



# Master in Sport Management

ON CAMPUS AMSTERDAM





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## THE PROGRAM



**60 ECTS**

**10 months**

**On campus Amsterdam**

Classes on:

- Wednesday from 14h—17h and 18h—21h
- Friday from 10—13h.

Occasional site-visits will take place on Friday or Saturday.

Classes at Johan Cruyff Institute in Amsterdam and some at sport organizations in the Netherlands.

International study trip to Barcelona

Approx. 80 classes of 3 hours, occasionally a full day

Approx. 240 hours on-campus contact time and 960 hours self-study

**Start**

September to June

**In English**

***“What I learned most during the program was the commercial side of things and also how to handle the communication of events. The master’s program gives you all the tools you need as a manager.”***



**ESTHER VERGEER**

Former Paralympic Tennis Player  
Chef de Mission Paralympics  
TeamNL, NOC\*NSF  
Tournament Director, ABN AMRO  
Wheelchair Tennis Tournament  
Alumna 2013-2014

# MASTER IN SPORT MANAGEMENT AMSTERDAM



***“Professionals need to strike a balance between strategic and operational skills that are both needed in the sports business. That’s why we educate students to gain a deeper understanding of the sport business and also focus on the personal ambitions and competencies of each student. Through the program students have the opportunity to translate new skills and knowledge into practical steps that help achieve career goals in the sports industry of the future.”***

**RICHARD DENTON**  
Academic Director  
of the Master in  
Sport Management  
Amsterdam

## LET’S DEVELOP THE SPORTS INDUSTRY TOGETHER

The sports industry currently represents 1% of the world’s GDP, and more than 2% of the European Union’s GDP. The Dutch sports industry is estimated at 12.7 billion euros (1% of GDP). It is one of the professional sectors with the highest economic growth. This fact has favored the creation of new occupations and jobs (almost 3% of employment in the EU) and a greater specialization that demands well-trained professionals to properly manage major sporting events, sports facilities, clubs and sports organizations, marketing and advertising resources, communication, etc.

The professionalization of sport and sport management in a constantly changing market requires both a constant updating of knowledge and professionals specialized in sport, capable of understanding the current economic and business ecosystem, where the application of new technologies opens up infinite possibilities and where the weight of entrepreneurial initiatives is increasingly important.

The Master in Sport Management in Amsterdam is designed for athletes (active or not) who want to educate themselves in sport management, university graduates who want to focus their professional career on the sports industry, and managers and business professionals from all sectors who want to be involved in sport business.

The program aims to provide students with an in-depth knowledge of sport management and the necessary skills for a professional career in the world of sport. On completion of the program, students will find themselves fully prepared to access a wide variety of business opportunities that await in the international sports industry.

# IS THIS THE MASTER'S DEGREE YOU ARE LOOKING FOR?

**The Master in Sport Management in Amsterdam is designed for (former) athletes and business professionals with a passion for sport, who value professional career development in the sports industry. The program addresses the important aspects of management applied in sport, where team work and the personal development of each student is key.**

Our professors are experts from the sports, business and education sectors. By sharing their own experiences, responding to latest news, using topical case studies, and inviting keynote speakers from the dynamic sports industry, they ensure that the theory studied is relevant and enjoyable to learn.

For the Master Final Plan—which brings together all the elements of the program and students' professional and personal life experiences—students work in teams on an innovative concept or idea for the sports industry, and they also test and prepare it for execution. This provides students with the opportunity to graduate with something tangible, which they can immediately activate, if they wish to do so.

Our professors and staff know all the students individually, and they focus on the personal development of each and every one of them. We use a rich learning environment that fosters educational tools based on a student interaction model, which also enables students to share their unique experiences and learn from each other. We ensure that each student receives the attention required to gain the most from the program.

We aim for a mix of students with different backgrounds, levels and nationalities, in order to offer a broad perspective. Elite athletes make up an important part of our Cruyff Academic Network, together with sport and business professionals.

There are now hundreds of alumni from the Master in Sport Management Amsterdam, and thousands of alumni from our academic programs in sport management worldwide, working in a wide variety of positions in and outside the international sports business industry, providing students with excellent networking opportunities.

Rankings SportBusiness International Magazine  
SEPTEMBER 2022

**TOP 40** GLOBAL  
RANKINGS  
MASTER IN SPORT  
MANAGEMENT





## OBJECTIVES

# 8 GOALS TO HELP YOU EXCEL PROFESSIONALLY

**Meet the business reality, learn to recognize business opportunities, anticipate changes, be prepared to make the most of the resources of any company or sports organization.**

These are the objectives of a program designed to launch your professional project:

1. Define the socio-economic framework in which sports companies find themselves in order to carry out strategic management.
2. Recognize, negotiate and use available financial resources to sustainably manage a sports entity.
3. Identify indicators to develop the potential of the people who make up a sports company.
4. Design the commercial management of sports products and services through marketing strategies and plans.
5. Financially manage sports infrastructures.
6. Plan and manage sporting events.
7. Apply the knowledge and skills learned in a professional environment in the field of sport management.
8. Create the Master Final Plan, a business plan or a project related to sport management.

# A PROFESSIONAL LEAP IN 10 MONTHS

The educational program of the Master in Sport Management Amsterdam is organized in seven modules, and includes site visits, an international study trip and social work. Both the approach and the level of demand, ensure that you will have the right knowledge and skills to guide your professional career in sport management.

