

MSM

MAASTRICHT
SCHOOL OF
MANAGEMENT



Executive MBA in Sports Management

Game-changing your career
and organizational success

Working together for better global management

Executive MBA in Sports Management

I'm delighted to introduce a unique Sports Management MBA to you. People from the sports world, business world and Maastricht School of Management jointly created this top-ranked MBA.

During my career as a professional hockey coach, I learned a lot about team building, innovation and how to maximize team performance. All this knowledge I have used during my time as head coach of the Dutch national women's hockey team, that won the gold medal at the Olympics in 2008 in Beijing. Thanks to my experience collected during my professional career, I'm glad to be involved in the MBA Sports Management program and the possibility to share my knowledge and experience with the new generation of top managers in sports. You are up for a game changing experience that you will not find anywhere else in the world.

I hope that this brochure will make you decide to join us for the Sports Management MBA at Maastricht School of Management. It will be one of the most exciting challenges of your life.

Marc Lammers



About the program

The Executive MBA in Sports Management was pioneered by Maastricht School of Management and SportBizz and is offered in partnership with Topsport Limburg and the Orange Sports Forum in The Netherlands.

It is a demanding but exhilarating part-time program that will equip participants with the management and leadership skills that will boost their careers in the fast-growing global sports and recreation industry.

At the end of the 24-month program you will earn the prestigious title of MBA - an internationally accredited qualification awarded by Maastricht School of Management.

Contribution of the program to a global industry

The sports industry includes a wide range of closely related business sectors that provides goods, services, and experiences related to sports, fitness, leisure and recreation.

Over the past three decades the sport industry has risen to become one of the largest in terms of value added and employment generated. It is estimated to be worth at least US \$600 billion on an annual basis, and growing faster than the world economy on average. In most countries, the sport industry contributes between 1 and 5 percent to Gross Domestic Product. For instance in The Netherlands, one of the top 10 sporting countries in terms of Olympic Medals, the sport industry contributes 1 percent to GDP and directly employs more than 100,000 people. More generally, in the European Union (EU) the sport industry is worth € 300 billion annually and employs 4,5 million people.

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Orange
Sports Forum[®]

“Sport has the power to change the world.”

By Nelson Mandela

Events, TV broadcasts, medicines,
services, merchandise
(€ 108 bn)

Sporting facilities, clubs, infrastructure
(€ 49 bn)

Sport fashion, clothing, horse breeding,
education, equipment
(€ 137 bn)

*The sport industry value chain in the EU
Source: European commission, 2014*



The sport industry has in addition to its huge economic impact also an important social and environmental impact. Sport contributes to individual well-being (mental and physical health) and facilitates social cohesion, teamwork and tolerance. Working in the sport industry results for millions of people in enhanced job and life satisfaction.

In an interconnected and hyper-competitive world successful participation in this dynamic industry requires management and leadership that go beyond reactionary decision-making. It requires sport industry leaders that can shape opinions preferably in a way that promotes the sustainability of their organization and the sustainability of their local communities - that deals comprehensively with the entire sports ecosystem consisting of media, fans, leagues, brands, clubs, players and governance structures. It requires industry leaders that can think and act differently: innovating not only to create new markets in sports and sport events for their firms, but also to promote societal innovation in how people across cultures interact and gain from organized sports. And it requires industry leaders who can ultimately change the game rules - including ethics- of sport business in a positive manner.

This new Executive MBA in Sports Management departs from the belief that developing these industry leaders and managers needs to be based on a solid foundation and understanding of sport business as an international, multi-cultural business, characterised by innovation, where modern management principles apply.

The degree program therefore aims to take the essentials of marketing, finance, economics, business analytics, entrepreneurship and project management and apply these to the business of sports, including consumer markets for sport products, sport events, and others.

"I am a true believer in Nelson Mandela's quote that sport has the power to change the world. To make this happen the sports industry needs good leaders. With the Executive MBA in Sports Management you will develop the knowledge and skills to become a good leader and to make a difference in the sports world."



Hans van Breukelen. Former goalkeeper of the Dutch National Football Team, Member of the Supervisory Board of PSV Eindhoven and Chairman of the Foundation of Sports & Technology



Why should you choose the Executive MBA in Sports Management?

