

GLOBAL SPORTS MANAGEMENT

EXPERIENTIAL LEARNING



OVERVIEW

Explore a main pillar of cultures across the world – sports. Different cultures, countries and cities embrace the past and present of athletics, competition, and sport management. In these dynamic and world-renowned destinations, learn firsthand how sport is intertwined into the city infrastructure, in addition to seeing health and wellness combined with the sport culture.

TRENDING SPORT MANAGEMENT DESTINATIONS

› Munich, Germany

- As a central European hub, Munich provides a crossroads for culture. From alpine skiing to football, Munich is a stronghold of classic European sport, with large arenas and a traditional European sports culture. With a reputation as Olympics and FIFA hosts, students are able to learn from industry leaders and enjoy world-class athletics all at one.
 - › *Suggested City Pairing: London, United Kingdom*

› Auckland, New Zealand

- Kiwi's take their sport very seriously. Rugby or Football, you are sure to see a great game, but an even better show. Here, the authenticity of New Zealand's culture and heritage intertwines with sport for a complete athletic, cultural, and competitive experience.
 - › *Suggested City Pairing: Sydney, Australia*

› Tokyo, Japan

- Vibrant and multifaceted, Tokyo is home to traditional Japanese sport like Sumo Wrestling as well as familiar western sports like baseball and basketball. In hosting the 2020 Olympics, Tokyo has showed their devotion to being the world's next athletic frontier.
 - › *Suggested City Pairing: Beijing, China*



› **Madrid, Spain**

- Madrid boasts the largest green space of any European city, encouraging everything from hiking to a pick-up game of European football. This culture runs deep and permeates all aspects of athletic management, media, and entertainment.
 - › *Suggested City Pairing: Paris, France*

› **Athens, Greece**

- Birthplace of the Modern Olympics, Athens is the mecca for studying the history of sport. The city is filled with relics of the past, which it has seamlessly woven into the sport of the future. Student and fans alike can enjoy past centuries of athletics while meeting with the leaders forging the next century's competitions.
 - › *Suggested City Pairing: Rome, Italy*

› **Dallas, Texas**

- Home to six professional sports teams, there's rarely an off-season in this North Texas. From NHL ice hockey to college football, this Lone Star city offers big insights into the reality of sports management, where its heading, and the important role culture and history plays in its development.
 - › *Suggested City Pairing: New Orleans, Louisiana*

SAMPLE ENGAGEMENT TOPICS

- › Social Responsibility, Ethics, and Globalization in Sports
- › Front Office Operations in Sport Management
- › Sport & Competition Management Marketing Strategies
- › Crossroads of History, Culture and Sport
- › Wellness Practices Influenced by Sport Culture
- › Influence of Sports & Competition on Local Development

TIME FRAME

- › 7-10 days in country
- › 4-6 unique organizational meeting and experiential learning opportunities
- › 2-4 days of cultural engagements

HOW IT WORKS

- › Each program has a dedicated Curriculum Coordinator to customize educational experiences to meet your learning objectives
- › During the months preceding your program, your Curriculum Coordinator works with you and company partners in-country to curate engagements within key destination industries
- › Engagements typically last 1.5 – 2 hours, encompassing a strategic presentation by the host organization, Q&A, discussion, and a tour (where possible)

Our aim is to customize each and every program to your learning objectives, and we encourage you to discuss your specific destination and theme ideas with your Program Development Manager.