Our on-campus program in Amsterdam offers visits to sport organizations, clubs and facilities across the Netherlands. This gives students first-hand experience in the challenges sport managers face on a daily basis.

The program also includes an international study trip to Barcelona early on in the academic year. The study trip contributes to various modules in the program, and stimulates bonding and friendships; many alumni consider the study trip as one of the highlights of their study experiences during the program.

Furthermore, within the context of the Strategic Management module, students have to complete a minimum of 14 hours volunteer work in the sports sector, to add operational experience, and in line with the philosophy of Johan Cruyff: "If you have the opportunity to do something for another person, you should do it."

## Modules

### 1

#### STRATEGIC MANAGEMENT

- Definition of strategy
- Strategic planning
- Sports industry analysis
- Management strategies
- Resource-based business vision
- Creating sustainable competitive advantage
- Cultural diversity from a social and corporate perspective
- Policy: from different perspectives:
  - political
  - sports governing bodies
  - social domain
  - corporate



**HENK VERSCHUUR**  
Professor

### 2

#### APPLIED SPORTS PERFORMANCE SKILLS

- Personal performance
- Time and energy management
- Presentation skills
- Coaching skills
- Communication skills



**MARTIJN VAN WESTEROP**  
Professor



### 3

#### MARKETING OF SPORT

- Marketing vs. sport marketing
- Principles of marketing
- Sport marketing strategies and plans
- Brand development
- Sponsorship
- The future of sport
- Digital marketing
- Data, technology & digitalization
- Sports media



**RICHARD DENTON**  
Professor



**JESSIE DE BOOI**  
Professor

### 4

#### FACILITY & EVENT MANAGEMENT

##### Managing Facilities

- Management of sport centers
- Maintenance management
- Risk management
- Data, technology & digitalization

##### Managing Events

- Event organization
- Project management
- Volunteer management
- Financial management of an event
- Event evaluation



**PAUL TEN HAG**  
Professor

### 5

#### FINANCIAL MANAGEMENT IN THE SPORTS INDUSTRY

- Budgets
- Financial report analysis
- Investments and enterprise evaluation
- Funding your business plan
- Financial planning
- Pricing strategy
- Creating profit: sales and fundraising
- Outsourcing: budget control
- Negotiation



**FRANS BOUMANS**  
Professor



**ROLF FRANKE**  
Professor

### 6

#### GOVERNANCE, INNOVATION, LEADERSHIP & SOCIETY

- Personal development as a manager/leader
- Managing people and processes
- Building an organization through vision, identity and values
- Stakeholder relationships and managing change
- Innovation: from vision to reality
- Entrepreneurship and ethics
- Governance principles and contribution to society



**KEES VERSCHOOR**  
Professor



**HANNA WINTZEN**  
Professor

### 7

#### MASTER FINAL PLAN

- Developing a business plan, an innovative concept or idea
- Performed in small groups
- Guided by our professors and alumni throughout the year
- Practical application and implementation
- Final showcase presentations



**RICHARD DENTON**  
Professor

# YOU ARE THE PROTAGONIST

Immerse yourself in an ecosystem designed to improve your performance: progress alongside professionals from the sports industry, with the constant assistance of a program manager, teachers who accompany and guide you, and a teaching team that has taken care of every detail of the master's program.

This is how you learn:

### Learning by doing

Learn theoretical concepts and quickly put them into practice while using the most innovative tools in sport management. By using Johan Cruyff Institute's pedagogical model, you train "technique" and "tactics" through 'learning by doing', where the lived experience is the main source of knowledge.

### Teamwork

Work on projects with people of different nationalities and professional backgrounds who share the same team spirit and passion for sport. Have fun, learn from your colleagues, share your points of view with them and participate together in debates that are as diverse as they are enriching.

### Challenging business cases

Face real business challenges, tackling the challenges that companies in the sports sector face on a daily basis. Personally present your solutions to Johan Cruyff Institute and its partner companies, who challenge you with specific strategic problems.

### Different learning environments

Imagine a master's program that goes beyond the boundaries of the classroom. Thanks to technology, you will have access to the virtual campus, the e-learning platform that supports your academic progress and facilitates collaborative team work. Thanks to field trips and the international study trip, you will get to know different companies and sports organizations first-hand.

### You are at the center

We accompany you, but we are demanding. We guide you, but you are responsible for your learning process. We prepare you, but in this race you are the one who competes.



## RESOURCES AT YOUR FINGERTIPS

- 1 Case studies developed as a team
- 2 Projects that respond to real business challenges
- 3 Business simulations
- 4 Discussions and forums
- 5 Webinars and live chats
- 6 ICT apps and management tools
- 7 Self-assessment exercises
- 8 Virtual resources
- 9 Research
- 10 Links to bibliographic references

# HOW WE SUPPORT YOUR PERSONAL DEVELOPMENT

Johan Cruyff Institute strongly believes the student is central to everything we teach, learn and share. Through the academic year, you will engage actively in creative challenges that require effort, commitment and intuitive thinking. Our teaching methods help students maximize their output and the outcomes they are seeking

The professors facilitate and assess the development of personal competencies as they coach the students through a challenging and enjoyable program, in which they share their own personal experiences and ensure that all the students are challenged in their learning.