1. Unique focus on the key elements of managing sports businesses
2. International accreditation and recognition
3. Flexible and modular design
4. Practice-oriented program
5. A diverse and global network
6. Inspiring locations

Unique focus on the key elements of managing sports businesses

The Executive MBA in Sports Management is an innovative and dynamic program designed for top-class sports players and professionals with the ambition to grow into senior management and leadership positions in sports management. In the specialization phase of the program you are thoroughly immersed in understanding the key elements of managing sports businesses. Four in-depth courses prepare participants in the following areas:

- Sports marketing and sponsorship - communication, media, rights, licenses
- Event and sport facilities management
- High performance management in sports
- Legal issues, liabilities and ethics in sports

International accreditation and recognition

All MBA programs at MSM are internationally accredited by AMBA, IACBE, and ACBSP. This means that you can be assured that the program meets the highest global standards. Additionally the Executive MBA in Sports Management is accredited by NVAO (Dutch-Flemish Accreditation Organization). It is hence fully recognized by the Dutch Government. Only a select few business schools enjoy these accreditations. For instance, only 2% of business schools have received the coveted AMBA accreditation. MSM's MBA is ranked #2 in the Netherlands and #11 in Europe, according to Eduniversal's 2015 Best Masters ranking and draws on MSM's more than 60-year experience in management and business education. It was one of the three nominees of the Nuffic Orange Carpet Award in 2014, as a recognition of its contribution to the internationalization of higher education in the Netherlands. MSM was a finalist for the 2014 Association of MBAs innovation award.



The value of an MBA degree

The MBA degree is the gold standard in management education. Survey after survey confirms that MBA graduates boost their career prospects and outcomes.

According to the Graduate Management Admission Council (GMAC) 2015 Corporate Recruiters Survey:

Around 84 percent of companies surveyed intended to employ new MBA graduates - and increase compared 74 percent in 2014. In the case of European companies, around 56 percent of companies interviewed plan to employ more MBA graduates.

According to the Association of MBAs (AMBA):

- 96 percent of employers worldwide believe that hiring graduate business school alumni creates value to their firms
- 63 percent of MBA graduates from AMBA-accredited schools (such as MSM) received a bonus or commission last year.

Flexible and modular design

The design of the part-time Executive MBA program enables you to balance the pressures of work with study. To be completed in 24 months, the program includes conveniently paced lectures and classes conducted through a number of spread-out modules, minimizing the time that you need to spend away from work. Each module consists of eight full-time days (including weekends) of classes (lectures and course related field trips).



Practice-oriented program

The Executive MBA takes a practice-oriented approach focusing on putting the acquired theoretical knowledge into practice. During the program this is facilitated through course related field trips and guest lectures by experts. Each eight-day module consists of lectures, case studies, and includes field trips and guest speakers with a direct link to the course topic. Various sports federations and companies such as KPMG, Royal HaskoningDHV, AON, Impeco, Amsterdam ArenA, Gracernote, Brightlands, FIBA Media & Marketing Services, Infosys and Hybercube Business Innovation have endorsed this education program and will complement the academic content of the course with practical case studies. During the program you will work on projects which are focused on applying your knowledge to solve real business issues. You round off your Executive MBA degree with either a thesis on a sports management issue or a report that dissects and analyses a field experience in which you have worked on a concrete management problem in a sports organization. This will offer you the opportunity to directly apply the newly gained knowledge into the daily practice of your organization.

A diverse and global network

MSM is one of the most international business schools in the Netherlands with a large network of students, alumni and partners across the globe. Its various management programs and activities attract participants from many countries, professional backgrounds and areas of interest, offering you the opportunity to significantly expand your international network. As part of our teaching methodology group study emphasizes working efficiently and effectively in multi-cultural groups - an invaluable skill for all leaders and managers. Group study enables you to benefit from the experiences of others - group members are selected at random to maximize learning opportunities in an environment designed to foster collaboration with fellow participants from different cultures and work environments. The Executive MBA provides excellent opportunities to enhance intercultural communication skills.

“The KPMG presentation made us understand the impacts of the financial structure from a real football club. A very lively way of experiencing accounting in business.”

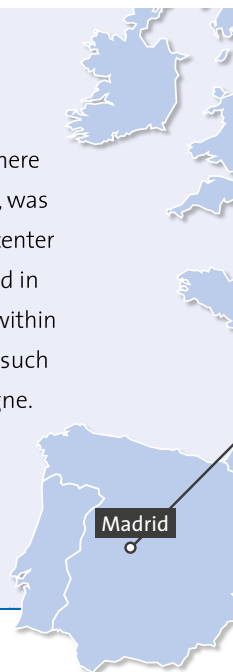


Urs Egli, Switzerland.
Head of Product Management,
Development and Innovation -
LK International AG. Participant MSM
Executive MBA 2016



Inspiring locations

The program will take place in the historical and beautiful city of Maastricht, a 2000-year old city where the Treaty of Maastricht that established the EU, was signed in 1992. This Univer-City is the intellectual center of the southern Netherlands. Strategically located in the dynamically growing EU Region, Maastricht is within 2-3 hours travel from important European cities such as Amsterdam, Brussels, London, Paris, and Cologne.



