

International Sport Management

ISPM is Your Link to the World of Sport



Developing the International Sport Managers of the Future

ISPM “Fast-Tracks” the graduate’s exciting career in international sport management. In just three years ISPM graduates can be the essential ‘interface’ between sport and business. The ISPM programme is the kick-start for professional success in the global sport community. Additionally, ISPM graduates have the option to enroll in a Master’s programme with one of THUAS’ partner universities.

Our students will develop to be established leaders and participants within international sport networks and actively engage in effective intercultural initiatives.

Sport Management is the Organizational Side of Sport



The world of sport is diverse and includes a range of activities, individuals and organizations, all focusing on managing sport.

Sport management is wide-ranging; it can include different age groups (youth and adults), from amateurs to professionals, for commercial or non-profit, within local and global settings, within public and private sectors. *Sport Management IS NOT a physical education programme.*

ISPM’s International Classroom

ISPM welcomes the student to a truly international classroom. Curiosity and active involvement are at the heart of our programme and community. The student will experience a variety of learning methods including:

- Lecturers & guest lectures
- Case studies
- Assignments
- Seminars
- Tutorials
- Internships
- Fieldtrips
- Co-creation in project groups
- Leading and participating in International Virtual Teams

Globally Networked Learning plays a key role in all this. Collaborative Online International Learning (COIL) enables students to research, practice and exchange with other students, professionals and lecturers all over the world.

Is ISPM Right For You?

THUAS ISPM students need to have the necessary combination of traits which include: a passion for sport, being a team-player, having a global outlook and an interest in business. Having aptitude and curiosity for finance, marketing, research, communications, sociology, ethics, technology, law, and politics is beneficial.



BUSINESS INTEREST



PASSION FOR SPORT



GLOBAL PERSPECTIVE



ISPM GRADUATE

ISPM AT A GLANCE



Watch Video >



ISPM in Summary

Bachelor’s Degree 180 Credits

3 Year Programme Taught in English

Admission Requirements:

International Baccalaureate Diploma Level required
or VWO (Dutch standards)

New programme starts September 2017

International Sport Management

International Lecturers

Our experienced international team of connected lecturers are more than eager to share their vast experience with the students.

ISPM lecturers bring expertise drawn from diverse areas of sport in the world.

Build YOUR International Network !

MEET THE LECTURERS



Watch Video >

Student Life in The Hague

The Hague is bursting with culture and creativity, and offers students an all-round experience, from galleries to idyllic beaches, parks and buzzing nightclubs. It's a small-scale, hospitable city with an international attitude.

Students graduating from The Hague have a head start in industry with an international outlook and names of renowned organisations on their CVs.

ISPM Areas of Study

Current case studies, practical assignments and internships provides the student with an applicable hands-on foundation which enables graduates to successfully enter the workforce or continue onto their Master's study with relevant skills.

Students will learn though a multi-disciplinary approach:

