

Degree Programme in Sport Development and Management, Vierumäki Campus, Master Education

Name of qualification:	Master of Sports Studies
Level of qualification:	Master's Degree
ECTS credits:	90 ECTS credits
Official length of the programme:	1,5-2 years
Mode of Study:	Part-time master programme <ul style="list-style-type: none">• See Degree Regulations >>• See assessment process >>
Assessment:	
Programme requirements:	Core studies, Elective studies, Master's thesis including Maturity Examination.
General arrangements for the accreditation of prior learning:	See Haaga-Helia's arrangements for the accreditation of prior learning >> Act of Polytechnics 932/2014 25§
Admission requirements:	<ul style="list-style-type: none">• Before applying see the admission criteria at www.studyinfo.fi !• Non-Degree studies at Haaga-Helia >>
Access to further study:	<ul style="list-style-type: none">• University studies

Profile of the Degree Programme in Sport Development and Management

What makes it different?

- Concrete and real sport management training, tasks and evaluation
- Courses organised with Sport Business School Finland (Haaga-Helia University of Applied Sciences together with Jyväskylä University of Applied Sciences)
- Unique international contexts and partners (World Cup 2010, 2014, UEFA Euro 2012, Neste Oil Rally Finland, FIS World Cup Lahti Ski Games, EASM etc.)
- A variety of high-profile visiting lecturers
- Virtual learning environment during spring semesters
- A possibility to make personal, individualised study plans

Key Learning Outcomes of the Programme

The main objectives are as follows:

- Global view to sport management
- Relevant sport management skills and competences
- Positively deviant individual sport management performance
- Life-long willingness to sail on blue oceans and develop yourself
- Understanding the importance of passion and respect

Professional Growth

Upon graduation, you will possess an internationally recognized degree called Master of Sport Studies that is a Master's degree awarded by Haaga-Helia University of Applied Sciences.

Structure, Content and Extent of the Degree Programme - Degree Programme in Sport Development and Management, Vierumäki campus, Master education

The studies include Common studies (10 ECTS), In-depth studies (40 ECTS), Optional studies (10 ECTS) and Thesis (30 ECTS). During Common studies the main items are personal skills and competences as well as sport business intelligence. In-depth studies include studies in sport finance, management, marketing, communication and media management. As optional studies, Haaga-Helia University of Applied Sciences offers the students a possibility during the third semester to participate in an international sport management seminar organised in connection with an annual EASM (European Association for Sport Management) Conference. For example in 2014, the conference took place in Coventry, UK and in 2015 in Dublin, Ireland. The Thesis is a development project usually connected normally closely with the organisations where the students are working.

Curriculum - Degree Programme in Sport Development and Management, Vierumäki campus, Master education

1. Personal Skills and Competences (5 ECTS)

- a) Study Plan
- b) Communication Skills
- c) Information Management and Technology
- d) Creation of Learning Communities

2. Sport Business Intelligence (5 ECTS)

- a) Research (marketing research, planning, data collection, analysis, discussions, interpretation and ethics)
- b) New Research Data related to the Field and Project Work, Critical Data Evaluation and Interpretation
- c) Basics of Project Management
- d) Data Collection and Field Studies
- e) Library Services
- f) Value-Based Recruitment

3. Finance and Management (5 ECTS)

- a) Strategic Management
- b) Modern Human Resource Management
- c) Service Design and New Service Development
- d) Sport Governance and Legacy

- e) Research Project Management
- f) Production and Management of Welfare Services
- g) Economics and Finance of Sport

4. Marketing (30 ECTS)

- a) Marketing Planning
- b) Sport Marketing
- c) Marketing Through Sport and Modern Sponsoring
- d) Event Marketing
- e) Athlete, Branding and Brand Management
- f) Sport as a Media Product and Sport Event Communication
- g) International Sport Marketing and the Future of Sport Marketing

5. Communication and Media Management (5 ECTS)

- a) Planning and Tools
- b) Personal and Organisational Communication
- c) Internal and External Communication

6. Optional Studies (10 ECTS)

An international sport management seminar abroad connected with the EASM (European Association for Sport Management) Annual Conference (<http://www.easm.net>) with preparatory work and lecture diary
and/or:

The American Model of Sport (George Mason University, Manassas, Washington D.C. USA)
and/or:

Research Project Study tour (2010: FIFA World Cup, Cape Town, South Africa, 2012: London Olympics, Great Britain, 2012: UEFA Euro Cup, Gdansk, Poland, etc.)

or studies closely related to development of personal competencies or individual field work. Optional studies are included in the personal curriculum

7. Thesis (Field Work 30 ECTS)

The Master's Thesis is a development process related to the student's current job. The planning of this work starts immediately with the guidance of tutors, professionals and employers. At the end of the studies, the field works will be presented publicly in special work shops.

Content: leadership, marketing, financing, communication – the thesis is a concrete development project. Students take part in the real activities of the organisation, they participate in also seminars. Individual tutoring is available as well. Collecting relevant information and regular reporting is part of the work.