Some of the principles we apply:

- Everyone contributes. We expect all students to engage in and contribute to the learning process. There is no hierarchy, no walls or restrictions.
- Diversity in class. We intentionally bring together students from the worlds of sport and business, and from diverse cultures, to enrich the learning process.
- Professional experience. Our professors and guest speakers bring years of experience working in the sport and business sectors.
- Competitive learning. Just like in sport, we encourage healthy competition amongst students to maximize the output for everyone.
- Expect the unexpected. If you are not prepared for the unexpected then you are not prepared to advance in the sports industry.
- Personal and fun. We believe that learning should be fun and not just hard work, so we make a special effort to ensure our students enjoy what they do, individually and collectively.

***“For me, perhaps the most important thing I learned from the Master in Sport Management in Amsterdam was to think outside-the-box. In every situation, there is always a different angle to look at that might offer a better solution.”***



**TIM SMET**  
Lawyer and Licensed  
Football Agent  
Alumnus 2020-2021

**60 ECTS**

**10 months**

**\*\*\*\***

**15-20 study  
hours a week**

**+ 80 classes  
contact time**  
(approximate  
dedication)

## ADVANTAGES

- You are challenged to develop a realistic plan for a start-up or business project in the sports industry.
- You always study in direct contact with your professors.
- You learn from the direct experience of professionals in the sports sector.
- You learn to translate new knowledge into effective plans that foster your career in the sports industry of the future.
- You broaden and expand your network.



# 5 KEYS TO MOTIVATE YOU

Qualification, hands-on learning, skills development... you will not be short of incentives: you have every reason to take up a challenge that is full of advantages and is a very rewarding experience.

This is just a foretaste of what you will find in a master's degree designed by and for sports lovers:

## 1. Personal and professional growth

The investment you make for the upcoming months ensures a lasting impact on your career and is an experience for life.



## 2. Networking

A full program supported by industry experts is an excellent opportunity to expand your professional network.

## 5. Study trip

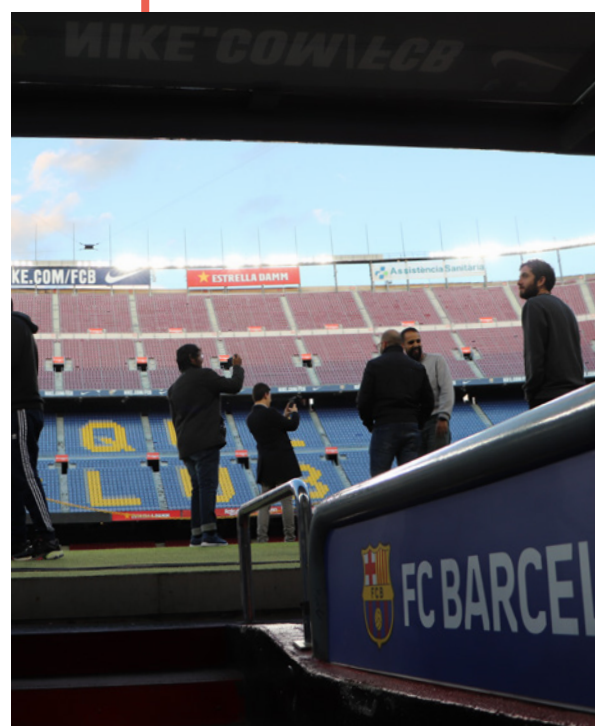
The program gives you the opportunity to go on an international study trip where you will continue your learning in a different setting while enjoying an unforgettable experience.

## 3. Job opportunities

We announce job offers from around the world in the field of sport and send them to you on a weekly basis, and will help you where we can to facilitate your access to the industry.

## 4. Development of the skills and competencies most demanded by sports companies

At Johan Cruyff Institute we sign agreements with different entities in the sports sector to provide you with professional opportunities with great future prospects.



## CHOOSE FROM MULTIPLE CAREER PATHS

Prepare yourself to perform multiple functions in different areas of sport and apply what you learn immediately in your professional work, either for a company or organization or as an entrepreneur.

We have created a master's degree that gives you an overview of sport management, but also delves into various functional areas of companies operating in this market. These are some of the job opportunities available to you:

### SPORTS COMPETITION

Sports director of clubs, federations and sports organizations.

### MANAGEMENT OF SPORTS ORGANIZATIONS

Financial manager in sports organizations.

Human resources manager in sports organizations.

Director of sports and leisure companies.

### SPORTS FACILITIES AND EVENTS

Director of sports facilities.

Director of sporting events companies.

### COMMUNITY SPORTS

Manager of sports complexes and municipal facilities.

Manager of non-profit sports foundations.

Sport manager in public organizations.

### SPORTS CONSULTING

Sports services advisor.

### MARKETING AND SPONSORSHIP

Director of marketing for sports organizations.

Sponsorship manager for sports organizations.

Fan engagement specialist.

Sports industry data analyst.

Partnerships manager.

Market analyst.

**80%**

**OF STUDENTS WORK IN THE  
SPORTS INDUSTRY AFTER  
THEIR MASTER'S DEGREE**

*"I worked as a corporate lawyer for a legal and financial service provider, but wanted to make a switch from the formal corporate business world, to the more dynamic sports industry. The program really challenged me within a group of inspiring people, and thanks to the Master in Sport Management, I have been able to make this important step in my professional career."*



**AUKE BROEX**  
Corporate Law and HR,  
Team Jumbo-Visma  
Alumnus 2016-2017





## STUDENT PROFILE

## YOUR TRAVEL COMPANIONS

If you believe that the exchange of ideas multiplies talent and you want to educate yourself in a cosmopolitan environment, wait until you meet your classmates. Throughout the Master in Sport Management in Amsterdam, you will work with—and learn from—colleague-students from different cultures, countries and professional backgrounds, who share a common passion for sport.