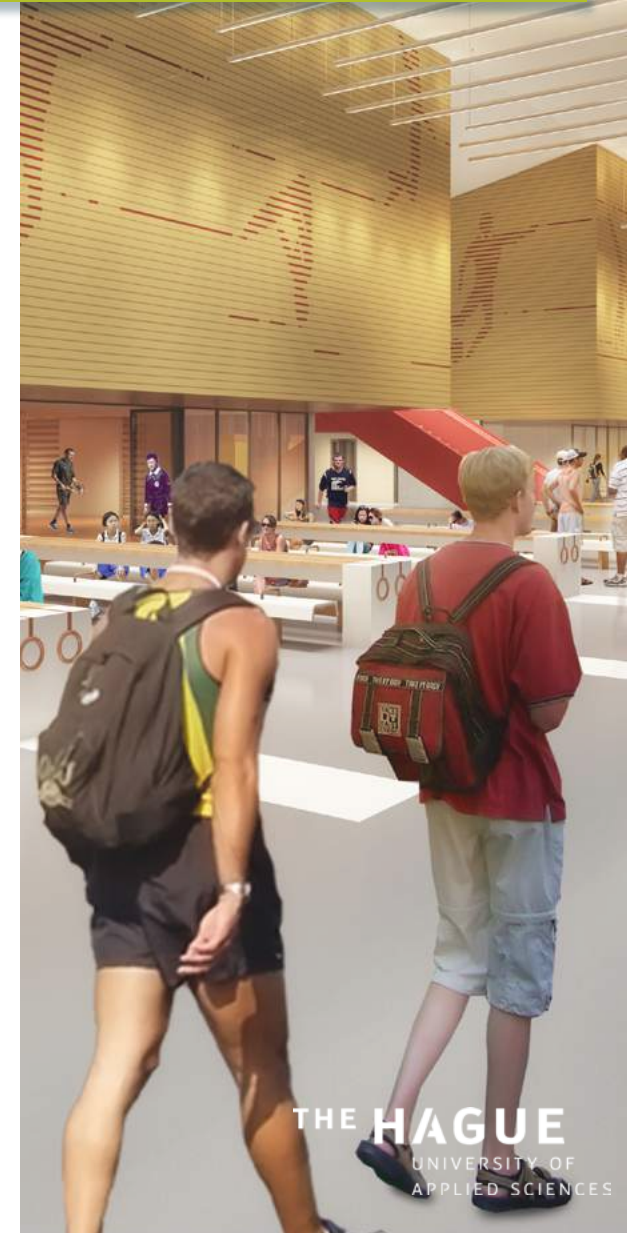
- Intercultural Communication
- Sport & Culture
- Sport Management
- Economics in Sport Organisations
- Sport Marketing
- Sport Sociology
- Sport Development
- Finance
- Management & Leadership Strategies
- Sport & Society
- Sport Governance & Compliance
- Strategic Management in Sport Organisations
- Sport Policy
- Sport Law
- Sport Economics
- Sport & Media
- *Internship (2)

* Students will be required to participate in an internship during both their second and third year. The exact length of these experiences has yet to be determined.

However, one of the internships must occur outside the student's "comfort zone", or home country (*Required International Internship*).

We hope to enable students to complete the academic coursework and thesis at the end of their final internship so that she/he can phase into employment or directly into a Master's study. We strive to design a process that will advance career progression and create a structured pathway to success.

Disclaimer: As our curriculum has not yet been fully designed, the above is information which will soon lead to a list of classes. This is no way a comprehensive course listing, and should be viewed as a strong guideline for curriculum development.



International Sport Management

ISPM is Your Link to the World of Sport



State-of-the-Art Sport Campus Zuiderpark

Zuiderpark is the new state-of-the-art campus of the ISPM programme. An inspirational sport complex for sport, exercise and education.

The Sport Campus has a welcoming international atmosphere. Its' impressive digital infrastructure supports globally networked learning.

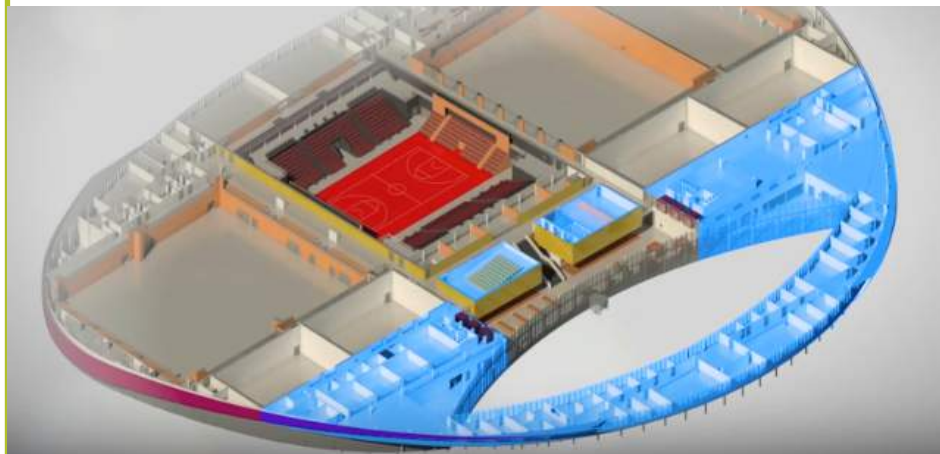
The new Sport Complex is conveniently located to the center of The Hague, easily accessed by bike or public transport.

Highlights of Zuiderpark Campus

Indoor and outdoor facilities situated in a beautiful park.

