



MASTER

March 2019 – March 2020

Sport & Lifestyle Management



OVERVIEW



With students from more than 140 countries around the world, Rome Business School's Master in Sport & Lifestyle Management is the ideal choice for professionals looking for a world-class degree programme to start or consolidate a successful career in the international sports sector.

The quality of the teaching coupled with our leading career and networking services make this programme the perfect fit for those who seek to excel in today's job market and in global business.

The world of sport has undergone profound changes in recent years, with a growing focus on health, well-being, therapeutic recovery, and socialization. Professionals who are prepared and better able to face the challenges of this new industry will find new job opportunities and upward mobility.



When you look into it, the course is absolutely tailor made throughout and provides both practical and theoretical knowledge, as well as the latest trends in the industry's know-how. The school really produces better managers for a better future.

Bobby Jacobs - India

KEY FACTS



Accredited Master's Degree - 60 ECTS



Attendance formula: part-time



Duration: 12 months



Tuition fee € 6.500



Language: English



International classes



On campus in Rome or Dubai, online



Scholarships: up to 30% of the tuition fee

COURSE CONTENTS

Introduction

- o A Growing Sport & Lifestyle Business Industry.

Sport & Lifestyle Industry Management

- o Basics of Management; Elements of Corporate Strategy and Organisation;
- o Economics of Sport & Lifestyle;
- o Company Management; Marketing
- o Management and Digital Marketing;
- o Accountancy and Management Control;
- o Basics of Project Management.

Concept of the Project

- o Business Planning; Human Resource Management;
- o Geomarketing Analysis;
- o Aesthetic and Functional Design;
- o Administrative Requirements to Scale a Business;
- o Verifying the Suitability of a Location;
- o Job Health and Safety: Regulations and Laws;
- o Public Relations and Marketing Communications.

Sport Management

- o Learning about the international sport industry, namely football, Formula 1, Tennis, Volleyball, Combat Sports, Horse Riding, Golf and Free Style Dancing. This will include both case studies and testimonials from industry insiders.

Marketing and Communication for Sport & Lifestyle

- o Sport and Lifestyle industry marketing;
- o Sport and Lifestyle Services;
- o Product Marketing;
- o Digital Marketing;
- o Sport and Lifestyle Brand management – Image and Brand Identity;

- o Sport and Lifestyles Mass Media – Communication Tools;
- o Storytelling applied to Sport and Lifestyle Products and Services;
- o Content Management;
- o Social Media Management for the Sport and Lifestyle industry;
- o Sport and Lifestyle Audio-Visual Communications;
- o Customer Care; Sport and Lifestyle Events and the Role of Public Relations;
- o Marketing and Targeting Strategies Applied to Specific Industry Content, etc. This will include both case studies and testimonials.

Sport & Lifestyle Industry Innovation and Strategies

- o Internationalization Strategies
- o New Technologies for Training
- o New Trends in Nutrition and Performance
- o New Technical and Innovative Sports Clothing
- o Launching Start-Ups in the Sport & Lifestyle Industry.

Extracurricular activities

- o Opportunities will be made available to participate in sports and/or lifestyle events, including coaching and training sessions. The program will also contain sports and fitness challenge programs that will run in conjunction with the learning programme.

INTERNATIONALITY

To provide its attendees with an international level training and professional opportunities, the Rome Business School's Master in Sport & Lifestyle Management includes:

Multicultural environment

Students from over 140 countries of the world Intercultural exchange as a source of personal development.



International internships

Duration: three to six months
International internships at leading companies and organizations;
Opportunities in more than 130 countries.

World class teachers

Highly selected international professors, coaches, and business managers. The teaching approach is aimed at the acquisition of know-how, thus at transferring competencies that will be truly useful for the attendees' professional development.



“The programme was what I really needed in today’s market, in which we have to go abroad in terms of our socio-economic development. I got what I wanted; all I have to do now is to put it into practice and make sure that my dreams become a reality”.

