

SPORT COMMERCE

INTERNATIONAL MINOR

INFORMATION FOR EXCHANGE STUDENTS



SPORT COMMERCE

INTERNATIONAL MINOR (30 ECTS)

THE MINOR SPORT COMMERCE FOCUSES ON THE DYNAMIC INDUSTRY OF GLOBAL SPORTING GOODS. YOU WILL LEARN ABOUT ERETAIL, MANAGEMENT THEORY, DIGITAL MARKETING, TAKING BRANDS GLOBAL AND MERCHANDISING. PLUS VISIT AND WORK WITH INTERNATIONAL BRANDS.

The sporting goods industry (footwear, apparel, equipment) is a huge market which is characterised as a dynamic sector where organisations need to stay on their

toes constantly. Consumer behaviour towards sport is changing continuously and the eCommerce boom and other technologies are taking its toll on many organisations in the sector.

The industry is facing many challenges and new developments. This requires organisations to have the right mission/vision, be positioned well compared to the competition, react quickly enough to trends, to execute their strategies and perform perfectly throughout the whole organisation.

LEARNING OUTCOMES

After this minor you are able to:

- ▶ analyse international and national organisations with a focus on the sporting goods industry;
- ▶ identify ways to improve the competitiveness, efficiency and effectiveness of organisations;
- ▶ think and manoeuvre strategically and initiate change within organisations;
- ▶ create visions for sport commerce oriented organisations with diverse stakeholders;
- ▶ analyse strategic problems/challenges and evaluate the success of a sales/commerce strategy;
- ▶ learn about eRetail, digital marketing, branding, merchandising and internationalizing.

PROGRAMME OUTLINE

The minor is taught in English and consists of 30 ECTS. The programme zooms in on the sporting goods industry with theory, guest speakers, field trips and an international business challenge. During the minor you will take part in challenging practical assignments to give you exposure to the type of work you will experience in the sporting goods industry and more generally sports commerce. The focus is on solving real commerce issues for real clients like Nike, Santos, Ajax, AGU, Brooks, Jumbo cycling team and MYLAPS.



Theory subjects

- ▶ Sales/eCommerce/eRetail (3 ECTS)
- ▶ Strategy in Sport Commerce (4 ECTS)
- ▶ Management Game (2 ECTS)
- ▶ Business Report (3 ECTS)
- ▶ International Branding, Merchandising, Sponsoring (6 ECTS)
- ▶ Digital Marketing (3 ECTS)
- ▶ Study trip abroad (3 ECTS)
- ▶ Commerce Business Challenge (3 ECTS)
- ▶ Reflection video (3 ECTS)

PRACTICAL EXPERIENCE

Part of the minor will be practical field experience. You will go on a field trip in Europe for one week (a personal contribution of max. €500 should be taken into account for this trip) and also will take part in day trips within the Netherlands during the semester. The minor includes a week long business challenge regarding an international topic in the sporting goods industry.

ASSESSMENTS

Each subject will have a final assessment. You will have access to a reassessment in case the first attempt was insufficient. Assessments can be written exams, written papers, videos, mind maps or presentations.

POSSIBLE CAREER OPTIONS

- ▶ Working in sales/marketing for a sporting goods brand (Nike, Adidas, Puma etc.);
- ▶ Regional Store Manager for a sports retailer (Decathlon, InterSports, Perry, JD Sports etc.);
- ▶ Account Manager/Product Manager for a sports distributor (Kubus, Big Rock Sports, etc.);
- ▶ Campaign Manager for an advertising agency working with sports brands (WPP, Gramercy etc.)

ADMISSION REQUIREMENTS

The minor is open to students from various study programmes who can demonstrate their profound interest in and knowledge of the topic. Because this minor is taught in English, it is important you have strong written and verbal English skills (equivalent to IELTS 6.0 or TOEFL IB 80 and European level B2). You are unlikely to pass the exams and obtain the necessary credits if you do not possess this level.

STUDY PERIOD

This minor runs once a year in semester 1 (September - January).

APPLY*

If you are a student from a partner university, please contact the International Office of your home university. The International Office has to send us your official nomination by the 1st of April. The application deadline for the programme is the 1st of May. More information on how to apply: amsterdamuas.com/exchange-sn.

*AUAS students can apply for this minor via minoren.mijnhva.nl. Students from other Dutch universities can enrol via kiesopmaat.nl.

PRACTICAL MATTERS

For information about housing, cost of living and other practical matters, visit: amsterdamuas.com/education/practical-matters.

'This minor will teach you how to work in a group and how to be creative at a high level.'

International student from Hungary



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