



RIOU

Education Programme «Master of Sport Administration»: 2018-19

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| Aims | Training a new generation of sports managers with the right knowledge and skills to work professionally in any economic environment. The MSA students will learn how to effectively manage sports venues, clubs, financial and information flows in sport, and how to build appropriate marketing strategies. They will also be trained in the legal aspects of sports and research methodology. |
| Candidates | The MSA course is designed for individuals who have higher education qualifications, leadership qualities and an ambition to develop their professional expertise and make an outstanding career in sport administration. |
| Programme strengths | <ol style="list-style-type: none"> 1. International faculty including 19 world-class experts from 10 countries. 2. Location in the host city of the 2014 Olympic and Paralympic Winter Games. 3. Integration of theoretical knowledge with practical experience in managing Olympic venues. 4. Opportunities for practical application of skills at the Olympic venues. 5. International group of students. 6. Unique combination of winter and summer Olympic sports. |
| Programme focuses | <ul style="list-style-type: none"> - Students study both general and sport specific management subjects including the international business environment, sport diplomacy, economic theory, strategic management, marketing, finance and legal regulation within the sports industry. They also learn how political institutions work in the sports sector. - Professional management skills are polished and developed through studying sport logistics, project management, risk management, event organisation, negotiating techniques, and other subjects. |
| Culmination | The programme culminates in a graduate qualification paper (thesis). |
| Language of instruction | English |
| Programme duration | 39 weeks (3 semesters) from September 2018 through June 2019 |