AVERAGE  
AGE

**28**  
YEARS OLD

**60%**  
MEN

**40%**  
WOMEN

**10%**  
PROFESSIONAL  
ATHLETES

**60%**  
UNIVERSITY DEGREE  
HOLDERS

**30%**  
INDUSTRY  
PROFESSIONALS

NATIONALITY

**66%**  
DUTCH

**34%**  
INTERNATIONAL





Some top athletes that studied with us in Amsterdam are:

Edith Bosch (judo)  
Edwin van der Sar (football)  
Ernesto Hoost (kickboxing)  
Evangelos Doudesis (water polo)  
James Lawrence (football)  
Justin Reid-Ross (field hockey)  
Lobke Berkhout (sailing)  
Mark van der Maarel (football)  
Madelon Baans (swimming)  
Margot Boer (speed skating)  
Nelli Cooman (athletics)  
Tessa Veldhuis (rugby)  
Thomas Sutherland (football)  
Urta Rozenstruik (bobsleigh)  
Victor Anfiloff (volleyball)



***"What you get from being a professional athlete, is that you always want to be better. I think you can translate that into work life as well. With a master's degree, you aim to improve yourself and get better in what you are doing within your role at a company or in a team."***

**JUSTIN REID-ROSS**

Field Hockey. Marketing Paazl, Ambassador for Adidas  
Alumnus 2015-2016



***"The Master in Sport Management gives you insights into all the business aspects of sport, as well as how to apply business and marketing techniques to the sports world. The intensive 10 month program, together with a diverse and enthusiastic group of students sharing a passion for sport, contributed immensely to my personal development."***

**FRANCIEN VAN KAMPEN**

Sponsor/Hospitality Manager  
Alumna 2016-2017



***"I find it intriguing to see how sport connects people and what emotions it can evoke. Right from the start of the Master in Sport Management, you notice how inspiring it is to work with people who share that same passion. And I think that is also one of the great advantages in my current job. It gives me energy to know that, with what I do, I am contributing to the sector."***

**LAURA OSKAM**

Commercial Management, Team DSM  
Alumna 2020-2021





## AN EXPERIENCE BEYOND THE CLASSROOM

Say hello to an academic experience where sport permeates everything, where you can share great moments with your colleagues, on professional days and events that are perfect for networking and with inspiring conferences and meetings.

### SOCIAL LEGACY OF JOHAN CRUYFF

Together with the Johan Cruyff Foundation—located in the Olympic stadium opposite the Johan Cruyff Institute building—we cherish the social legacy of Johan Cruyff. We are inspired by the man who revolutionized the beautiful game and created an impact and a school through his way of being, thinking, acting and transmitting in different spheres of society. He continues to this day to be a source of inspiration for millions of people.

### CLASSROOM

Johan Cruyff Institute Amsterdam is located next to the Olympic stadium. The stadium hosted the 1928 Olympic Games and is still buzzing with sports activities and other events today. By providing a link between the history and future of sport, it offers an inspiring environment for staff and students.

### PASSION

If sport is passion, it is normal that you will find yourself surrounded by people full of energy—classmates, teachers, professionals in the sports industry who share this differential value with you and who pass on their excitement for what they do.





### STUDY COACHING

From the moment we welcome you until the day of your graduation you are accompanied. Throughout the master's program you will be directly assisted by a program manager who will monitor your progress and you will also be coached and assisted by the professors and the administrative staff of Johan Cruyff Institute.

### CAREER GUIDANCE

We announce job openings and sport-related projects through our media on a regular basis, and many sports entities turn to us when they are searching for professionals with a sport mentality. Wherever we can, we will help you to facilitate your access to internships and job opportunities at companies in the sector.

### ALUMNI COMMUNITY

More than 9,000 students all over the world have experienced our online and on-campus learning programs in Sport Management, Sport Marketing and Sponsorship, Football Business and Coaching. The Master in Sport Management Amsterdam will provide you with the opportunity to join this next generation of leaders ready to manage sports organizations all over the globe.

**You will receive invitations and discounts for the main congresses and conferences in the sports industry. And you will also be able to get reduced-price tickets to various sporting events. So you'll always be up to date and get the most out of your master's degree.**

### THE BEST NETWORK OF COLLABORATORS

We work with different institutions and collaborating companies that actively participate in meetings, conferences and activities. Together we have woven a network where there is a constant transfer of talent and knowledge, which enriches us mutually.





# A DUAL CAREER FOR ATHLETES OFFERS ONLY ADVANTAGES

Discover how an elite athlete sets new professional goals through discipline and motivation.

**L**eave your comfort zone. That's what it's about if you want to prosper in life. It is a habit that Shay Sade, student of the Master in Sport Management at Johan Cruyff Institute Amsterdam, incorporated to progress as a football player in Israel, where she comes from, to combine a dual career as a football player and a university student in the United States. And she has continued her studies in Amsterdam, now that her days as an active athlete are over and she is aiming for new challenges.

—As a football player, you want to move forward, you want to act quickly. At the office, I didn't take decisions for the 90 minutes of a football game, but for a whole season or even years ahead. You have to think about the consequences and there's much more involved. I definitely realized how difficult it is to manage the sports industry.

