



The Fast Track Program for International Sport Management

BLENDED AMSTERDAM



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THE PROGRAM

Language: English

Modality: 3 modules on campus in Amsterdam + 10 weeks online

Duration: from 4,5 to 7 months

Start: October and March

Qualification: The Fast Track Program for International Sport Management from Johan Cruyff Institute



THE FAST TRACK PROGRAM FOR INTERNATIONAL SPORT MANAGEMENT



“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 The Fast
Track Program for
International Sport
Management

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 Fast Track Program is meticulously crafted to provide a dynamic blend of in-person and online learning experiences, offering unparalleled flexibility and a holistic educational journey. At the core of the program, classes are conducted by expert faculty who boast significant ties to the sports industry. These sessions are further augmented by masterclasses led by distinguished guest lecturers renowned in the world of sport management, ensuring a rich tapestry of academic and practical knowledge.

The program aims to provide participants 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, participants will find themselves fully prepared to access a wide variety of business opportunities that await in the international sports industry.



OBJECTIVES

6 GOALS TO HELP YOU EXCEL PROFESSIONALLY

We have designed a Fast Track Program close to business reality, which offers you the vision to recognize business opportunities and anticipate changes.

These are the main objectives of the Fast Track Program for International Sport Management

1. To obtain a strategic vision of the sports industry from a business perspective.
2. Create new market opportunities through entrepreneurship and innovation.
3. Use the most innovative practices in sports marketing and develop effective branding and sponsorship strategies.
4. Lead professional teams and obtain the best results from them.
5. Interpret the financial statements of a sports organization and create financing strategies for new projects and ventures.
6. Optimize the management of sports facilities and events.

A PROFESSIONAL LEAP IN 6 MONTHS

The Fast Track Program for International Sport Management is organized in three main blocks and online 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.

Speed up the process of moving forward in(to) the sports industry.

The Fast Track Program begins with a compelling half-day introduction, establishing the groundwork for a rich learning experience. The curriculum includes a series of lessons held both on-site in Amsterdam and through online courses, complemented by practical off-site visits. A highlight of the program is the unique Barcelona study trip, designed to offer real-world insights. Each module within the program requires the completion of one assignment to deepen understanding. Furthermore, personalized mentoring sessions are provided, allowing each student to meet with their mentor twice, adding a valuable dimension to the learning journey.

1

THE BUSINESS OF SPORT

- Strategic Management
- Financial Management
- 14 Hours Service

2

LEADERSHIP IN SPORT

- Sport Performance Skills
- Career Development
- Personal Mentoring

3

INNOVATION IN SPORT

- Marketing of Sport
- Facilities & Events
- Governance & Society

You can choose 1 course of 60 hours or 2 courses of 30 hours:

- Course in Communication in Football (3 ECTS)
- Course in Sport Tourism (3 ECTS)
- Course in Venue Management and Operations (6 ECTS)
- Course in Football for Managers (3 ECTS)
- Course in Branding in Football (3 ECTS)
- Course in Innovation and Entrepreneurship in Sport Organizations (3 ECTS)
- Course in Sport Sponsorship: Strategy (6 ECTS)
- Course in Data Analytics in Sport (3 ECTS)
- Course in Sport Media (3 ECTS)
- Course in People Management in Sport (3 ECTS)
- Course in Sport Sponsorship: Activation and Measurement (6 ECTS)
- Course in Corporate Social Responsibility in Sport (3 ECTS)
- Course in Fan Engagement (3 ECTS)
- Course in Introduction to Football Business (6 ECTS)
- Course in Strategic Planning in Football (3 ECTS)
- Course in Sustainability in Sport (3 ECTS)
- Course in Sport Law (3 ECTS)
- Course in eSports (3 ECTS)
- Course in Digital Transformation and Revenue Generation (3 ECTS)
- Course in Commercial Management (3 ECTS)

STUDY PLAN

The learning experience is diversified with outdoor visits and an international study trip, designed to deepen your understanding of sports management within real-world contexts. These excursions not only promise to enhance your experience in Amsterdam with your classmates but also aim to broaden your network within the sports industry, opening doors to future opportunities.

In keeping with the spirit of personalized education, the program offers the added flexibility of selecting 1-2 online modules tailored to your interests from among the most captivating areas of study. This allows you to customize your learning path, aligning it more closely with your career aspirations and areas of interest within sports management.

This hybrid approach to learning, combining the immediacy and engagement of on-campus classes with the adaptability and breadth of online modules, ensures a balanced and immersive educational experience. It embodies the best of both worlds, fostering not just academic growth but also practical skills and professional networking, pivotal for a thriving career in sports management.