Curriculum

The **70 ECTS*** program can be completed over a two-year period consisting of eight modules as well as the completion of a final project.

PHASE	COURSES	EDUCATIONAL HOURS**	ECTS	
Understanding Finance	• Finance	84	3	
	• Accounting for Managers	84	3	
Developing a Business	• Entrepreneurship	84	3	
	• Digital Transformation	84	3	
Business research Tools	• Research Methods	84	3	
	• Decision-Making Tools	84	3	
Creating Value	• Marketing in a Global Context	84	3	
	• Global Supply Chain Management	84	3	
Strategic Orientation	• Economics for Managers	84	3	
	• Global Corporate Strategy	84	3	
Changing World	• Leadership and Organizational Behaviour	84	3	
	• Change Management	84	3	
Global Responsibility	• Managing Cultural Diversity	84	3	
	• Corporate Responsibility and Ethics	84	3	
Specialization	• Sport Marketing and Sponsorship	84	3	
	• Event and Sport Facilities Management	84	3	
	• High Performance Management in Sports	84	3	
	• Legal Issues, Liabilities and Ethics in Sports	84	3	
Final paper	Academic Research Paper / Business Consultancy Project / Business Plan, including presentation	448	16	
		TOTAL	1960	70

* The European Credit Transfer and Accumulation System (ECTS) is a student-centered system based on the student workload required to achieve the objectives of a program.

** 1 ECTS corresponds to 28 hours of study (includes both face-to-face and self-study)



Part of the program will also be offered in Eindhoven, a dynamic high-tech hub and location of the Orange Sports Forum and in Sittard, a hub of top-level sporting facilities only a few minutes travel from Maastricht and the location of Topsport Limburg's High Performance Center. Additionally during the program you will have the opportunity to study abroad at an attractive sports related location.

The Specialization Phase

The Executive MBA in Sports Management introduces participants to the foundation and core of management science. While it is applied to the business of sports through case studies, readings, discussions, guest lectures and dissection of mutual experiences, the content is general enough to be applicable and transferrable also to other industries. In the specialization phase of the program participants are thoroughly immersed in understanding the key elements of managing sports business. The following in-depth courses are taken:

Sport Marketing and Sponsorship

This specialization course applies the principles of marketing to the sports sector, including the management of sponsor relationships. Among others, the subject covers: marketing through sponsorships, fundraising, brand management, licensing, sport media and communications, marketing communications and management, distribution product decisions, pricing and promotion.

Event and Sport Facilities Management

The organization of sports events requires specialized knowledge of event and facilities management. Sports arenas are unique environments and this course prepares students for becoming effective managers of these environments. Not only does the design, maintenance, and full utilization of athletic facilities require specialized competences of the sports manager, also the planning, implementation, and evaluation of sport events is an important part of the course.

“If you have the ambition to fulfill a leading position in the sports industry, you need a thorough education. There are not many sports related programs on offer which you can compare to this Executive MBA program. There are educational programs having a kind of sports flavor, but there is nothing comparable to this MBA program.”



Ronald Waterreus, the Netherlands

Former professional goal keeper at various (inter)national top clubs and the Dutch national team. Participant Executive MBA 2016