—The combination of education and sport is super important; first because you are getting an opportunity for after your career, and second, because it helps you with the process of thinking, structure, organization. It gives you a tool that you can actually use in team sports, in the dressing room with your teammates and on the field.

—It was sport that helped me to study better, like it was very much on the health side, the way I looked at it. When I had exercised and when I had practiced in the morning, and afterwards I had classes, I could definitely see the difference between a day like that and a day on which I didn't work out, for example. It was like my body and brain could function better in school. That's my opinion.

—You have to use your sport skills in different aspects, and getting an education. I think, it is very important in life, and almost everyone is doing it, so why not us with our sport skills.

—The Master in Sport Management Amsterdam is a combination, it is sport and management. For me it is sport, because my business works in the sports industry, and it's management, because





**“Studying gave me a lot of tools that I could transfer directly to my career as a football player, both on the pitch and in the dressing room; a dual career for athletes is very important”**

**SHAY SADE**

Co-founder of FIRTEAM USA

Alumna 2021-2022

I manage myself, I manage my partner, my players and the company itself. So, I use the models that we learn, and there are a lot of tools that I get from the master's program. Sometimes in marketing, and sometimes in leadership and making the right decision, and sometimes it is about the strategic path that I would want to take. There is a lot of stuff that I can apply in my business currently. I read about the program, and I saw that it is really practical, and that is what I was looking for, to be more practical and to get information that I can use day-to-day in my business.

—I would love to be someone that can help develop women's football in Israel and also be an ambassador of women's football in the whole world, to help young players and offer advice from my experience.



## AMSTERDAM: COZY AND COSMOPOLITAN

With its lovely canals and narrow houses with gabled façades, Amsterdam is a vivid legacy of the city's 17th-century Golden Age. It might be the main reason for the city to attract so many tourists, but for students who live there, it has so much more to offer.



Amsterdam is the capital of the Netherlands and the largest city in the country, but you can explore the center easily on foot or by bike. It has a rich sporting history, with about 800 sports clubs, and the Johan Cruyff ArenA is home to the famous Ajax football club. The most popular sports in the Netherlands are football, tennis, (ice)skating, cycling and field hockey. Urban sports are increasingly popular.

For centuries, the city has been known for its liberal and free-spirited nature, both within the Netherlands and around the world. It worked—and still works—like a magnet for people and businesses worldwide. Currently, individuals from more than 150 nationalities call the city their home, which makes Amsterdam a cosmopolitan city with a diverse talent pool. With its stable business climate, innovative and entrepreneurial mindset, and a work-life balance that is among the best on the planet, Amsterdam is a favorite hub for many businesses into the EMEA market—some of them being Nike, Asics and Patagonia.

AMONG THE  
**TOP 5**  
OF CITIES  
WHICH HAVE  
A HEALTHY  
LIFESTYLE  
LENSBLOG 2022

AMSTERDAM  
HAS:

**26**  
SPORTS PARKS

**19**  
SPORTS CENTERS

**10**  
SWIMMING POOLS

**80**  
GYMNASIUMS

**+100**  
SMALLER SPORTS  
FACILITIES IN  
DIFFERENT  
NEIGHBOURHOODS

***"Amsterdam is an amazing city where it is easy to get by with English, and the program is in English, which was also very helpful for me. I highly value education and especially learning from other cultures, and in my opinion, the Dutch culture in the football world is unique."***



**SHAY SADE**  
From Israel. Owner,  
FIRSTTEAM USA  
Alumna 2021-2022



## AMSTERDAM BUCKET LISTS

The weather may be lousy (sometimes), but you will find it difficult not to like Amsterdam. Here are a few ideas for things to do that are also liked by the locals, for when you spend your academic year in Amsterdam.

### SPORTS

- See a home game of Ajax at Johan Cruyff ArenA.
- Do the Amsterdam City Swim, Dam-to-Dam Run, or 'our' Cruyff Legacy 14K Run.
- Rent a bike and cruise through the city like a local.

### CULTURE

- Visit the Rijksmuseum, the Van Gogh Museum and the Moco Museum.
- Enjoy a concert in the Concertgebouw.
- See a movie at the gothic art-deco Tuschinski Theater.

### ARCHITECTURE

- Visit the buildings of the 'Amsterdamse School'.
- Take a walk along the banks of the IJ, and see the modern architectural design at the former docks.
- And enjoy the city center of course, a UNESCO World Heritage Site.

### LEISURE

- Pay the 'Foodhallen' and 'IJ-hallen' a visit for trendy eating and drinking places.
- Take a train to Zandvoort to visit the F1 circuit and enjoy some fresh air on the beach.
- Visit 'The 9 Streets' in the Jordaan neighborhood and the 'Albert Kuip'-market for shopping.
- Take in a concert at the Ziggo Dome or at Paradiso..



