

Strategic Sports Business Management

Duration: 5 Days

Language: en

Course Code: IND15 - 125

Objective

By the end of this course, participants will be able to:

- Understand the key elements of strategic sports business management.
- Build strong financial plans for sustainable sports operations.
- Develop and implement effective marketing strategies.
- Manage operations, resources, and logistics in sports organizations.
- Identify new trends and innovate within the sports industry.

Audience

This course is ideal for:

- Executives and managers in sports organizations.
- Club directors, team owners, and sports administrators.
- Entrepreneurs in the sports and entertainment sector.
- Marketing, sponsorship, and business development professionals in sports.

Training Methodology

Participants will learn through a blended approach that includes instructor-led sessions supported by clear visuals and real-world case examples. Interactive group discussions, strategic planning exercises, and analysis of sports business scenarios will help deepen understanding. Participants will also work with financial models, marketing templates, and operational checklists designed specifically for the sports industry.

Summary

"Strategic sports business management" course provides a comprehensive introduction to the strategic management of sports businesses. It explores the key elements needed to build, operate, and grow successful sports organizations, including governance, financial planning, marketing, and operational management. Participants will gain practical insights into industry trends, innovation strategies, and how to create sustainable business models in the competitive world of sports. Whether you are managing a sports team, launching a new venture, or leading operations in an established organization, this course will equip you with the tools and strategic mindset to thrive.

Course Content & Outline

Section 1: Fundamentals of Sports Business Management

- Overview of the sports business environment.
- Strategic frameworks for managing sports organizations.
- Aligning sports performance with business goals.
- Governance models and regulatory considerations.

Section 2: Financial Management in Sports

- Budgeting and forecasting for sports organizations.
- Managing diverse revenue streams: Sponsorships, ticket sales, merchandise, media rights.
- Cost management and financial sustainability.
- Assessing the financial health of sports teams and organizations.

Section 3: Marketing Strategies for Sports Businesses

- Building effective fan engagement strategies.
- Leveraging digital media and social platforms.
- Sponsorship acquisition and partnership management.
- Innovative campaigns to enhance brand visibility and loyalty.

Section 4: Operational and Resource Management

- Event planning and operational management.
- Resource allocation for teams, facilities, and events.
- Logistics management for international and local events.
- Integrating technology in sports operations.

Section 5: Innovation and Emerging Trends

- Adapting to digital transformation in the sports industry.
- New revenue opportunities: Esports, streaming, NFTs.
- Enhancing fan experience with new technologies.
- Sustainability, globalization, and the future of sports business.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course,

a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Entertainment, Hospitality & Sports, Finance, Accounting & Budgeting, Management & Leadership, Project Management

Tags

Sports, Sports business management, Financial Management in Sports, Marketing Strategies for Sports Businesses

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