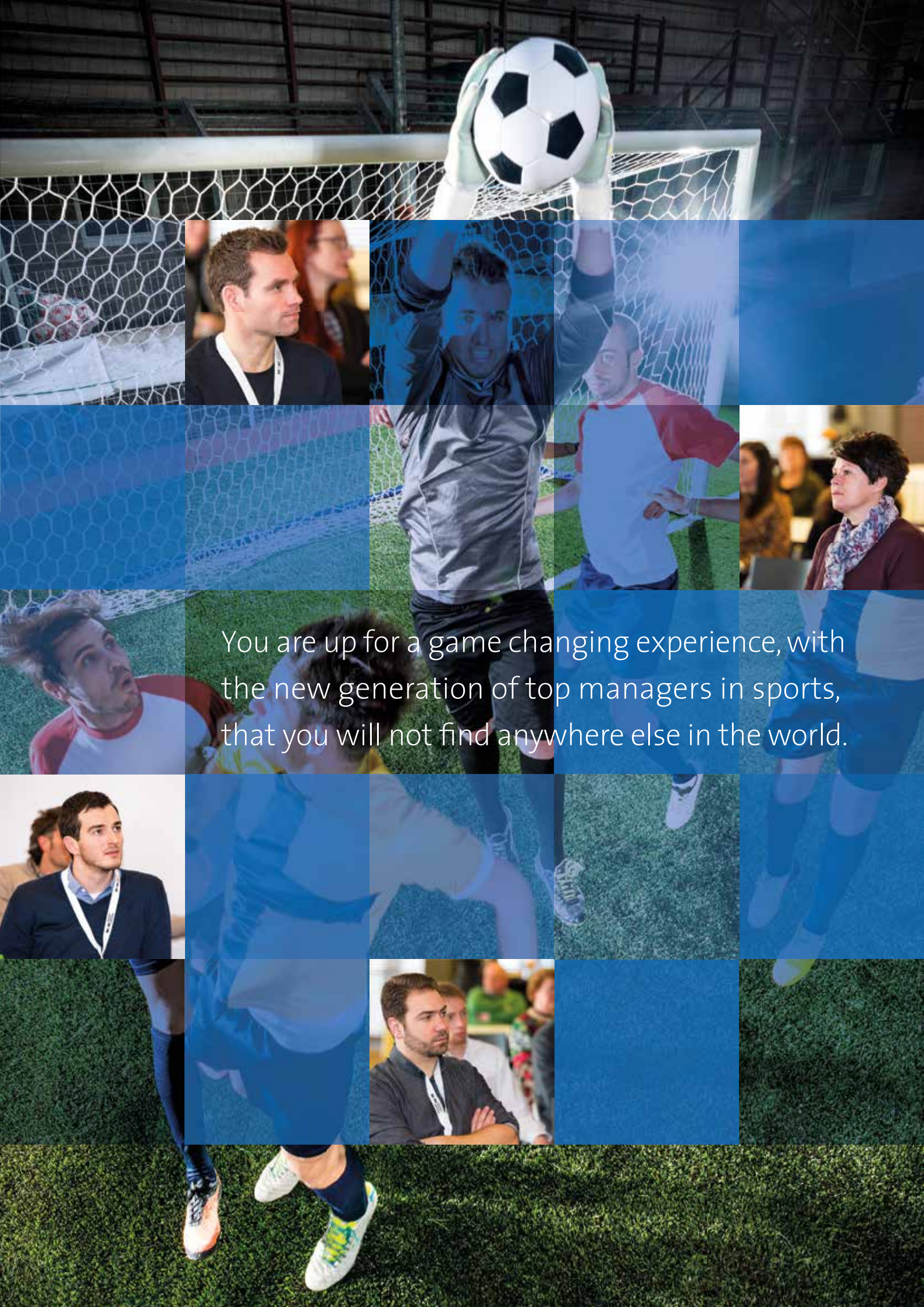
High Performance Management in Sports

The development of high performing athletes and teams is obviously of great importance to sport organizations. The course discusses among others the identification and development of talent, the design and implementation of effective high performance programs in sport, and the key challenges in managing elite athletes, sports people and teams. The course will draw on real-world cases introduced by prominent guest speakers from the world of top sports.

Legal Issues, Liabilities and Ethics in Sports

This course introduces the legal issues that are important within the contexts of sports enterprises and prepares participants for dealing with the legal ramifications of the sporting world. In addition the course introduces ethical issues important in the sports business. Students will be introduced to philosophical theory that has relevance for the moral and ethical development of sports people, as well as guided in the development of a consistent value system that is based on justice and responsibility.





You are up for a game changing experience, with the new generation of top managers in sports, that you will not find anywhere else in the world.

Practical information

Admission requirements and procedure

- Minimum Bachelor's degree from a recognized university.
- You have completed four online levelling courses (contact Admissions Office for more details), OR you have a GMAT of 600 or higher OR a GRE of 600 or higher.
- Non-native English speaking candidates and candidates whose previous education has been in a different language than English must submit evidence of English proficiency. Minimum TOEFL score: 88 internet-based test or 570 paper-based test OR IELTS score of 6.5 academic test.
- You have at least five or more years of relevant working experience, obtained after your Bachelor's degree.
- Two professional letters of recommendation
- A letter of motivation (structure and criteria of this letter can be found on our website, under the admissions section of the Executive MBA in Sports Management program)
- Personal résumé/ CV
- An interview (at the discretion of MSM).

Cost and scholarships

The tuition fee of the programme is **€ 28,500**. MSM has a selected number of scholarships available. For a full overview of the financial details, please refer to our website www.msm.nl/EMBA-sportsmanagement

More information

Please refer to the website www.msm.nl for program start dates, exact application deadlines, full admission procedure and financial details, or contact us at admissions@msm.nl

Apply now

Candidates are admitted on a competitive basis. To apply please fill in the online application form on the MSM website: www.msm.nl/apply-online

Note: All information in this brochure might be subject to change. Please check our website for the most up-to-date information: www.msm.nl/EMBA-sportsmanagement

▼ Executive MBA students on a work visit at the Amsterdam Arena.