**It could be said that Amsterdam is a city for sports lovers as it has nearly 800 sports clubs. The most popular sports are football, tennis, athletics, hockey and ice skating. Cycling is probably considered a part of their lifestyle, since all Dutch people have their own bicycle.**

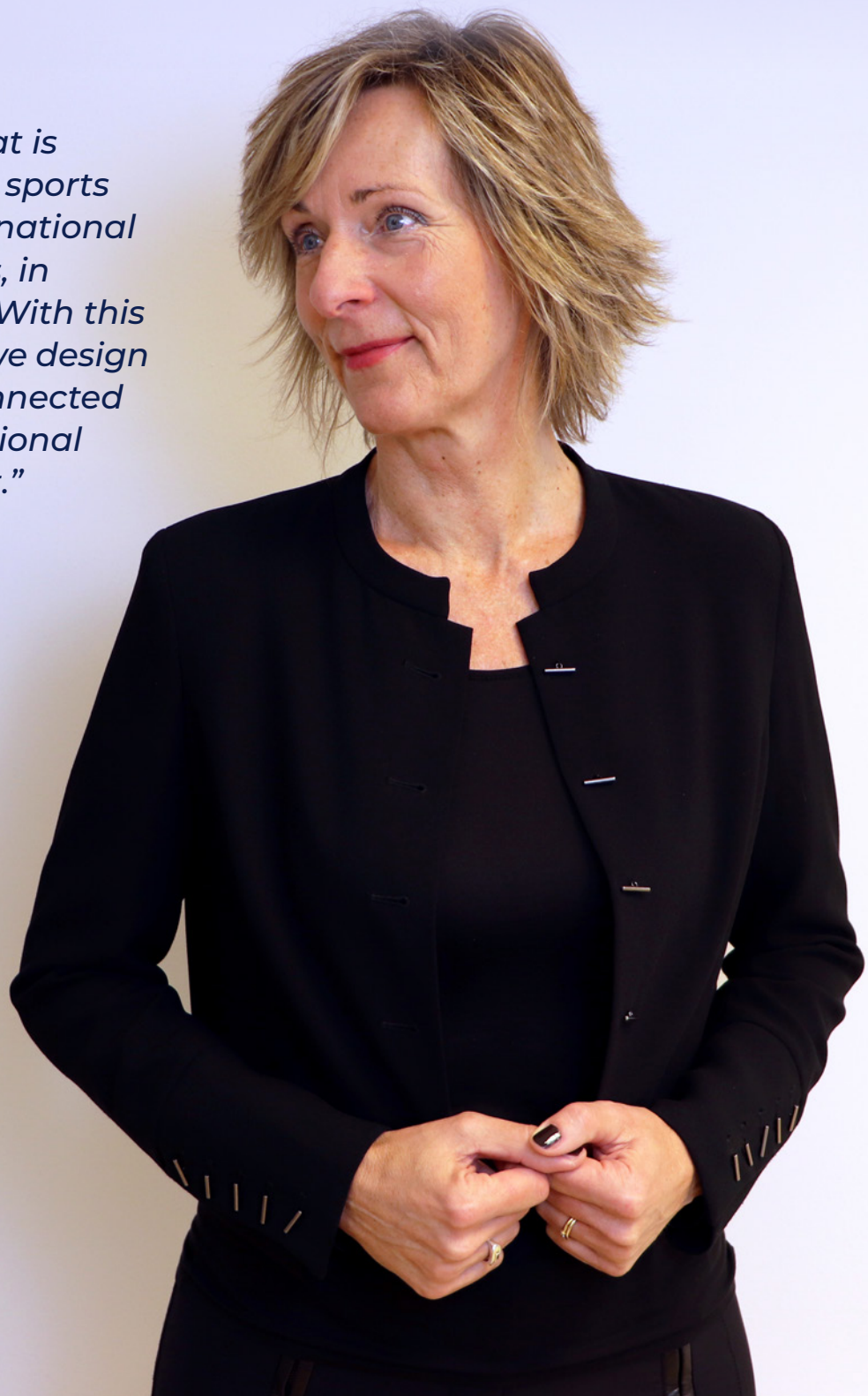
WELCOME TO JOHAN CRUYFF INSTITUTE

# MARIËL KOERHUIS

General Manager of Johan Cruyff Institute



*We know what is happening in sports clubs, in international organizations, in federations... With this information we design programs connected to the professional world of sport."*



# On the way to the top

**At Johan Cruyff Institute**, we offer you the tools and the learning environment you need for a successful career in the sports industry, a scenario as uncertain as it is full of opportunities, where quality professional education is more essential than ever.

But the road to the top is not easy: the route requires breaking down barriers and overcoming obstacles, keeping pace with the technological revolution, innovating and adapting to the dizzying changes that companies and sports organizations are undergoing. So, whether you are an athlete or not, get ready to start a rigorous and competitive study program, which will demand effort, perseverance and discipline, and where your drive and mentality will be great allies to achieve success.

At Johan Cruyff Institute, we accompany you on this exciting journey along which you will grow personally and professionally, and with every step you take towards the top, you become stronger.

**At Johan Cruyff Institute,  
sport permeates everything:  
it is present in every  
class, in every tutorial, in  
every little detail, in the  
atmosphere you breathe  
and in the spirit we share  
as teachers, students and  
collaborators.**

We welcome you to the institution where your passion is also your professional future, where we listen to your needs, and where we transmit the knowledge and experience that only those closely linked to the sports industry have.



## THE OFFICE AS SEEN FROM THE PLAYING FIELD

**Johan Cruyff Institute is a business school founded in 2002, specialized in the sport management training of athletes and professionals in the sports industry.**

We grew out of an idea of Johan Cruyff, who decided to create an educational institution to help athletes enter the world of work. This plan was brought to life with a ground-breaking approach that he would describe as “thinking from the playing field transferred to the boardroom”, and thus transferring all his experience as a player and coach to the business environment.

