

Les Roches



Bachelor of Science in *Sports Business Management*

Duration

Experiential year:

- One Practical Sports Lab Semester
+ Six-month Internships

Three-year Bachelor's program:

- Five Academic Semesters
+ Six-month Internship
+ Academic deep dive

Total credits

- Minimum 125 US
/ 180 ECTS

Location

- Spain
+1 semester in
Crans-Montana,
Switzerland
+2 immersion weeks in
Abu Dhabi, UAE

Intakes

- Spring and Fall

Start building your career in the sports industry from day one with real-world industry experience, internships, and connections that set you apart.


The Bachelor of Science in Sports Business Management is designed to equip students with the knowledge, skills, and experience needed to excel in the global sports industry.

This program offers a comprehensive understanding of the management, business, and operational aspects of sports organizations and events. Students will gain expertise in sports marketing, finance, data analytics, legal frameworks, and the evolving landscape of sports, including e-sports and sustainable practices. Through experiential learning, applied projects, and internships, graduates will be prepared to lead in diverse roles across the sports sector, from managing professional teams to developing new business ventures in sports.

You will have access to:

- Exclusive Workshops and Guest Speakers
- Participation in international student competitions
- Simulation-based learning with innovative software applications
- Sports Science Sessions (performance & nutrition)
- Sports Technology and Innovation (data analytics, wearable tech)
- Sports Immersion Activities and mini tournaments
- Industry Networking Events

Program *Details*

Experiential Year	Bachelor of Science (BSc)		
1 Year	Year 1	Year 2	Year 3
Practical semester Practice-based Learning through Managing Sport Club and subject under the following categories Sports Lab - Management on the filed Sports Lab - Management off the filed Sports Lab - Business supporting Sports Sports and Hospitality Sports Labs - Applied Project  <i>Discover more about the Sports Lab</i>	Semester 1 - at Marbella campus Socioeconomics Sports marketing fundamentals Sociology Hospitality and sports - destination management Financial accounting Public relations and social media management Science I - nutrition and performance Semester 2 - at Crans-Montana campus Geopolitics and cultural interactions International and national sport organizations Managerial accounting in sport businesses Data analytics and applied statistics Research methods Talent development Science and techniques in sport II - physical preparation	Semester 3 Branding and digital marketing in sports Entertainment and media industry Academic Communication skills Diversity, equity & inclusion Building and leading teams to success Sport, health and wellbeing Science III - Psychology and mental preparation Semester 4 Sports Business Management Immersion Six-month Internship	Semester 5 (including 2 weeks in Abu Dhabi) Sponsoring in sport business The business of E-sport Corporate finance and investments Contracts negotiations and stakeholder management Applied Project Management Management of sport infrastructures Sustainability and sustainable practices Semester 6 Academic Deep Dive: Bachelor Dissertation + Electives
Internship Sports Business Management Immersion Six-month Internship			

Admissions

Minimum age

17 years old

Academic requirements

Senior high school diploma and official high school transcripts are required. Documents are accepted in English for all campuses.

Minimum English language entry requirements

Must be proficient enough for higher education studies. English language exam scores (issued within 24 months prior to the intended intake for admission consideration, unless visa authority requires differently) are required for non-native speakers or those who have not spent the last two years in full-time English education.

- **TOEFL**
70 (internet-based)
- **IELTS Academic**
Average 5.5 and minimum 5.0 in its 4 components
- **Cambridge**
FCE: grade C (minimum 160 points)
CAE: minimum 160 points
- **Duolingo**
Score of 110, and minimum 100 in its 4 components

Our Alumni, where are they now?

- Special Events Manager, FIFA
- Manager, La Galiana Golf Resort
- Director Board of Direction, Philippines Olympic Committee
- Director, International Olympic Committee
- Sales Manager, Formula 1 Mexico City Grand Prix
- Deputy Protocol Manager, Paris Olympic Games 2024



Become industry-ready from day one.

Apply now



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Watch program video

Global Hospitality Management Education



A way of Life