

EUROPEAN SPORTS BUSINESS PROGRAM

WHU
Otto Beisheim School of Management



CONTENTS

OVERVIEW OF THE ESBP | 3

COURSE CONTENT | 8

PRICING | 12



OVERVIEW OF THE ESBP

A NEW PIONEER PROGRAM OF EXECUTIVE EDUCATION FOR FUTURE LEADERS IN SPORTS



Europe's leading **business schools with a specialization in sports** – the WHU – Otto Beisheim School of Management, the Stockholm School of Economics, and ESSEC Business School – have joined forces to launch the "**European Sports Business Program**" (ESBP).



The ESBP is a **part-time program** that prepares high potentials for future challenges in the sports industry. This unparalleled program consists of three face-to-face modules in the vibrant cities of **Paris, Stockholm, and Dusseldorf**. All content address **future challenges and (digital) growth areas** of the sports business.



Participants learn cutting-edge techniques to **systematically analyze the future** and shape it to their advantage. They are equipped with practical tools to develop and execute **strategic concepts into tangible results**. Finally, they will address the critical roles of **leadership, purpose, and culture** in managing change in sports organizations.



In addition to building skills and relevant knowledge, participants will **expand their network** with a diverse and international group of highly qualified peers.

EUROPE'S LEADING BUSINESS SCHOOLS HAVE JOINED FORCES TO OFFER THE NEW EUROPEAN SPORTS BUSINESS PROGRAM



Founded in 2015, the **Stockholm School of Economics' Center for Sports and Business** is an inter-disciplinary research center with faculty members from all over the world. It is supported by the Swedish Olympic Committee and many of the large Swedish sports (e.g., football, icehockey, golf, equestrian, skiing, parasport, trot racing) and offers Executive Education through its one-year Management Diploma for former elite athletes.

#1 IN EXECUTIVE EDUCATION IN THE NORDICS (FT 2023)



Founded in 2014, **WHU's Center for Sports and Management** acts as the academic partner for leaders in Sports and Business and aims to positively impact the future of sports by inspiring, developing, and connecting excellent people. It has a track-record in Executive Education through its **Sports Business Academy (SPOAC)** by WHU with more than 470+ participants over 8 years.

#2 IN EXECUTIVE EDUCATION IN GERMANY (FT 2023)



Founded in 2020, the **ESSEC Sports Chair** builds on ESSEC Business School's longstanding expertise in the sports industry. The Chair is supported by industry partners which represent the sports ecosystem, including sponsors, federations, private clubs, and non-profit associations. It offers a **specialization in sport business** to ESSEC's students.

#3 IN EXECUTIVE EDUCATION IN FRANCE (FT 2023)

THE ESBP FOCUSES ON LEADERSHIP SKILLS AND OFFERS A TRULY EUROPEAN NETWORKING EXPERIENCE

3 X 3 DAYS IN 3 COUNTRIES



DUSSELDORF

CORPORATE FORESIGHT & STRATEGY MAKING

Learn to think and act strategically in a globalized and digital world. Topics include Corporate Foresight, Technology, Corporate and Competitive Strategy, Diversification, and Internationalization.



SSE EXECUTIVE EDUCATION

STOCKHOLM

MANAGEMENT & EXECUTION

Learn to manage a thriving business in global sports, where dreams and dark sides collide. Topics include Strategy Implementation, Change Management, and Business Model Funding.



ESSEC
BUSINESS SCHOOL

PARIS

LEADERSHIP & CULTURE

Learn to effectively lead teams and organizations on and off the pitch. Topics include Leadership, Organizational Behavior, Culture, and Purpose.



KEY BENEFITS OF THE PROGRAM



1

3X3 DAYS

of intense learning and networking experience

2

LEVERAGE EUROPEAN BEST PRACTICES

and state-of-the-art knowledge to advance your organization

3

AT HOME IN EUROPE

at modern campuses in European cities and sports hubs



COURSE CONTENT



CORPORATE FORESIGHT & STRATEGY MAKING

10-12 FEBRUARY 2025

ABOUT THE MODULE

- 1 WE NURTURE STRATEGIC MINDSET** to leverage change into progress
- 2 WE ASPIRE PROGRESS** to digitize and globalize sports
- 3 WE FOLLOW A SYSTEMATIC STRATEGY PROCESS** to translate vision into action

AFTER THE COURSE PARTICIPANTS WILL BE ABLE TO...