Jean Chrysostome - Rwanda

BENEFITS



Career services

- Free CV Review and its inclusion in the Rome Business School's database
- Support in the management of job interviews
- Networking meetings and a personalised search and flagging service for the best job opportunities

Tutoring

In both the on-campus and the distance-learning formulas, attendees can always count on the assistance of a tutor.

Learning materials

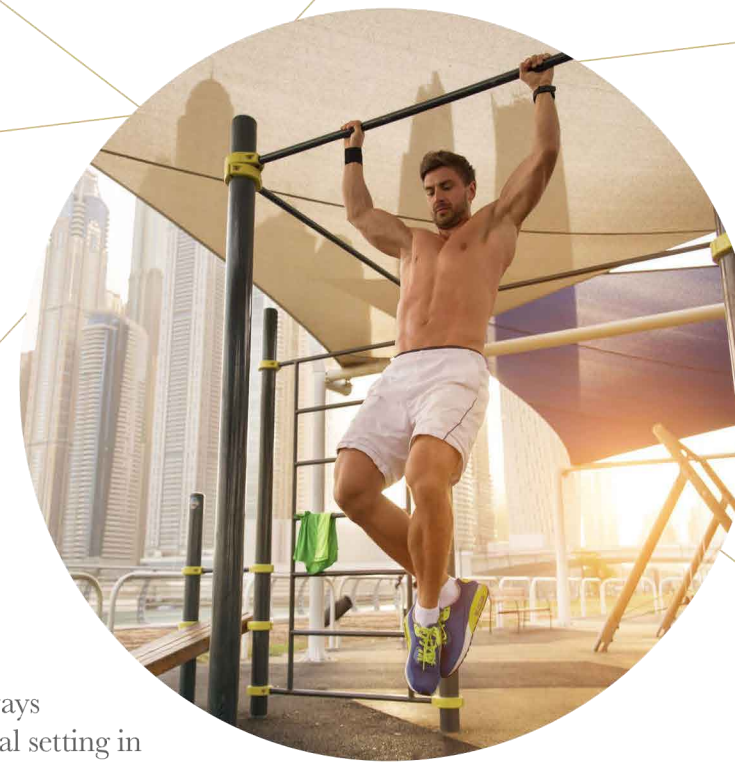
Slides, text books, case studies, articles, videos, and useful internet links.

The Rome Business School's Alumni Association

Attendance of the Master Programme entitles students to become part of the Rome Business School's Alumni Association, the international network through which students of the Rome Business School can share ideas, experiences, and projects. Many facilitations are also available for attending further training courses.

Company visits

Students will have the chance to learn more about international companies and their organizational models and working environments. Through these activities, our students have the opportunity to widen their horizons and build international networks.



Studying in Rome & studying in Dubai

Rome is the cradle of a millennial civilization that has always inspired and amazed the world. It provides a unique cultural setting in which students can enjoy a culturally rich experience while participating in courses which offer world-class teaching and a global experience.

Dubai is the present and the future, with people from all over the world. It is a leading city of the Middle East, a crossway of cultures, religions, traditions, a perfect hub for learning more about the sport business, a priority of Sheik Hamdan, plus with the opportunities of EXPO 2020 a new world awaits.

Studying online

For this option, the Rome Business School employs a cutting-edge online platform, through which you will be able to:

- Follow lectures with full video and audio
- Interact in real time in audio and video with the teachers and the other attendees
- Collaborate and share documentation
- Watch the recording of the lectures whenever you want