BARCELONA STUDY TRIP

The program also includes an international study trip to Barcelona. 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.

OUTDOOR ACTIVITIES

The program includes visits to sport facilities and entities that provide an on-the-ground and first-hand understanding of what management challenges are faced on a day-to-day basis, in the hands of active professionals.



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 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 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

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 program 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.

3. Study trip

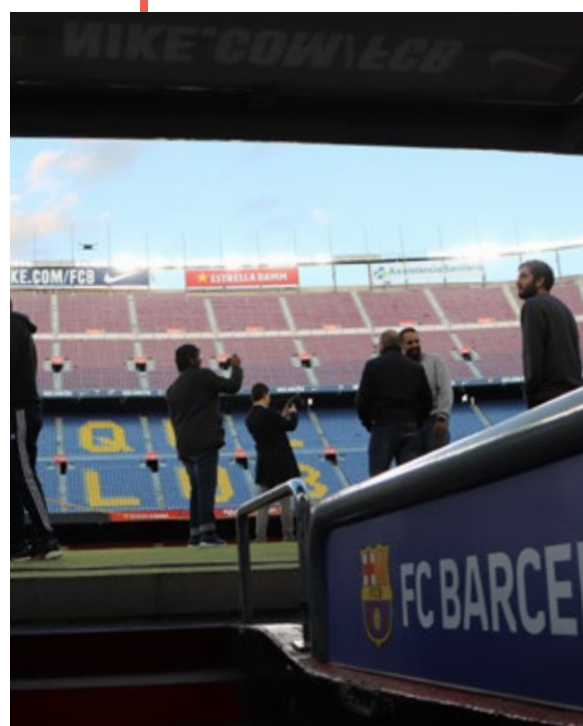
The program gives you the opportunity to go on an international study trip where you will continue your learning in a different setting while enjoying an unforgettable experience.

4. 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.

5. 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 program 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.

"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."



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 program 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

10%
PROFESSIONAL
ATHLETES

60%
UNIVERSITY DEGREE
HOLDERS

30%
INDUSTRY
PROFESSIONALS

NATIONALITY

66%
DUTCH

60%
MEN

34%
INTERNATIONAL

40%
WOMEN



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— 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.

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 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.

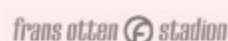
ALUMNI COMMUNITY

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 Fast Track Program 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 program.

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.



AMSTERDAM: COZY AND COSMOPOLITAN

With its lovely canals and narrow houses with gabled facades, 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. 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 Cruijff 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.

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

56%
ON CAMPUS

44%
ONLINE

4
CAMPUSES



AMSTERDAM
BARCELONA
LIMA
MEXICO CITY

+90
Academic
programs

11
REGIONAL
OFFICES
WORLDWIDE

17
INTERNATIONAL
AGENTS IN
18 DIFFERENT
COUNTRIES

127
Teachers

15

Universities and
international
partners

Rankings SportBusiness International Magazine
OCTOBER 2023

MASTER IN SPORT
MANAGEMENT

ONLINE

TOP 1
IN EUROPE

TOP 3
OF THE WORLD

ON CAMPUS

TOP 30
OF THE WORLD

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

+200

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.



80%

**ARE WORKING
PROFESSIONALS
AS WELL AS
PROFESSORS**

127

**FACULTY
MEMBERS**



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 Fast Track Program for International Sport Management

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 2000, 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 and management consultant since 2000. She started her professional career at corporate Delta Lloyd, where she managed many strategic changes until 2014. From 2014-18, Hanna was Delta Lloyds head of CSR & Sustainability. After completing the Master in Sport Management at Johan Cruyff Institute in 2017, she transferred her work area to CSR and Sports: first at KNVB as the Legacy Manager of EURO2020, and from 2022 as a manager at EFDN.org, a foundation that supports all CSR activities of its members, 190 professional football clubs throughout Europe.

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.

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.



The program may be subject to change. The institution reserves the right to cancel the edition of the program if it does not meet the minimum number of students.

HOW DO I ACCESS THE 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 the Fast Track Program for International Sport Management 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 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 The Fast Track Program for International Sport Management from Johan Cruyff Institute.

PRICE

The total price of the program is €7,150, comprising an admission fee of €615 and a tuition fee of €6,535, all including VAT.

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

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

JOHAN CRUYFF INSTITUTE AMSTERDAM

mariannehaverkamp@cruyffinstitute.org
www.johancruyffinstitute.nl

ADMISSION PROCESS

The admission process consists of four stages:

- 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 program.



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