

## Executive Program Management of Sports

### Sport, the new vehicle for society development and nation building

The global transformation from industrial driven to entrepreneurial driven, is affecting nations and societies around the world in many ways. More than ever before there is a drive for bottom up initiatives to excel as nation. The beauty of these developments is that government, public and private initiatives can work together and join forces to perform as a nation on several podia. Even in sports we see these developments in many ways, such as start-up delta's, e-Commerce and small entrepreneurship.

**Sport is transforming from performance-driven exercises into integrated movement as part of a healthy lifestyle and is becoming a leading vehicle connecting people and nations around the world. It plays an invaluable role in unifying people. Nationalism and sports are often intertwined. Sport is also a powerful instrument for diplomacy and international business development.**

While top sport is about competition, performance and winning medals, **grassroots sport is about lifestyle leading to better connectedness, higher societal welfare and wellbeing** in terms of:

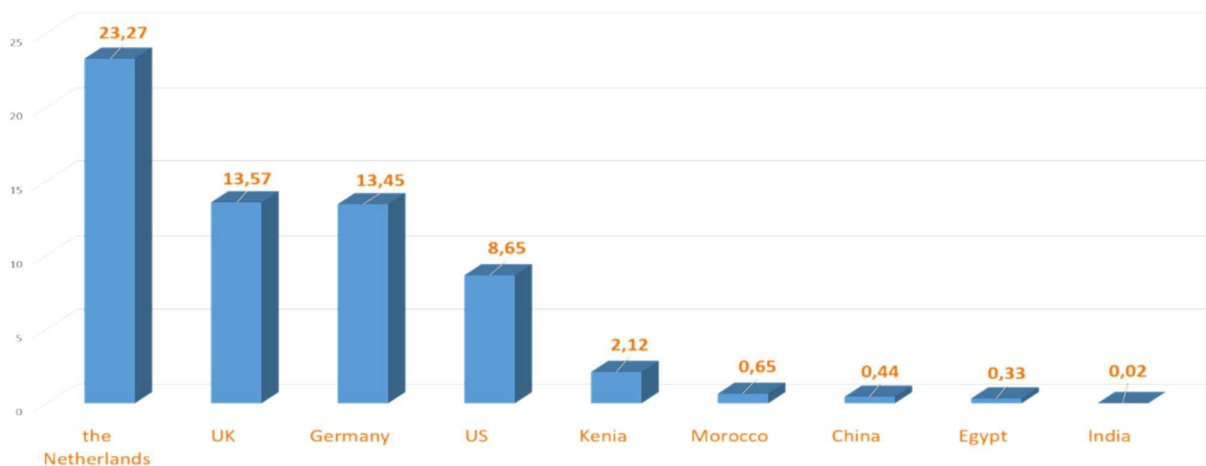
- Lower levels of troubled youth
- Less spending on youth care
- Healthier nation
- Savings in health care
- Longer life expectancy
- Longer working and active life
- An Improved Sustainability.



**The sports industry has a major impact on the global economy** with large investments in infrastructure, equipment, resources and new professions/jobs. It is a sector with a very high economic momentum creating opportunities for many people in combination with a higher societal welfare and wellbeing.

**Professional management of sports is therefore an important tool for society-development and nation's progress.**

The Netherlands has one of the most advanced sport sectors in the world. In top sport the Dutch outperform most countries in the world, winning a far above average number of Olympic medals per capita. At the same time the Dutch are a very healthy nation ranking among the highest life expectancy in the world and active citizenship till a very high age. **There is undoubtedly a causal relationship between the investment in grassroots sports, the performance in top sport and the high life expectancy.**



