



Executive Program Sports Management

International Sports Management Academy and Maastricht School of Management have developed the first 10-days international Executive Program Sports Management.

An academic program designed for board members and executives of sports related organisations and companies. A general management and leadership program wherein all topics and cases covered are related to sports and all your fellow students have a senior position in an organisation or company related to sports.

Participants profile: entrepreneurs, senior managers and board members of organisations and companies related to sports

Venue: de Baak Seaside, Noordwijk aan Zee, the Netherlands (30 minutes from Amsterdam Schiphol Airport)

Dates: 3x3 days plus one final day (check dates at www.ibda.eu)

Accreditation: 3 EC per module

Study load: 10 days plus Action Learning Project in your own organisation / company



Module 1: Global Sports Context and Managing Cultural D

What does the context of global world of sports currently and in the future mean? What are most important trends, how are several stakeholders involved and how do we expect them to act given the difference in cultures and interests? How can we as future leaders manage these challenges taking into account the different organizations, countries, cultures etc.

Day 1: Global sports context & Managing Cultural Diversity

Introduction: What does the sport business entail:

- Stakeholders interests
- Organizational context
- Strategic competition
- Public policy and sport politics
- Labour market
- How to list at an introductory level dilemma's, activities, issues, relevant for the rest of the course
- How to put these in a global context how culture differences impact a logic decision process

Day 2: Strategic leadership & Organization

What does strategy mean in the sports context and for "Sports" business.

- Strategic management
- Discussing strategic options and models
- Business operating models
- Leadership styles and theories
- Resource planning
- Developing vision and long term strategy for your organization
- Understanding of organizational models (structure, process, costs etc.) in accordance to the selected strategy

Day 3: High Performance Management – Personal day

Based on content of day 1 and 2; Determining what type of leader you are, how to have the desired impact and how to accomplish individual and organisational goals.

- Personal reflection
- Personal leadership
- Impact of cultural diversity in changing surroundings
- How to establish teamwork
- How to measure progress
- Understanding of personal leadership and role in establishing a vision, mission, leadership and change management models
- Understanding basic dynamic of team development

Module 2: Finance and Ethics

How do we financially sustainable and at the same time ethically manage our sports organization and its environment in our changing world. Technical data are much more used for different purpose: Good or wrong? A lot of emotion is involved in taking decisions since mostly conflicting interest are a fact. As a leader it requires you to have a profound vision and opinion for the long term how to deal with all these aspects and at the same time make sure that your organization avoids to much risks and complies with the ruling governmental and public regulations.

Day 1 and Day 2: Finance, micro- economics & Accounting

- Fundamentals of reading a balance sheet
- Macro and micro economics in the sports business
- The global economy and the impact on sports
- Finance investment models for short and long term
- Private and public financing models
- Competition and monopsony
- Players market
- Economic value of (multi years) contracts
- understanding the financial dynamics in the sports context, e.g. revenue and cost sources of a sports organization
- understanding the (strategic) risks of balance sheets
- Basic understanding of micro – economics in the sports market
- Understand the context of contracts the impact of mixed decisions

Day 2 and Day 3: Legal and Compliance

Basic overview of the legal and compliance issues that can occur in the sports business. Understand which legal and compliance issues can occur, taken into account the content of the first part of this module.

Day 3: Ethics and Corporate Responsibility

Providing an insight in the current rules, regulations and involved organizations in the global sports world. Introduction to ethics and the impact on sports, sports organizations and leadership.

- Governing bodies in sports
- Doping in sports
- Sports and gambling
- Bidding
- Impact of positive/negative image in the sports business
- Misconduct and discipline
- Introduction to BIG DATA
- Getting a founded opinion about these issues and being able to list consequences on unethical behaviour
- Being familiar with the prisoners dilemma model
- Being able to differ between positive and unethical use of BIG DATA

Module 3: Sports Facilities, Events, Marketing & Sponsoring

This module mainly deals with how future leaders can manage the income generating revenue part of the sports/leisure events like sustainable maintenance of a sports facilities requiring innovative business models including merchandising which goes hand in hand with the organization of big sports events and sports marketing. It is also a fact that sports-sponsoring more and more evolves towards sports marketing which requires a more strategic approach on this topic then before. Suppose you can spend 10 million euro on a sponsor contract, what kind of issues and dilemma's do you encounter and where are your decisions based on.

Day 1: Strategy, communication, marketing and sponsoring

Translating business strategy into communication, marketing and sponsoring strategy, and determine the appropriate tools. Deeper insight on available social media and when to use which instrument.

- Which (online) tools are available now and in future
- Definition of target groups
- Definition of needs of target groups
- Determine the message
- Measurement of effectiveness of social media instruments
- Plan an own event and include the use of social media tools
- Define at least 4 P.I. relevant for the ROI in sports marketing

Day 2: Sports marketing

- Differences between marketing in sports and business
- Marketing models and tools
- Positioning strategies
- Key Value Management
- Measurement of ROI: key performance indicators
- Dilemma's in sport sponsoring
- Describing a decent communication, marketing and sponsoring model for own organization based on presented basic theories and models

Day 3: Event and facility management

- What is sustainability in sports, how does it impact event and facility management in sport.
- Sustainability and leadership
- Which revenues and costs do we face
- The positive and negative societal impact of (sport)facilities
- The relevance of organizing events for sustainable income generation
- define the opportunities and risks in managing a sport
- present examples of sustainable income generating business models based on the identity of their company

Cases: Red Bull, Cultural diversity: The organization of the Olympic games London vs. Tokyo, KNVB, KPMG, The balance sheet of Roda JC vs PSV, What is the “price” of (ex) goal keeper: Ronald Waterreus compared to Ronaldo, Rabobank: How EPO can affect fair play, UEFA: What are ethics in football, Randstad: The experience of Randstad globally in sponsoring the Olympic games and NOC/NSF, F1 Williams: How does a family business the most intensive sport in the world survive, The ARENA Amsterdam: A game changing player in stadium management.

Lecturers: Associate Professor in Marketing and Communications Frans Cornelis, Mark Spelman, Professor in Economics Dr. Aad van Mourik, Professor in Organization behaviour Dr. Geert Heling, Assistant professor in strategy Stuart Dixon, Laura Ipacs, Prof. Dr. Dewanand Mahadew RM MIMgt CIBDE, Oliver Olson MBA, Floris Evers, Martijn van Westerop, Martin Hersman.

Investment: 7.950 euro, 21% btw (if applicable), and overnight stays excluded. All meals during the program are included. Private students and board members of btw-excluded organisations pay 8.750 euro (we share the btw). It is possible to register for just one module (3 days) at a fee of 2.950 euro (btw excluded). Dutch students can have a tax advantage up to 50% of the course fee.

Accommodation: ISMA can mediate in booking rooms at de Baak or any other hotel in Noordwijk.

Registration: www.ism.ac

Information: info@ism.ac



**INTERNATIONAL
SPORTS MANAGEMENT
ACADEMY.**

MSM

**MAASTRICHT
SCHOOL OF
MANAGEMENT**



**de Baak Seaside
Noordwijk**



**Gemeente
NOORDWIJK**



**INTERNATIONAL
SPORTS MANAGEMENT
ACADEMY.**

www.ism.ac

De Baak Seaside (hotel)
in Noordwijk.