- ... execute a systematic **four-step strategy making process** from aspire to assess to architect to act
- ... aspire **new boulevards of growth** to unlock value streams for a future-ready organization
- ... **assess strategic opportunities** to prioritize scarce resources
- ... **architect a comprehensive strategy** which captures the full potential of new business opportunities
- ... **deal with strategic uncertainty** in a rapidly changing world
- ... prove their **knowledge on Strategy Making** with an official certificate by WHU



SSE EXECUTIVE EDUCATION

MODULE 2

STOCKHOLM, SWEDEN

PROFESSOR MARTIN CARLSSON-WALL

MANAGEMENT & EXECUTION

28-30 APRIL 2025

ABOUT THE MODULE

- 1 WE FOCUS ON STRATEGY IMPLEMENTATION** in the fast-paced and competitive world of sports
- 2 WE BALANCE POWERS** within sports, where dreams and dark sides collide
- 3 WE NAVIGATE CHALLENGES** of managing change and securing business model funding

AFTER THE COURSE PARTICIPANTS WILL BE ABLE TO...

- ... **implement strategies** in a rapidly changing industry to remain fit for the future
- ... **set appropriate performance metrics** to continuously evaluate and navigate the transformation journey
- ... **analyze funding options** for a sports business in a professionalizing investment environment
- ... **manage risk during strategy implementation** to balance up- and downside potentials
- ... **drive change** that takes the entire organization on a path to improvement
- ... prove their **knowledge on Management & Execution** with an official certificate by SSE



LEADERSHIP & CULTURE

16 - 18 JUNE 2025

ABOUT THE MODULE

- 1 WE EXPERIENCE** sports business as a people business
- 2 WE CREATE ENGAGED, ADAPTIVE, AND THRIVING TEAMS** to drive innovation and change
- 3 WE PROMOTE A SENSE OF PURPOSE** to lead organizations into the future

AFTER THE COURSE PARTICIPANTS WILL BE ABLE TO...

- ... **lead and motivate high-performing teams** to drive change
- ... **create a culture of initiative and innovation** to unlock new potential
- ... **foster openness to change and resilience** in their teams and organizations
- ... **instill a sense of purpose** and meaning to help teams thrive
- ... prove their **knowledge on Leadership & Culture** with an official certificate by ESSEC



PRICING

OPTION 1



FULL ESBP EXPERIENCE

Get the **full ESBP experience** and leverage all three modules offered

The **course fee amounts to €9,900***

OPTION 2



INDIVIDUAL MODULE

Choose **one of the three modules** based on your organization's specific needs

The **course fee amounts to €3,790***

OPTION 3



PREFERRED PARTNER

Seize the opportunity now and become a **long term ESBP preferred partner** to get **early bird additional booking discounts**, a fixed number of **reserved course slots**, increased partner **visibility** across Europe, access to our **alumni / external partner network**, and much more...

Eligible participants should ideally have a distinct growth mindset, a completed undergraduate degree, and a minimum of 2 years of postgraduate experience, ideally in the Sports Business world. Exemptions may apply for outstanding candidates with a strong track-record in sports.

An aerial photograph of a lush green soccer field. Several players in various colored jerseys are scattered across the field, some near the center circle and others towards the sidelines. The field is marked with white lines, including the center circle, the halfway line, and the boundaries of the goal areas. The text "LET'S CREATE IMPACT TOGETHER!" is overlaid in the center of the image in a large, bold, white sans-serif font. The text is centered horizontally and vertically, with the words "LET'S CREATE" on the top line and "IMPACT TOGETHER!" on the bottom line. The background is a vibrant green, with some shadows cast by the players and the field's markings.

**LET'S CREATE
IMPACT TOGETHER!**

**EUROPEAN
SPORTS
BUSINESS
PROGRAM**

WHU
Otto Beisheim School of Management



ESSEC
BUSINESS SCHOOL



PROF. DR. SASCHA L. SCHMIDT

Chair and Director Center for
Sports and Management

WHU – Otto Beisheim School of
Management, Campus Dusseldorf,
Erkrather Str. 228c,
40233 Dusseldorf, Germany

Email: sascha.schmidt@whu.edu

Website: www.csm.whu.edu



PROF. MARTIN CARLSSON-WALL

Director Center for Sports and
Business

Stockholm School of Economics
Sveavägen 65,
113 83 Stockholm, Sweden

Email: martin.carlsson-wall@hhs.se

Website: www.hhs.se



PROF. KAROLINE STRAUSS, PHD

ESSEC Sports Chair Professor
Professor in Organisational Behaviour

ESSEC Business School Paris
Avenue Bernard Hirsch,
95021 Cergy-Pontoise Cedex, France

Email: karoline.strauss@essec.edu

Website: www.essec.edu