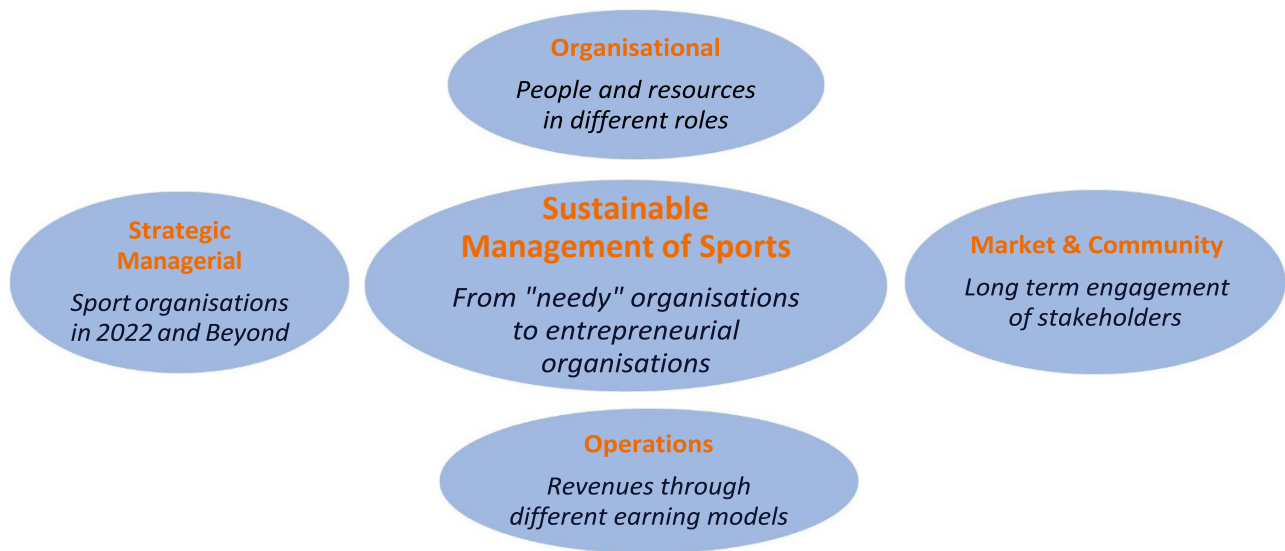
Number of Olympic medals since 1896 per 1 million inhabitants (2021)

## About the International Sports Management Academy

International Sports Management Academy (ISMA), with its head office in Noordwijk, the Netherlands, offers an international platform for management of sports, executive programs, masterclasses and conferences with the aim to share knowledge and experience in management, operational structures and grassroots sports development.

ISMA does this by offering an integrated portfolio of learning, business networking, research and valorisation programs. All programs at ISMA are compact, competency-based and designed to improve the entrepreneurial skills of professionals and managers active in the sport sector.

ISMA moderators are academics or ex top athletes (including Olympic Gold Medal winners and world champions) with teaching skills and extensive international experience in sport organisations / associations, in business management and/or in international operations. All are experienced and competent in connecting theories to the practice of operations management, have large international network and can appeal on their many international references.



## The Executive Program Management of Sports

The Executive Program Management of Sports (EPMS) is designed to train **sport leaders, authorities, governors, policy makers, managers, entrepreneurs, consultants and other sport-related professionals** who would like to contribute to efficient policy making and management of sport organisations.

The program includes strategical and tactical approaches for the transformation of sport organisations **from closed-introvert members-driven organisations into open-extrovert organisations embedded in the local society.**

The EPMS program is designed to train executives to make them competent in transforming existing sport organisations (generally always in need of money) into sustainable organisations capable for self-funding.

Real life cases (from participants) will be used to illustrate advanced concepts for organisation, engagements of stakeholders and volunteers, community building through sharing of output and deliverables and management thereof.

The profile of the program is to gain **knowledge and competences to conceptualise, organise and manage sport as a mainstream business rather than a side activity (very often) in need of funding and support.** The 3-days classroom executive program is followed by an Action Learning Project in your homecountry / own organisation.



## Program Structure

The EPMS Program is an 8-weeks program consisting of:

- 3-days classroom teaching for theoretical concepts and assignments.
- 7 weeks individual assignment (business case), supported with individual coaching and feedback.

