

INTERNATIONAL SPORTS, MANAGEMENT AND BUSINESS

BACHELOR DEGREE PROGRAMME [FULL TIME]
2014-2015



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SPORTS, MANAGEMENT AND BUSINESS*

FUTURE SPORT MANAGERS NEED TO BE ABLE TO MANAGE, PLAN, ORGANIZE, IMPLEMENT AND EVALUATE SPORTS IN AN INTERNATIONAL CONTEXT. THEREFORE THE AMSTERDAM UNIVERSITY OF APPLIED SCIENCES HAS DEVELOPED AN INTERNATIONAL PROGRAMME WITHIN THE DUTCH BACHELOR PROGRAMME SPORTS, MANAGEMENT AND BUSINESS: INTERNATIONAL SPORTS, MANAGEMENT AND BUSINESS (ISMB).



FOR WHOM

- ▶ You are passionate about sport and interested in the world of sport
- ▶ You are curious about other cultures and flexible enough to adapt in international settings

STUDY PROGRAMME

The focus of the programme is on general sport management principles, meaning that you learn to plan, organize, lead and evaluate sport. The practice of sport is used to teach managerial skills, personal skills and cultural diversity. Entrepreneurial spirit and skills are key components in preparing you for a future in sports.

STUDY PROGRAMME ISMB

1st

- ▶ Intercultural Communication, Sport & Culture, Sport Management, Economics, Marketing, Finance, Management & Organization
- ▶ Several sports

2nd

- ▶ Intercultural Communication, Sport & Society, Sport Policy, Sport Law, Sport Economics, Sport Marketing, Sport & Media
- ▶ Several Sports
- ▶ (International) Internship

3rd

- ▶ Entrepreneurship Finance, Marketing, Economics, Accounting and Research
- ▶ (International) Internship

4th

- ▶ Specialization: Sport Development, High Performance Sport or Sport Commerce
- ▶ Graduation project in an international sport organization

TITLE

Bachelor of Sports, Management and Business

* This is the official name by which the programme is registered with the Education Implementation Service (DUO).

CAREER POSSIBILITIES

Graduates can get started in numerous positions within sport federations, sport organizations, sporting goods companies, sport market research agencies, sport event agencies, sport marketing and media companies, sport development organizations and sport management consultancy firms. Some graduates choose to start their own sport business.

STUDY LOAD

- ▶ 42 weeks of lessons per year
- ▶ 40 hours per week, of which at least 20 lesson hours (lectures, workshops and practical lessons)
- ▶ The remaining hours are spent on projects, research, assignments and self-study (preparing lessons and exams).
- ▶ In your first academic year at HvA, you must earn at least 50 of the 60 available credits to be permitted to enrol in the second year (BAS, criteria, binding negative study advice).

ENTRY REQUIREMENTS

To be admitted to the International Sports, Management and Business programme you need to have completed secondary education at a level equivalent to Dutch havo, vwo or mbo level 4 diploma. This means that you should have completed secondary education at university entrance level with at least a pass in mathematics, and preferably with a focus on economics or business.

Based on the fact that ISMB requires students to practice sports, all applicants are obliged to take an entrance examination: a physical test, undergo an interview and write a motivational letter.

From non-native applicants we require academic proof of their English level.

ENROLMENT

All applicants for ISMB should fill out the application form for the entrance examination (on our website). Make sure that you apply before March 25th 2014.

Applicants living in the Netherlands should also enrol no later than 1 May via Studielink. You will require a DigiD to enrol. The process of applying for and receiving a DigiD takes approximately five working days. Be sure to apply before 1 May for another study as well, just in case you don't qualify for ISMB.

FURTHER INFORMATION

This factsheet provides a brief overview of the programme. See for more detailed information:

- ▶ hva.nl/ismb
- ▶ international.hva.nl

OPEN DAYS

You are welcome to visit our Open Days or our Virtual Open Day on January 25th 2014.

More information:

international.hva.nl/study/open-days

CONTACT

- ▶ For more information you can contact Karin K uchler via email: ismb@hva.nl or phone us at +31 (0)20 595 3524 (on work days). You can also contact our student helpdesk at +31 (0)20 599 5422 (on working days 9.30 - 16.00).

HVA.NL/ISMB



ABOUT THE AMSTERDAM UNIVERSITY OF APPLIED SCIENCES

The Amsterdam University of Applied Sciences/ Hogeschool van Amsterdam (AUAS/HvA) is based in the city of Amsterdam in the Netherlands. Amsterdam is a cosmopolitan city where 175 different nationalities live and work together and where the English language is widely spoken. The city is a hotbed of education and research in all conceivable areas: culture and society, trade, logistics, aviation, shipping, ICT, sports, healthcare, education and much more. At AUAS/HvA we take full advantage of this wealth of opportunities in order to provide the best possible education and produce cutting-edge research.

The business sector needs graduates who have both intercultural and international (work/study) experience. For this reason AUAS/HvA ensures that internationalisation is integrally embedded in our educational programmes and the research activities of our schools.

The AUAS/HvA trains the professionals of tomorrow. Real-life orientated research is an important component of the educational programmes offered by our schools. Our research always addresses a real-life world problem from the professional field, and we conduct the research in close collaboration with both academics and professionals working in the particular discipline. We share a joint Executive Board with the University of Amsterdam (UvA) and our close cooperation with the UvA is particularly valuable for research activities and purposes.

AMSTERDAM UNIVERSITY OF APPLIED SCIENCES

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