During these two decades we have progressed and adapted along with the times, while always remaining faithful to our philosophy of “learning by doing” and advancing side by side with our students. And, above all, looking to the future, to give them all the knowledge and innovation demanded by today’s sports industry, where areas that did not exist a short time ago, currently offer a wealth of great opportunities.

As a result, more than 9,500 graduates of Johan Cruyff Institute work as sport managers around the world, in areas as diverse as business administration and management, marketing and leadership in sport management.

What began as a pioneering initiative that looked at the professional world from the sport perspective, has become a consolidated and global sport management education project, which today has centers in Spain, the Netherlands, Mexico and Peru, but also reaches all over the world thanks to our extensive experience in online learning. What’s more, Johan Cruyff Institute offers programs that have official accreditations from universities and master’s degrees that are well placed in the ranking lists for sport management education.

We like to think that this recognition and the achievements obtained are the result of our own work culture, where sport, innovation and academic quality share the focus with social commitment.



*My vision of sport management is quite simple. I think people with a passion for sport are the best to lead sports organizations*



**+9,500**  
STUDENTS

**4**  
CAMPUSES

AMSTERDAM  
BARCELONA  
LIMA  
MEXICO CITY

**56%**  
ON CAMPUS

**44%**  
ONLINE

**+90**  
Academic  
programs

**11**  
REGIONAL  
OFFICES  
WORLDWIDE

**17**  
INTERNATIONAL  
AGENTS IN  
18 DIFFERENT  
COUNTRIES

**127**  
Teachers

Rankings SportBusiness  
International Magazine  
SEPTEMBER 2022

**TOP 40**  
GLOBAL  
RANKINGS  
MASTER IN SPORT  
MANAGEMENT

**2<sup>nd</sup>**  
WORLDWIDE  
MASTER IN SPORT  
MANAGEMENT  
ONLINE

- Australia
- Brazil
- Chile
- Colombia
- Denmark, Norway, Iceland and Faroe Islands
- Guatemala/El Salvador
- Ireland
- Israel
- Italy
- Mexico
- Middle East
- Northern Ireland
- Peru
- Scotland
- Venezuela

**15**  
Universities and  
international  
partners

**+120**  
Agreements  
with companies,  
federations and  
clubs



## LEARN FROM THE BEST PROFESSIONALS

Businessmen, executives, managers, entrepreneurs, researchers... Our teachers are passionate about teaching, but they combine their educational role with their day-to-day work in their companies, their consultancies and their various professional activities.

The faculty of Johan Cruyff Institute is composed of professionals from the sports industry who know how to connect what they teach in the classroom with what they really do in their day-to-day business. They do this through case-based teaching, simulations, workshops, forming interdisciplinary work teams and bringing you closer to the experience and practical reality of their work.





## FACULTY TEAM

Working with professionals implies that the list of professionals may eventually be subject to change. In any case, we always ensure the highest teaching quality.



***“We stand out for our firm commitment to practical and experiential learning, supported by a teaching staff that is well acquainted with the latest trends in the sports industry as well as sport management practices. Furthermore, we think it is key that students work on their personal growth as the foundation for their professional development. Throughout the program, we will guide you in that journey.”***

**MARTIJN VAN WESTEROP**  
Professor of the Master in Sport Management Amsterdam

### RICHARD DENTON

Richard has been working in the sport marketing and entertainment business since 1989. He has worked for global brands such as Canon, Philips, Omega, ABN AMRO, Heineken and Unilever, across a variety of sport and events including the FIFA World Cup, UEFA Champions League, Formula 1, Volvo Ocean Race, PGA European golf tour, the Ryder Cup, Wimbledon, Roland Garros and the Olympic Games. Richard used to be managing director of one of Holland's leading sport marketing agencies, Trefpunt-PRISM, from November 2009 until September 2015. His most recent position was Manager Sponsorship and Partner Sales at Vitesse Arnhem. Richard is the academic director of the Master in Sport Management.

### HENK VERSCHUUR

Henk is president of the largest Martial Arts Federation, a member organization of the Dutch Olympic Committee NOC\*NSF. He has fulfilled several key functions in (inter)national sport federations, where he has been instrumental in international negotiations with parties like ministries of sport and international sport sanction bodies.

### FRANS BOUMANS

Frans has been teaching in financial management since 1989 at several different universities. In addition, he has also worked with different banks in the fields of commercial and investment banking with small and medium sized companies as well as larger corporates in the Netherlands and abroad.

### ROLF FRANKE

Rolf is a former professional basketball player. He played for several Dutch clubs, winning the league title eight times. Since retiring as a player in 1999, he has held different senior roles within the ABN Amro Group, including several board member roles. He has been working in the academic field for several years and has also started a coaching career. In 2019, he won the Dutch Basketball League Coach of the Year award.

### MARTIJN VAN WESTEROP

Martijn supports people and organizations in their development to achieve sustainable performance. He is a lecturer on the Master of Advanced Studies in Sport Administration and Technology at the International Academy of Sport Science and Technology in Lausanne, and co-lecturer of the HR module in the IOC MEMOS program. He is also an executive coach at IMD in Lausanne and TIAS School for Business and Society in Tilburg, and he works for various organizations such as ASML, Randstad, CloudNation and the Royal Dutch Rowing Federation. He is curious about people, organizations and cultures with the drive to have a positive impact on people.

