

UNIVERSITY DIPLOMA IN SPORTS MANAGEMENT

Main Language of Instruction:French ☐ English ☒ Arabic ☐**Campus Where the Program Is Offered:** CFDSS**OBJECTIVES**

The UD in Sports Management aims to:

- Develop students' strategic and managerial skills in the sports industry.
- Prepare students to design and manage sports projects, events, facilities, and organizations.
- Strengthen students' competencies in sports marketing, sponsorship, branding, and entrepreneurship.
- Promote innovation and contribute to the professionalization of the sports sector at local, regional, and international levels.

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

By the end of this program, students will be able to:

- Analyze the challenges and development trends of the sports industry using relevant tools and techniques.
- Develop management policies for national and international sporting events.
- Design and implement sporting events using appropriate digital tools.
- Manage, monitor, and improve the performance of sports organizations.
- Develop and apply ethical and responsible management practices.

ADMISSION REQUIREMENTS

Applicants must hold a Bachelor's degree (Bac+3) or an equivalent university qualification.

PROGRAM REQUIREMENTS**18 Credits: Required Courses (18 credits)****The UD consists of three modules (6 credits each). Each module includes three courses worth 2 credits each (9 courses in total).****Required Courses (18 Cr.)**

Olympic System and International Sports (2 Cr.), Strategic Management Tools and Principles (2 Cr.), Strategic Innovation, Business Design & Entrepreneurship (2 Cr.), Sport Events Organization and Management (2 Cr.), Project Management Framework (2 Cr.), Sport Facility Management (2 Cr.), Sports Marketing (2 Cr.), Sponsorship in Sport (2 Cr.), Advertising and Brand Development (Branding) (2 Cr.).

COURSE DESCRIPTION

0080SISF1	Olympic System and International Sports	2 Cr.
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This course enables students to:

- Understand the governance of international sport, including the role of the International Olympic Committee, international sports federations, and the Olympic System.
- Identify the main characteristics of Olympic sports, the different editions of the Olympic Games, and the core values and objectives of the Olympic Movement.
- Analyze the contribution of sport and the Olympic Games to international relations, cooperation, mutual understanding, and harmony among nations.
- Explore the history and global development of modern sport, including the role of Olympic Solidarity and other international support mechanisms.

oo8PMFRF1	Project Management Framework	2 Cr.
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This course enables students to:

- Apply project management principles to major sports events.
- Manage project cost, scope, time, quality, and services.
- Assess feasibility, manage risks, and develop project portfolios.

oo8SEOMF2	Sport Events Organization and Management	2 Cr.
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This course enables students to:

- Analyze the sports event industry and the role of the event manager.
- Develop leadership, time management, and team coordination skills.
- Understand bidding, budgeting, lobbying, policies, and committee management.
- Plan and organize sports events efficiently while optimizing resources and venue utilization.

oo8SIBDF1	Strategic Innovation, Business Design & Entrepreneurship	2 Cr.
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This course enables students to:

- Transform ideas into innovations and viable business opportunities.
- Identify new market opportunities in sport and develop them into products or services.
- Use competitive intelligence to monitor trends, market changes, and competitor strategies.

oo8SMTPF1	Strategic Management Tools and Principles	2 Cr.
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This course enables students to:

- Analyze the main structural features of the sports industry and the relationships among sports leagues, federations, and organizations.
- Apply strategic planning frameworks to support strategy implementation, organizational change, and effective coordination.
- Develop critical thinking, ethical decision-making, negotiation, and persuasion skills through real-world strategic scenarios.

oo8ABDBF3	Advertising and Brand Development (Branding)	2 Cr.
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This course enables students to:

- Develop brand identity, positioning, and strategy for sport products and services.
- Understand brand elements, brand equity, naming, and packaging.
- Apply advertising technologies and merchandising strategies to support sales.
- Use brand development strategies, including extensions, co-branding, licensing, and sponsorship.

oo8SINSF2	Sponsorship in Sport	2 Cr.
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This course enables students to:

- Understand the key concepts and communication role of sport sponsorship.
- Manage sponsorship processes, including agreements and ambush marketing strategies.
- Evaluate successful sponsorship practices in international sport.

oo8SPFMF1	Sport Facility Management	2 Cr.
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This course enables students to:

- Develop innovative approaches to sport facility management
- Understand security planning and the management of sport facility security systems

oo8SPMKF2	Sports Marketing	2 Cr.
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This course enables students to:

- Understand sport marketing principles and consumer behavior.
- Develop and launch sport products using effective marketing strategies.
- Apply digital and international marketing approaches to expand sport markets.