

International Sport Management (ISPM)

This programme will give you a range of skills in such areas as sport event management, communication, sport finance and sport marketing. It combines theory with a practical focus that includes a study trip in Europe. You'll do internships in years 2 and 3 and develop the mindset you need to be both a team player and a game changer. Just what you need for a successful career as a sports manager or perhaps picking up a master's along the way.

Contact our Indonesian Representative for more info, to apply, or to book a Counseling Session: +62 813-8880-0069 (WhatsApp)

- ✓ 3 years
- ✓ The Hague, Zuiderpark Sports Campus

Curriculum				
	BLOCK 1	BLOCK 2	BLOCK 3	BLOCK 4
Year 1	<ul style="list-style-type: none"> • Introduction Week • Sport – Team Skills • Research 1 • Personal Leadership • Intercultural Communication 1 • Sport Economics • Introduction to Sport Management • Personal Professional Development 	<ul style="list-style-type: none"> • Sport – Presentation Skills • Sport Marketing • Event Management 1 • Intercultural Communication 2 • Sport Finance 1 • Sport Sociology • Personal Professional Development 	<ul style="list-style-type: none"> • Sport – Leadership Skills • Research 2 • Sport Sponsorship/Sales • Project Management • Management & Organisation • Sport Philosophy/Ethics • Personal Professional Development 	<ul style="list-style-type: none"> • Sport – Goal Setting Skills • Sport Media • Project Management • Venue Management • Strategic Management • Sport Development • Fieldtrip • Personal Professional Development
Year 2	<p>Minor: with possible choice of Global issues in football management; Sport event & Volunteer Management</p>	<p>Minor: with possible choice of International Sport Law and the Role of the Sport Agente; Sport event & Volunteer Management</p>	<p>Research 3</p> <ul style="list-style-type: none"> • PR in Sports • Human Resource Management • Event Management 2 • Sport Policy • Personal Professional Development 	<p>Internship</p> <ul style="list-style-type: none"> • Personal Professional Development
Year 3	<p>Research 4</p> <ul style="list-style-type: none"> • Marketing Plan • Entrepreneurship 1 • Sport Finance 2 • Legal Issues in Sport • Personal Professional Development 	<p>Research 5</p> <ul style="list-style-type: none"> • Entrepreneurship 2 • Sport Tourism • Strategic Advice • Elective Credits • Personal Professional Development 	<p>Graduation Project</p>	<p>Graduation Project</p>

What you might become

- Sports Event Manager
- Game Operations Manager
- Tournament Planner
- Broadcaster
- Sports Information Manager
- Community Development
- Coordinator/Manager
- Sports Camp Director
- Advisor
- Sport Coordinator
- Venue Manager
- Sports Marketer
- Sport Analyst
- Sport Entrepreneur

Please check www.thehagueuniversity.com/ispm for the most up-to-date information on the curriculum.