



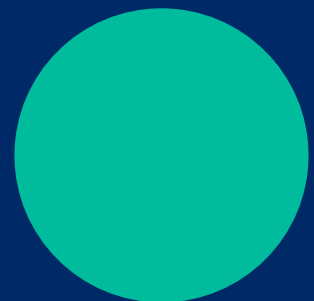
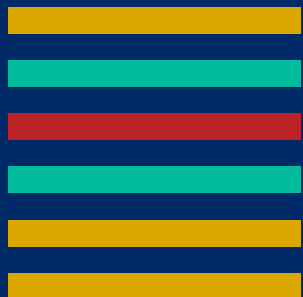
EXECUTIVE PROGRAMS 2026

Empowering the next generation of sports leaders.



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WELCOME TO ASE ATHLETICS

Empowering African talent through sport, data, and opportunity.

We are building a global future for African athletes, powered by innovation, education, and inclusion. Thank you for being part of the journey.

**Prof. Leonard Wantchekon –
Founder of ASE and ASE
Athletics**

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ABOUT US

What is ASE Athletics?

We are the sports division of the African School of Economics (ASE), which was co-founded by Leonard Wantchekon and Princeton University. Our main goal is to find the best development opportunities for our talent, both on and off the pitch and across the African continent and abroad. We plan to do so through our own talent programmes, best-in-class facilities and by leveraging existing and new partnerships.



Innovation & Technology



Expert-Led Learning



Industry Network



**WHY CHOOSE
ASE
ATHLETICS?**

Global Perspective



Promoting Sports Development in Africa



Practical & Career Focused



ALL PROGRAMS FORMAT



Modality: 100% Online



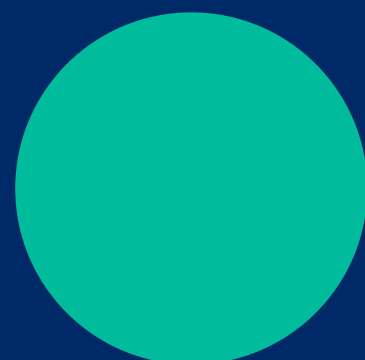
Duration: 6 Months of academic training + 1 Month of Professional Internship



Language: English



Start Dates: March & October 2026



SPORTS BUSINESS MANAGEMENT



ABOUT THE PROGRAM

The Sports Business Management is designed to prepare athletes, aspiring managers, and professionals to lead and innovate within the modern sports industry.

In an increasingly global and competitive environment, understanding the business, governance, and strategic dynamics behind sports is key to building sustainable and impactful careers.

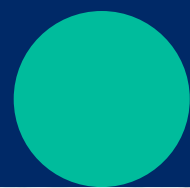
This 100% online program combines academic excellence, practical learning, and industry engagement to help participants develop the knowledge and skills required to excel in sports organizations, clubs, federations, and entrepreneurial ventures.



PROGRAM STRUCTURE

WHO SHOULD APPLY?

- **Current and former athletes** seeking to transition into leadership or management roles.
- **Sports professionals** aiming to strengthen their strategic and operational capabilities.
- **Students and graduates** passionate about the intersection of business, management, and sports.
- **Entrepreneurs** interested in launching projects or startups in the sports industry.



CAREER OPPORTUNITIES

Graduates of the Sports Business Management Program are prepared for a wide range of roles, including:

Potential Career Paths

- **Club or Federation Management**
- **Event and Operations Manager**
- **Sponsorship & Partnerships Executive**
- **Athlete Representation and Brand Management**
- **Sports Marketing and Communications**
- **Innovation & Development Consultant in Sports**

SPORTS DATA ANALYTICS



ABOUT THE PROGRAM

The Executive Program in Sports Data Analytics + Business Intelligence equips sports professionals, analysts, and executives with the skills to leverage data for smarter, evidence-based decisions in sport.

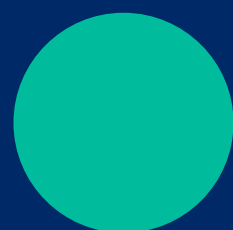
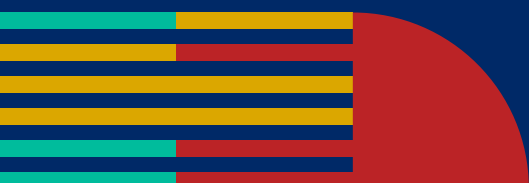
Through a blend of theoretical foundations and practical applications, participants learn to transform raw data into strategic insights that enhance performance, optimize team management, and drive business growth.

The program also includes practical training with **Savvyo Analytics**, ASE Athletics' proprietary performance and data analysis software, giving participants direct exposure to the tools shaping the future of sports.



WHO SHOULD APPLY?