### Week 1 (3 days)

- Theoretical concepts
- Assignments
- Business case proposal
- Reflection & feedback

### Week 2 – 7

- Integrated Project
- Business case
- Individual Coaching (*distance*)
- Reflection & feedback

### Week 8

- Assessment & Feedback
- Certification

### Participants Profile

- Government officials and policy makers
- Board members of sport associations
- Directors, managers and professionals working in sport organisations
- Entrepreneurs in the sport sector
- Consultants in the sport sector



## Program Themes & Modules

Day	Theme	Topics
1	<b>Strategic/ Managerial</b> Management of Sports in 2022 and beyond	<ul style="list-style-type: none"> <li><input type="checkbox"/> The Entrepreneurial Economy Society</li> <li><input type="checkbox"/> The role and impact of sport in the society</li> <li><input type="checkbox"/> Vision, Policy &amp; Governance</li> <li><input type="checkbox"/> Scope of the sports industry</li> <li><input type="checkbox"/> How can your country, city, sport association, sport organisation benefit from the opportunities in the near future?</li> <li><input type="checkbox"/> Professionalisation: Transforming established sport organisations into sustainable entrepreneurial organisations</li> <li><input type="checkbox"/> Top-sport vs grassroots sport organisations (sustainable sport organisation);</li> <li><input type="checkbox"/> The exemplary function of sport: Integrity to strengthen leadership in the sport</li> <li><input type="checkbox"/> Managerial concepts for modern sports management</li> <li><input type="checkbox"/> Sport economics: concepts of supply and demand, economic forecasting, and economic impact assessment</li> <li><input type="checkbox"/> Corporate communication: Visualisation of portfolio and value proposition.</li> </ul>
2	<b>Market &amp; Community</b> Long term engagement of stakeholders	<ul style="list-style-type: none"> <li><input type="checkbox"/> Corporate identity of sport organisations</li> <li><input type="checkbox"/> Value proposition offered to the local community</li> <li><input type="checkbox"/> Enhancing marketing and profiling through value proposition and digital/social media</li> <li><input type="checkbox"/> About clients: market segmentation, special nature of the sport product, role of promotion in the sport market</li> <li><input type="checkbox"/> Management/marketing to targeted groups: kids, teenagers, adults, senior population</li> <li><input type="checkbox"/> Sport organisations as channel marketing</li> <li><input type="checkbox"/> Types of sponsorships and value for sponsors.</li> </ul>
3	<b>Operations</b> Revenues through different earning models	<ul style="list-style-type: none"> <li><input type="checkbox"/> Entrepreneurship in sport organisations</li> <li><input type="checkbox"/> Multiple usage of sport facilities</li> <li><input type="checkbox"/> From needy organisation to knowledge organisation</li> <li><input type="checkbox"/> 'Social return on investment': value created by sport organisations and translations of into products and services</li> <li><input type="checkbox"/> Adapting the "we-economy", 'the economy of sharing'</li> <li><input type="checkbox"/> Mobilising the capabilities to handle large public</li> <li><input type="checkbox"/> Targeting and proposition for the large group of non-members</li> <li><input type="checkbox"/> From sport to "moving"</li> <li><input type="checkbox"/> Sponsorship models</li> <li><input type="checkbox"/> Networking &amp; business prospecting</li> <li><input type="checkbox"/> Education &amp; extracurricular for kids.</li> </ul>

### Structure & Didactics

The program is designed and delivered at **EQF 7 level** (EU Qualifications Framework, master level) and based on the **five Dublin descriptors** (EU criteria for Higher Education).

The program is coherent and contextualised in the professional field of Advanced Sports Management, Community Development and Entrepreneurship.

The complexity of the job of the Sport Executive is leading.

The teaching/learning will take place on the **Action Learning Model**. This education concept requires an active and interactive participation of participants. In a logic sequence topics are discussed based on theory and practice. This method enables participants to develop a sound understanding of the underlying theories and to share experiences.

The project is a final capstone module based on a real-life question of the participant's company. The configuration is such that it allows for application and integration of the learned matters, communicating them and self-reflection. The project will be assessed and provided with feedback.



### Certification

Upon successful completion of the program, participants will be awarded with the Executive Sports Management Certificate and transcript from International Sports Management Academy, The Netherlands.

Participants who have completed the classroom program without the final project will receive a certificate.

### Participation Fee

The fee for participation in the open program is € 1.250. The price includes lunches, one dinner and reading materials required for the program. Overnight accommodation and travel to and from Dubai is not included. Participation is limited to 12 students only. First come first serve!

**Register today via [info@ism.ac](mailto:info@ism.ac)**

*All Covid19 prevention regulations are observed. If due to corona limitations the program must be cancelled, participation fees paid will be refunded.*

### Information & Contact

International Sports Management Academy is located  
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(Building De Baak Seaside)  
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For further information and **registration**, you can contact:

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