



**UNIVERSITY
DIPLOMA
IN SPORTS
MANAGEMENT**

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USJ Business School is proud to launch its first University Diploma in Sports Management. This diploma, offered over a period of 9 months, is part of a comprehensive 3-year program culminating in a Master's in Sports Management. Designed to accommodate the needs and schedules of sports professionals, this program aims to fill critical gaps in the local, regional and international sports industry by providing numerous job opportunities.

At the Local Level: The sports sector in Lebanon faces significant challenges due to amateurism, stemming from the lack of state involvement, the absence of professionals in key positions, and insufficient funding. This program is especially beneficial for students and professionals, including athletes, who aspire to build a career in sports management.

At the Regional and International Level: The sports industry, both amateur and professional, is experiencing rapid growth, necessitating skilled managers to harmonize various elements of the sports world and enhance their synergy. The diploma equips students with the expertise needed to meet these demands.

By incorporating advancements in digitalization, online sports, connected infrastructures, and artificial intelligence, the program ensures that students are at the forefront of the evolving sports landscape.



Description

The UD consists of 3 modules, each module being subdivided into 3 courses of 4 credits each.

Total number of credits: 36 credits

Module 1- Strategy and entrepreneurship (12 credits)

- Olympic System and International Sports
- Strategic management tools and principles
 - Strategic Innovation, Business Design & Entrepreneurship

Module 2- Projects and events management (12 credits)

- Sport Events Organization and Management
- Project Management Framework
- Sport Facility Management

Module 3- Marketing and sponsorship (12 credits)

- Sports marketing
- Sponsorship in sport
- Advertising and brand development (Branding)

Duration of studies

9 months – One week/month - 6 days per week (Monday to Saturday) from 2:00 pm to 8:00 pm.

Starting: October 2024

Language of instruction

English. Knowledge of Arabic is essential as some courses will be taught in Arabic.

Teachers

- Local and international well-known people from the sports world
- Teachers from USJ-FGM who have, in addition to their academic doctorate, a remarkable sports career.

Admission requirements

The candidate must have a university degree [Baccalaureate +3].

Potential working opportunities

- Public sector: ministries, municipalities, commissions and federations
- Private sector
- Sports clubs, Spas, Resorts...
- Consulting firms (media, industry, health and fitness)
- Sports event organizations
- Industry, trade and distribution
- Communication and marketing
- Fundraising and sponsorship
- Entrepreneurship: creation of startups (sport, ecotourism, event and leisure)
- Educational institutions

Career opportunities

- Sponsorship manager in the private sector
- Servicing manager in a Federation
- Event manager
- Development officer in a Professional League
- Partnership/Philanthropy manager
- Business manager
- Brand manager
- Event project manager
- Public services manager
- Public relations manager
- Communication manager
- Marketing, merchandising, ticketing manager
- Stadium manager
- Sport business and marketing consultant
- Hospitality manager
- Sales director of a sport structure
- Director of a professional club
- Development officer in a Professional League
- CSR project manager for local and international events