The new main sport building:

- Accommodates 1,500 students with 12 lecture rooms
- Has an all-purpose sport center that accommodates 3,500 people



The outside complex includes:

- Eight football fields
- A multifunctional artificial turf field

ISPM shares this facility with local government agencies for national and international sport events. Of course the students will have the opportunity to meet visiting athletes during special events, tournaments and training.

Zuiderpark Video



[Watch Video >](#)

Sport Has Real Impact

In 2015 the city of The Hague proudly hosted the Volvo Ocean Race Festival, offering the perfect opportunity for the lecturers of ISPM to research the economic impact of an impressive event. The impact turned out to be 2.8 million euros. 114,000 regular visitors spent a total of 2.2 million euros on food, drinks, merchandise and souvenirs.

The festival booked 474,000 euros in overnight stays. 10,000 VIPs, press, participants and volunteers also contributed another 187,000 euros to that result. This shows how sport is not 'just' an activity, it is big business - and the industry needs experts to manage this business.



International Sport Management

Hit-The-Ground-Running in the Sport Industry

Earning the ISPM Bachelor degree will amazingly expand your choices on challenging places to work since sport is diverse and wide reaching.

The world of International Sport Management truly opens up a world of choice!

Student Organizations



[Click to learn more >>](#)

Opportunities After Graduation

What interests you?

- Do local popular sports interest you?
- The National Ministry of Sport or the International Olympic Committee?
- Or do you prefer the commercial perspective of a sport marketing agency, sport venue, sport brand, fitness chain or sport game developer?
- Perhaps you prefer the developmental aspects of foundations and NGOs like Football for Peace, Right to Play or UNICEF.
- And what about worldwide annual events with their own permanent staff like tennis grand slams or city marathons?

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What will your future business card look like?

The job titles for ISPM graduates vary depending on their industry choice. Here are some areas of opportunity:

- Sport Coordinator
- Venue Manager
- Sports Marketer
- Event Manager
- Game Operations Manager
- Tournament Planner
- Broadcaster
- Sports Information Manager
- Community Development Coordinator/Manager
- Sports Camp Director
- Sport Analyst
- Sport Entrepreneur
- Advisor

Words from the Industry about ISPM students/graduates:

“... ISPM should be a great resource in that respect.”

‘At YBBP we fill stadiums, offer valuable solutions for sport management issues and develop and implement strategies to sell sports. When I started YBBP in 2007, I wanted it to be an incubator for sport management talent. Young talent that is well trained in sports and media and can become the catalyst for innovations in sports and through sports. ISPM should be a great resource in that respect.’

Ronald Buijs, owner/CEO www.ybbp.nl

Sport has International Impact

Sport is an international language spoken by everyone ... regardless of their background, education, beliefs and values, they are on a level playing field in the sport world. Sport is impactful and global!

Sport is a powerful tool that can stimulate individuals and groups worldwide into motion - sport can lift people and communities to a higher level.

ISPM prepares you for this !



THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

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ISPM Contact Information



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Facebook @ISPMhhs



Sport Campus Zuiderpark, Den Haag
The Netherlands



Additional Information & Helpful Links

- [Admission Requirements](#)
- [Application Requirements](#)
- [Application Process](#)
- [Financing your Bachelor degree](#)
- [StudieLink Q & A](#)
- [Residence Permit & Visa information](#)

English language skills [\(more information\)](#)

Since our international Bachelor programmes are taught entirely in English, you will need a good command of the English language, both spoken and written. Bachelor candidates who were educated in the Netherlands, United Kingdom, Ireland, United States, Canada (except for Quebec!), Australia, New-Zealand, South Africa or Malta, or students holding a diploma (including English as an exam subject) stated on this diploma list, need not take an English proficiency test. All other prospective students are required to hand in a valid and sufficient TOEFL (Test of English as a Foreign Language), TOEIC, IELTS (International English Language Testing System) or Cambridge ESOL (CAE/CPE) certificate to the Enrolment Centre.

Diploma/Admission Requirements

International Sport Management is a three-year programme. To qualify, you will need a secondary school diploma equivalent to that of an International Baccalaureate Diploma Level or higher Dutch VWO. Bear in mind, that we will interview you on your affinity with sports to make sure all ISPM students are equally motivated. This may sound quite daunting, but don't worry, you won't need to be a high-performing athlete to apply for ISPM. A passion for sports and an international outlook is the key.