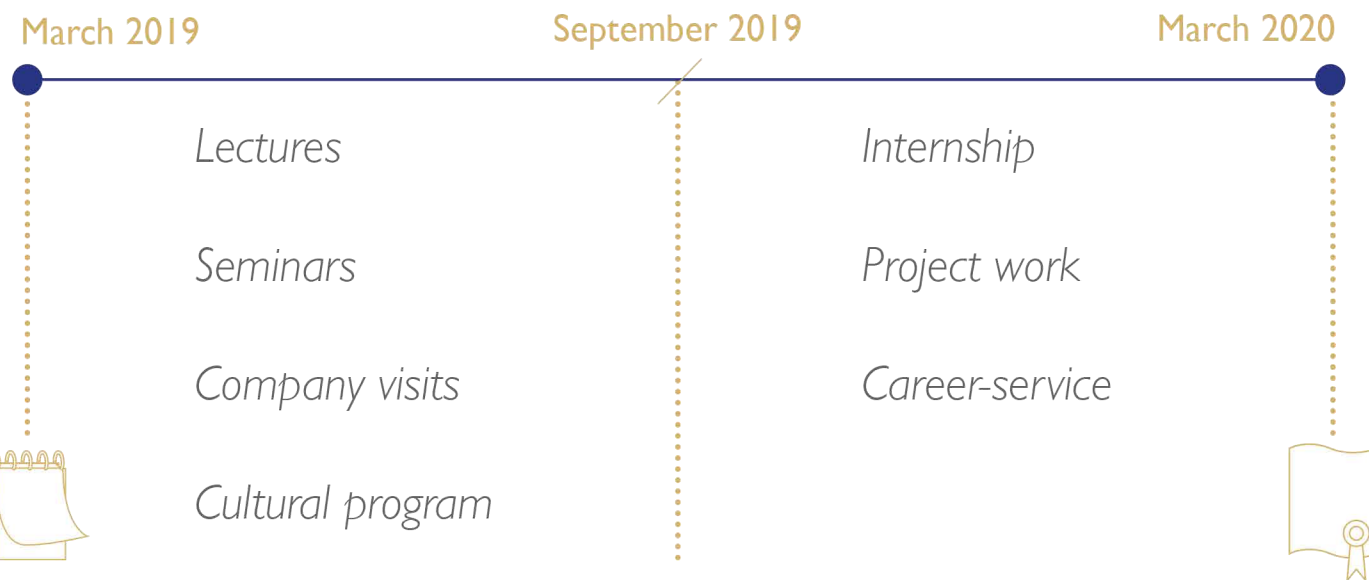
"I had an amazing experience with the Rome Business School. The small class size enabled the students to have a one on one relationship with the lecturers".

Gulnaz Sharipova - Russia

GENERAL LEARNING STRUCTURE

The course is structured in:

- Three-hour lectures, twice per week
- 1 company visit per week
- Cultural program
- Final project work
- Career Service and International internship opportunities



Attendance fee

€ 6.500

Scholarships

For each learning option, partial scholarships are available to partly cover the attendance fee; these will be assigned based upon the candidates' personal, previous experience and technical-motivational profiles.

Instalment payments

The attendance fee may be paid off in instalments or by means of a single lump sum payment, which entitles the student to a 10% discount on the total tuition fee.

HOW TO APPLY

ENTRY REQUIREMENTS

All applicants must:

- at least hold a three-year bachelor degree
- be fluent in the English language

Fill out the online application form at www.romebusinessschool.it/en/apply-now or email your application to admissions@romebusinessschool.it
This should include:



your curriculum vitæ



a motivational letter
indicating why you wish to enrol



your expectations and your professional objectives
(no more than 200 words)

ADMISSION PROCESS



Application considered by Rome Business School

The Rome Business School Admission Team will assess your application and will contact you if any additional documents are required.



Interview (either in person or online)

All candidates selected must interview with a member of the Admission team, either in person or online via Skype.



Application outcome

We will notify you formally by email of your application outcome, and you will receive either an official offer to enrol, or a rejection notification within one week.



ACCREDITATION



Our accreditation has been awarded by the University of Sant'Antonio in Murcia, a leading western European university, which entitles you to a double degree and 60 ECTS.



The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre.



Some of the partners, clients and companies involved



BVLGARI



FENDI
ROMA



L'ORÉAL
PARIS



...and many more

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