- **Sports professionals and executives** seeking to integrate data-driven strategies.
- **Analysts, scouts, and coaches** aiming to improve performance evaluation and team planning.
- **Graduates and professionals** interested in the intersection of sports, data, and technology.
- **Entrepreneurs and managers** in developing sports markets, especially in Africa, looking to implement modern analytical tools.



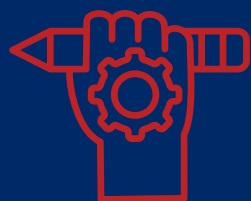
PROGRAM STRUCTURE



SAVVYO ANALYTICS

The programs will include the use of an innovative sports analytic platform develop by ASE Athletics to

How Savvy Enhances the Program?



Hands-On Learning with Real Sports Data

Students work directly with authentic datasets provided through Savvy's platform



Practical Application Across Modules

Savvy Analytics is integrated into every stage of the program



Skill Development with Industry Relevant Tools

Students develop competencies that are immediately transferable to the sports industry



Supporting Sports Development in Africa

Savvy is a key tool for our mission to empower African sports organizations with data-driven capabilities.

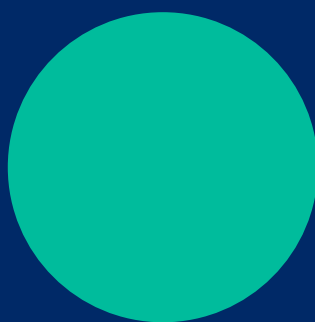


CAREER OPPORTUNITIES

The program's combination of analytical, strategic, and business intelligence training prepares participants to create measurable impact within professional clubs, federations, and sports technology organizations.

Potential Career Paths

- **Sports Data Analyst**
- **Performance Analyst**
- **Business Intelligence Specialist.**
- **Sports Scientist (Data Focused)**
- **Scout or Recruitment Analyst**
- **Sports Strategy Consultant.**
- **Data & Technology Manager in Sports Organizations**
- **Entrepreneur in Sports Technology**



SPORTS LAW & SUSTAINABILITY



ABOUT THE PROGRAM

The Sports Law & Sustainability Program prepares professionals, administrators, and athletes to lead the sports industry with integrity, accountability, and vision.

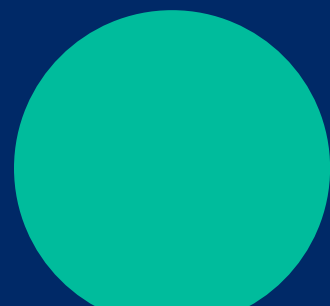
Participants will gain the knowledge and practical tools to address legal, ethical, and environmental challenges in modern sport, from governance and compliance to sustainability policies and athlete rights.

Designed with a global perspective and a strong focus on sports development in Africa, this program empowers participants to promote fair play, protect institutions, and build sustainable models for long-term success.



WHO SHOULD APPLY?

- **Sports managers, administrators, and legal professionals.**
- **Athletes and executives** interested in sports governance or compliance.
- **NGO leaders and policymakers** in sports development.
- **Professionals aiming to strengthen legal and ethical standards** within African sports institutions.



PROGRAM STRUCTURE

CAREER OPPORTUNITIES

Potential Career Paths

- **Sports Law Advisor or Legal Consultant**
- **Compliance or Integrity Officer**
- **Governance & Policy Manager**
- **Sustainability Coordinator for Clubs or Federations**
- **CSR & Ethics Specialist in Sports Organizations**
- **Regulatory Affairs or Risk Management**

Professional

These roles are increasingly vital as the global sports industry and especially African federations, pursue ethical, transparent, and sustainable operations.



PRICE & PAYMENTS FOR ALL COURSES

Reservation Fee: 500€

- The reservation fee secures your place in the program.
- It will be deducted from the total amount of the tuition fee.

Tuition Fee: 2,300€

You can choose one of the following payment options according to your convenience:

Option 1 – Single Payment

- €2,300
- Payment due 1 month after the program start date.

Option 2 – Two Installments

- €1,150 + €1,150
- Payments due 1 month and 3 months after the program start date.

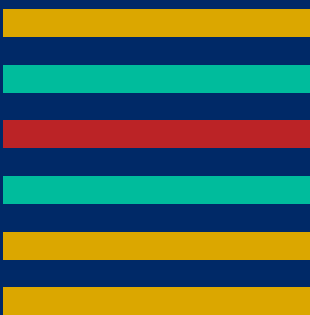
Option 3 – Three Installments

- €760.70 + €760.70 + €760.70
- Payments due 1 month, 3 months and 4 months after the program start date.

Total Price: 2,800 €



OUR PARTNERS



GET IN TOUCH



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contact@aseathletics.com



<https://aseathletics.com/>

