Master of Sport Management is a professional one-year study program which will give you the opportunity to acquire the knowledge and skills to excel in the sports industry.

After the completion of the program, you are prepared to occupy a managing position within a sport business, organization or foundation.

For Passionate and Dynamic People

This master is for individuals who feel a passion for sport. It is especially appropriate for (former) athletes, coaches and sport leaders who feel a need for practical and in-depth knowledge of sport management through an international academic program.

International Program - Best Network

The program is developed under the advice of an international team of world class athletes, sport leaders and curriculum experts, and is delivered at various sites around the world.

When you study with us, you will join an international family of students, alumni and professors, who willingly and openly share their expertise and experiences.

Curious?

If you would like to receive more information about this masters program, please contact the Program Coordinator on:

+31 (0)20 - 305 3383
mismams@cruyffinstitute.org

Content

An introduction and six modules cover all critical issues of sport management:

Introduction:

Personal Orientation and Team Building

Modules:

Entrepreneurial Management:

Developing Your Own Business Plan

Event and Facility Management

Financial Management of Sport

Management Principles and Leadership

Marketing of Sport

Strategic Management

The program also integrates seminars to improve your managerial, presentation and communication skills.

Our Approach

We provide dynamic, innovative and practical programs, just like the spirit of the sport world!

Title

Students who successfully complete the program are awarded the International Master of Sport Management diploma.

Accredited by the International Association for Continuing Education and Training (IACET). Member of the EASM and NASSM.



“In my experience, sport organizations should be led by people who have profound knowledge of sport and have the heart of an athlete.”

Johan Cruyff
Founder Johan Cruyff Institute for Sport Studies

“We see students as players, colleagues as team mates and professors as coaches.”

Alyson Annan
Gold Field Hockey Olympic Games '96 and '00
Manager Johan Cruyff Institute for Sport Studies Amsterdam

“The content of the master program is very relevant to the practices of sport business.

By doing this study I am convinced that I will make better choices, personally and professionally.”

Bryan Roy
Coach AFC Ajax, Student 2007-08
Former Football Player, Former International (32 Caps)

Contact us

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