



## Sport Management online programme

### Contents of the programme

- The Sport Management programme is a two-step degree:
  - The first step (4 semesters full time) is an AP programme in "Service, Hospitality and Tourism Management" with specialization in Sport & Event.
  - The second step (3 semesters full time) is a top-up BA programme in Sport Management.
  - When finishing the AP programme (Service, Hospitality & Tourism Management) the student will need to apply for the top-up BA programme. There's no guarantee beforehand, although UCN expresses that it's likely for AP students to be able to continue, based on selection.
- The courses and subjects are related to the sport industry and include key areas like:
  - marketing
  - management
  - economics
  - methodology
  - law
  - communications
  - event planning
  - strategy
- Doing both parts of the programme, the total duration is 7 semesters (4 + 3 semesters = 3½ year if full time).
- The programme is a full-time study. On average there's be 12-14 lectures per week along with assignments, group work, literature reviews etc. Time consumption will depend on individual study skills and individual involvement.
- Study principles is a mix of lecturing, sparring through dialogue, literature reviews (readings), assignments, case studies and discussions, group work, and guest lectures.
- There will be a period of internship during each programme - one during the AP programme and one during the top-up programme. Each internship has a duration of three months. Finding internships is the student's responsibility. UCN have a network of internship partners, but an internship in your own club is also a possibility. Unions will try to assist in locating internship places.
- The course offers skilled teachers, experienced with international students.



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- Job opportunities from this education include:
  - Sport Consultant
  - Club Manager
  - Key Account Manager
  - Sport Marketing Coordinator
  - Sport Executive
  - Event Coordinator
  - Project Manager
  - Cooperate Hospitality Manager
  - Sponsorship Manager
  - Marketing Manager
  - etc.
- The programme is dedicated to sport management, but provides generic qualifications useful in other business fields as well – e.g. event management
- Start date of programme: **September 1st**
- **IN-DEPTH INFORMATION ABOUT THE COURSES IN THE PROGRAMME**  
If you are interested in more information about the courses in the programme, you can download the "*Service, Hospitality and Tourism Management*" and "*Sport Management*" curriculums from the links below. Notice, that the curriculums are for the ordinary programmes (not the online study), so do not mind the programme structures, teaching methods etc. in the curriculums, as these are not made with online education in mind.
  - [Service, Hospitality & Tourism Management curriculum](#)
  - [Sport Management top-up degree curriculum](#)

### **Principles of FIFPro Online Academy**

- 100% online-teaching based on solid online systems (Canvas (LMS) and Panopto/Adobe Connect).
- Recorded lectures that can be accessed whenever and wherever
- Academic mentor assigned to each student, who will assist in all academic matters and monitor your progress
- Online supervision and Q&A sessions (e.g. Skype meetings) with teachers and academic mentor within office hours
- Online study groups with fellow students
- No travel activity
- Exams will be taken online (e.g. using Skype or virtual classroom)
- Flexibility is built into the programme to help you balance your sports career and studies (e.g. when planning exams in the exam periods). In exceptional circumstances additional flexibility can be granted.





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- Danish television has broadcasted a presentation of the FIFPro Online Academy setup. Although the speech is in Danish, there are English subtitles in the video. We recommend you watch this video to get a feel of the online structure:
  - [http://www.youtube.com/watch?v=8TL\\_L2SFSNI](http://www.youtube.com/watch?v=8TL_L2SFSNI)

### **Free of charge; other costs**

- Free of charge for EU-citizens
- Single 300 EUR admission fee to FIFPro, financing guest lectures and other improving elements
- Expected 200 EUR for books etc. pr. semester (no books needed in periods of internship)
- Tuition fee (**only for non-EU citizens**):
  - 1st - 3rd semester: EURO 4,300 for each semester
  - 4th semester: EURO 3,400
  - 5th and 6th semester: EURO 4,300 for each semester
  - 7th semester: EURO 3,400

### **Admission requirements and English skills**

- Admission requirements include:
  - a high school/secondary school degree - see the specific admission requirements for your nationality here:  
<http://fivu.dk/en/education-and-institutions/recognition-and-transparency/find-assessments/entry-to-higher-education>
  - English corresponding to Danish B-level
  - Math corresponding to Danish C-level or managerial economics corresponding to Danish C-level
- If the academic requirements are not entirely fulfilled, an individual evaluation of practical competences can be made based on relevant work experience, involvement in extracurricular activities or work, additional proficiency (e.g. parts of higher education level courses, summer school or other upper secondary level courses) etc.
- Besides fulfilling the admission requirements (including English corresponding to Danish B-level) applicants from non-English speaking countries will be provided with an online English test (Oxford Placement Test), to ensure an English level sufficient for academic purposes.  
Applicants from the following countries do NOT need to do an English test:
  - Scandinavia (Norway, Sweden, Finland)
  - Germany
  - Holland

### **Application deadlines**

- Deadline for starting the application process: **March 1<sup>st</sup>**





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- To ensure enough time for applying and acquiring needed documents, we advise all candidates to start the application procedure before March 1<sup>st</sup>
- Final deadline for applying: **March 15<sup>th</sup>**
  - Application **MUST** be completed before March 15<sup>th</sup> – including all documents being acquired and uploaded in the application system

