



Example of educational programme in the field of dual career: Sport Management

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HÖGSKOLAN
DALARNA

Dalarna University

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Dalarna University

- 666 employees
- About 70 programmes
- 1 200 courses
- About 20 advanced-level programmes

Student Numbers

- 18 000 students
 - 7 380 full-time students
 - 11 500 distance students

Fields of Education:

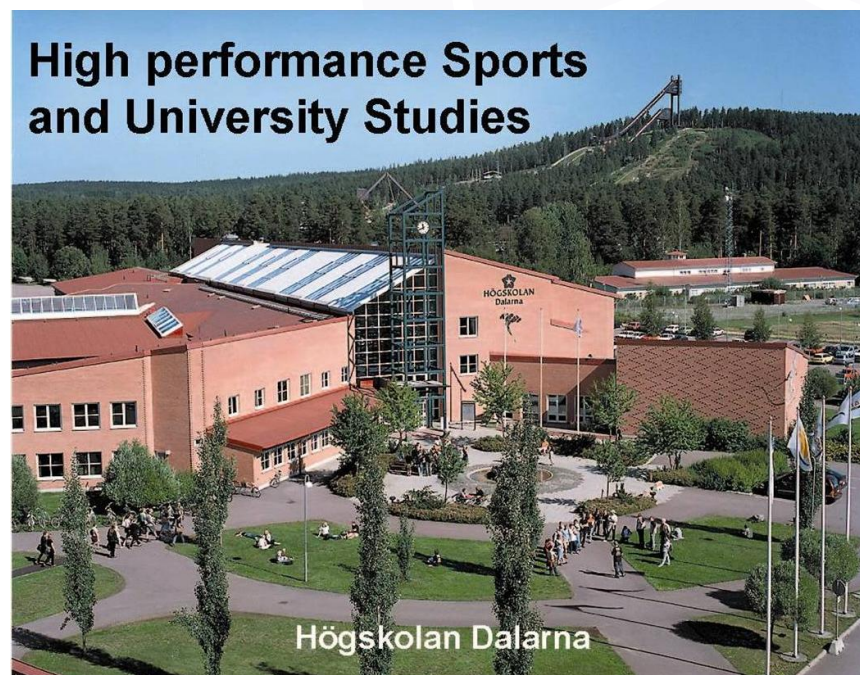
- Computer Science and IT
- Economics, Society and Tourism
- Sport and Health
- Culture, Media and Design
- Languages
- Technology and Nature
- Education
- Health Care, Social Work and Medicine

Sport at Dalarna University

- Falun - well known sports town
- Dalarna University has 4 sports-oriented programmes:
 - Sport Management
 - Media, communications and sports
 - Sports Coaching programme (two profiles: health and performance)
 - Sport as a subject in teacher education programme
- Dala Sports Academy

Sport at Dalarna University

- The Center for combining high performance sport with university studies started in 1985
- 7-8 sports, employed coaches, etc.
- 80 students within Dala Sports Academy



Why Sport Management?

- Rapid change of sport organisations demand economic, legal and social analytical skills from those who will lead and develop the organisations
- Professionalisation and commercialisation of sport organisations
- Companies increasingly connected to sport
- Position of sport in media

History of Sport Management at Dalarna University

- Sport business (“Idrottsekonomi”) started 1987 - one-year education given in final year for business students
 - Closed down after a couple of years
- Sport Management programme started 2002
- First class graduated 2005 – ca 20-25 students graduate each year
 - Bachelor Degree in Business Administration
- Good labour market opportunities for students

Sport Management at Dalarna University

- Examples of work:
 - Sport organisations (eg operations manager; marketing manager, sponsorship manager, etc)
 - More traditional companies, but in sport fields (focus on sponsorship and event, marketing assistant, etc)
 - Traditional businesses not linked to sport



Developing a new Sport Management Programme

Example of educational structure

Programme in the field of dual career

- We have developed an education (not yet started) based on our Sport Management programme
- All courses will be given part time and online during each term
 - Distance learning – students can be anywhere in the world
- The student can choose to study only 1 year, 2 years or 3 years
- Students will study 15 ECTS-credits each term (1 year full time studies will take 2 years, and so on)

Degrees

- Within programme – provide following degrees:
 - After one year of study (i.e. 2 years part time) no official academic degree - College Certificate, issued by Dalarna University
 - After two years (i.e. 4 years part time) - Higher Education Diploma (College degree)
 - After three years (i.e. 6 years part time) - Bachelor Degree
 - Within subject Business Administration can offer Master Degree

Finance of Custom-Designed Programmes

- We cannot provide custom-designed programmes for free
- It will cost from around €6000 for one full time year
- Half time studies means around €3000+ each year \approx €250 each month
- The athletes club, league, federations, etc. can hopefully answer for that cost

Subjects within programme

- The main subject is Business Administration and Management
- Other subjects within the programme are:
 - Media and Communication
 - Sociology
 - Entrepreneurship and Innovation
 - Law
 - English
- All teaching are conducted in English

You won't get lost in the crowd here!



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