



SPORT MANAGEMENT

'THE SECRET TO WINNING IS CONSTANT, CONSISTENT MANAGEMENT.'

— Tom Landry



Sport is more than just a game—it can also be a way of life, and often a big business. In the Sport Management master's programme at the School of Business and Economics and the Faculty of Sport, you will build key competencies in the areas of managing sports organizations, developing strategies in sports organisations, managing sports facilities and sports events, dealing with people in sports organisations, financing sports organisations, marketing in sports, etc. which will help you solve the most complex managerial challenges in business practice.

GRADUATE PROGRAMME

SPORT MANAGEMENT

WE MAKE SURE THAT YOU

- Acquire up-to-date knowledge in a carefully designed programme structure
- Gain valuable practical experience and skills
- Build a valuable professional network
- Create a good basis for employment

The 5th best programme in the world

The SEB LU Master in Sport Management is ranked as the 5th best programme in the field of Sports Management in the world by Eduniversal rankings.

The high ranking of the programme is the result of dedicated and hard work and a proof that we offer exceptional knowledge and skills in the field of sports management.

GENERAL CURRICULUM

1st year

1st semester

Management in Sport

Humanistic and Social Issues in Sport

Organizational and Legal Issues in Sport

2nd semester

Human Resource Management in Sport

Marketing in Sport

Finance and Accounting in Sport

* Research Methodology

* Methodology in Sport

2nd year

3rd semester

Strategic Management in Sport

Management of Sport Facilities

Management of Sport Events

Research-Consulting Project in a Sport Organization

4th semester

** ELECTIVE COURSE

MASTER THESIS

* Student selects one of the two offered obligatory courses type 11

** Students may choose any subject at any higher education institution which is properly accredited and has at least 6 ECTS

** The list of possible electives will be published at the beginning of the academic year.