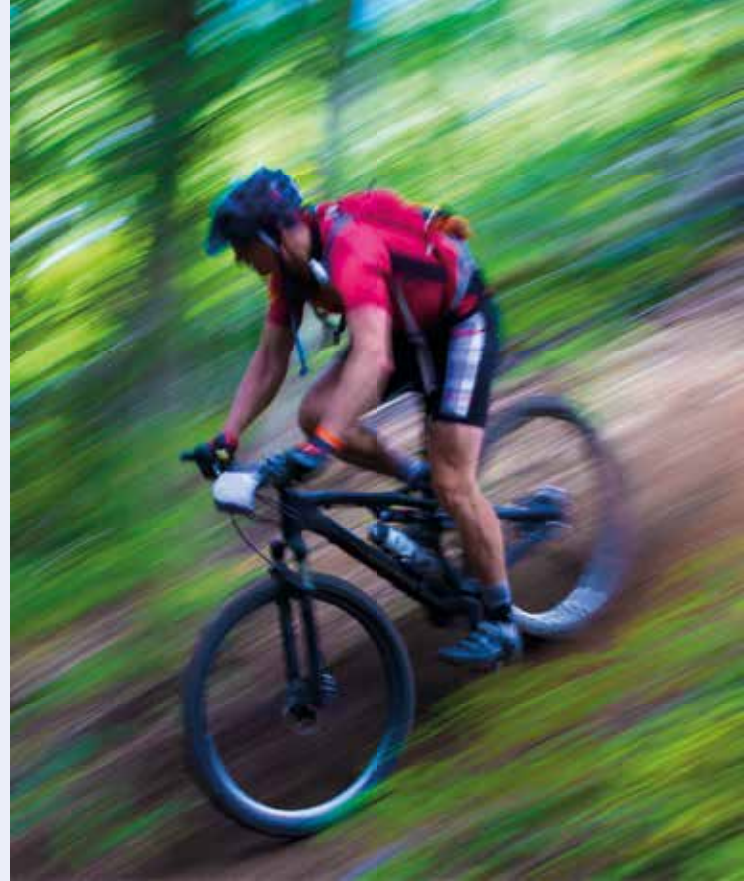


Maastricht School of Management (MSM)

Founded in 1952, Maastricht School of Management (MSM) is one of the oldest and most international business schools in the Netherlands. MSM offers research-driven and internationally accredited MBA, MSc and MM degrees, as well as many shorter professional and executive courses. It is located in the beautiful historical city of Maastricht in the Netherlands - right in the heart of Europe. Around 1,000 students graduate every year from MSM's programs, and MSM alumni occupy top positions in business, government and academia. MSM has been recognized for its innovativeness by the AMBA, and for its contribution to the internationalization of Dutch Higher Education, by the Nuffic.

SportBizz

The international sports business agency SportBizz was founded in 2004 by Camil Smeulders and John van de Laar. Both hold an academic degree in business economics and have a combined experience in the international sports business of more than 30 years. Sport and business are in the DNA of SportBizz that is active in 4 lines of business connected to sports: Innovation, Internationalization, Education and Ventures. SportBizz helps her clients to grow their existing and future business. Over the years SportBizz has built an extensive board room level network in the international sports, public and business community. SportBizz amongst others is co-founder of Orange Sports Forum, the renown Global Champions Tour, the World Dressage Masters and now the Executive MBA in Sports Management.



Topsport Limburg

Topsport Limburg offers the youth in the province of Limburg the possibility to realize their sport aspirations in an environment with Olympic ambitions. It is a dynamic and diverse network of professional partners with a distinguished record within the sports networks of Limburg. Through the services of these professional partner organizations, Topsport Limburg strives to create an excellent top sport environment in Limburg. Topsport Limburg has offered its expertise and network to contribute to the success of the Sports Management Executive MBA.

Orange Sports Forum

Orange Sports Forum (OSF) is a platform for the promotion of companies, organizations and institutions affiliated to Dutch sport. It is about 'hardware' (infra-structure, accommodations, financing, advising, etc) and 'software' (training, coaching, education, organization, sports marketing, etc). OSF maps the opportunities for Dutch companies and creates a platform where Dutch companies and institutions can get in contact with clients and possible partners from new markets. Orange Sports Forum will incorporate the expertise of its members and extensive network of 300+ companies and institutions to enrich the program with living cases and guest lectures giving students a unique opportunity to learn from the best in the world of sports.



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