### JESSIE DE BOOIJ

Jessie is an enthusiastic digital jack-of-all-trades with almost seven years of work experience as an online marketer, digital content coordinator and social media manager at international companies such as WE Fashion, Vue, Kinopolis and Evidensia. She has a passion for digital content marketing and her expertise lies in digital marketing strategy, channels, branding, content management, publishing, and tools. She has a fondness for online analytics and the latest digital marketing trends.

### KEES VERSCHOOR

Kees has been supporting managers, teams and students in building strong innovative relationships since 1992, and helping them to work on their own development and to build sustainable results and successes together with their stakeholders. He supports a wide range of profit and non-profit organizations in the Netherlands and abroad in his role as consultant, teacher, writer and entrepreneur.

### HANNA WINTZEN-KERNKAMP

Hanna has been a change manager since 2000, management consultant since 2004 and entrepreneur since 2018. She believes in teamwork and the importance of setting goals together, and that strong leaders make strong teams in which people are willing to be transparent and share. Hanna started her professional career at corporate Delta Lloyd where she managed and implemented many big changes from IT migrations to various organizational restructures and the “new way of working”. From 2014-17, Hanna was head of CSR & sustainability at Delta Lloyd, during which time she designed and implemented the transition from actions to impact (responsible investments, insurance and organization).

### PAUL TEN HAG

Paul was the managing director of the Dutch women's football league. He has extensive experience as a facility manager. He worked for 11 years as director of facilities & sport services at Nike Europe. He also was facility manager at Holec Holland and Texas Instruments. Paul is an active and passionate sport fan. He was also the director of the Dutch Archery Federation.

## SERVICES

# ALWAYS WITH YOU

Johan Cruyff Institute offers different services to enhance your employability, complete your education and improve your experience before, during and after your studies.



### EMPLOYABILITY

Every week we send you a newsletter with job offers from football clubs, companies and sports entities so that you can follow in detail how the job market is evolving in the sports industry and be the first to know about available job opportunities.

In addition, we have built a wide network of professional partners who are looking for talent and turn to us to fill their vacancies. Johan Cruyff Institute selects the best qualified profiles among its network of students according to their suitability.

Moreover, we have established a partnership with WFS Talent, one of the leading recruitment agencies in the sports industry, where you can obtain special prices.





### **PROFESSIONAL INTERNSHIPS**

Our students are well-trained candidates, able to bring a lot of value to companies and, therefore, perfect for integrating into their teams through the formula of professional internships. These internships are, in turn, an enriching learning experience, and through them you have the opportunity to live the reality of a sports organization and put into practice the knowledge you have acquired.

### **ALUMNI CRUYFF INSTITUTE**

The Alumni Cruyff Institute digital platform allows the more than 9,000 students who have studied with us to maintain the links created during their studies, as well as to participate in webinars and training sessions, among other resources. Connect to this network and get in touch with peers who share your interests and with former students working in companies and institutions around the world, while keeping the spirit of Johan Cruyff Institute alive.

### **HOSPITALITY**

If you are coming to study from outside the Netherlands, we are here to help you. We will help you with the paperwork and provide you with information about accommodation, health insurance, currency and all the details you need to know to make your experience in Amsterdam perfect.



# HOW DO I ACCESS THE MASTER'S PROGRAM?

To ensure that your experience at Johan Cruyff Institute is excellent, we make sure that your interests match the objectives of the program and that your educational and professional background is appropriate.

## REQUIREMENTS

To take this master's degree you must meet one of these three requirements:

- Hold a bachelor's degree, diploma or equivalent.
- Have a minimum of three years of experience in the field of sport management (other fields apply).
- Have had a career as a professional athlete.

## ENROLLMENT

Open until the beginning of the master's program or until all places are filled.

## QUALIFICATION

If you successfully complete the different modules of the study program, you receive the academic qualification of Master in Sport Management from Johan Cruyff Institute.

## PRICE

The price of this program is €12,890 (incl. 21% VAT) consisting of €11,982.50 tuition fee and €907.50 admission fee.

The study fees include the international study trip (excl. flight ticket) and access to the learning platform.

Payment in installments is possible. Special conditions are available for former students and members of partner entities.

## ADMISSION PROCESS


The final selection of candidates for the master's degree is made through a four-stage admission process:

- 1 Pre-enrollment form**  
To apply for admission to the program you must fill out a pre-enrollment form in which you tell us about your personal and professional achievements, so that we can get to know you.
- 2 Admissions Committee**  
Once we have received the pre-enrollment form, our Admissions Committee will evaluate your candidacy.
- 3 Personal interview**  
You are unique, and that is how we treat you. If you meet the requirements, you will have a personal interview with the program manager where we will assess whether your aspirations and motivations for pursuing this program are in line with the objectives of the program.
- 4 Admission**  
Within 72 hours, one of our advisors will contact you. If you have received a positive evaluation, he/she will provide you with all the information you need to enroll in the master's program.



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 [Johan Cruyff Institute](https://www.youtube.com/JohanCruyffInstitute)

**[www.johancruyffinstitute.nl](http://www.johancruyffinstitute.nl)**

*Johan Cruyff Institute is a member of the North American Society for Sport Management (NASSM), the European Association for Sport Management (EASM), the Catalan Sports Cluster (INDESCAT) and the initiative for higher education institutions, supported by the United Nations (PRME).*

**PRME** Principles for Responsible  
Management Education



[WWW.JOHANCRUYFF.COM](http://WWW.JOHANCRUYFF.COM)