

# Sports Business & Management

A seven-month executive program preparing athletes, aspiring managers, and professionals to lead and innovate within the modern sports industry — with a focused lens on Africa's growing role in the global sports market.

<b>MODALITY</b> <b>100% Online</b> 1 weekly live class	<b>DURATION</b> <b>7 Months</b>	<b>STRUCTURE</b> <b>6 Modules + Capstone</b>	<b>STARTS</b> <b>Sept. 2026</b>
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## THE PROGRAM

### Lead and innovate in the **business of modern sport.**

Participants gain a comprehensive understanding of the sports business ecosystem — combining academic excellence, practical learning, and direct industry engagement to develop the skills needed to excel in clubs, federations, and entrepreneurial ventures.

Designed with a global perspective and a strong focus on Africa's expanding role in the sports market, the program empowers participants to design sustainable business models, build powerful brands, and drive long-term growth.

#### KEY ADVANTAGES

- Comprehensive understanding of the global sports industry
- Leadership and strategic skills development
- Career advancement and industry networking opportunities
- Expert instructors and senior industry mentors
- Global perspective with strong African relevance

CURRICULUM

## What you will learn

- How to design sustainable business models that drive innovation and commercial growth in sport
- How leading sports brands are built through marketing, sponsorship, and digital fan engagement
- Financial management, governance, and international collaboration across sports organisations

SIX MODULES

- 01 Business of Sport in Africa
- 02 Competitions & Events
- 03 Digital & Data Management
- 04 Financial Management & Investment
- 05 Governance & Ethics
- 06 Sport Marketing & Sponsorship

WHO IT'S FOR

## Designed for leaders in sport

- Professionals strengthening strategic and operational capabilities in the sport industry
- Entrepreneurs launching projects or startups in sport
- Current and former athletes transitioning into leadership or management roles

CAREER OUTCOMES

Club / Federation Management	Event & Operations Manager
Sponsorship & Partnerships	Athlete Representation & Branding
Sports Marketing & Comms	Innovation & Development Consultant

— FINAL PROJECT

## A high-impact capstone, evaluated by a global industry jury.

Every Executive Program concludes with a real-world initiative developed in collaboration with key players in the sports industry. Participants apply their learning to solve tangible business problems, build innovative strategies, or launch new ventures.

INVESTMENT

**€1,785** Total program fee

**Payment options:** Bank transfer or Stripe card payment, in full or in instalments.

**Reservation fee 15%** — secures your place in the program.

APPLY NOW

**Cohort begins September 2026**

Limited places. Reserve yours through the ASE Athletics admissions team.

Approval: 80% live-class attendance · timely submission of all coursework