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## **THE EXECUTIVE MASTER IN EUROPEAN SPORT GOVERNANCE (MESGO) – A UNIQUE VOCATIONAL PROGRAMME FOR SPORTS SECTOR PROFESSIONALS**

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Synopsis:

Abstract:

### **CONTEXT AND OBJECTIVES**

The MESGO has been designed in response to important changes within the professional sport industry in recent years: Commercialisation and mediatisation as well as an ongoing development of European political institutions have prompted an increasing number of stakeholder organisations to take an interest in European sport, calling into question its traditional mode of governance. The programme aims to stimulate the analytical reflexes of decision-makers in sport. It invites them to analyse the governance of European sport at its most complex and explore the diversity of international practices from multiple angles.

### **ACADEMIC AND SPORTS PARTNERS**

The MESGO commenced in 2010 and is currently in its third edition. The programme is co-organised by five European Universities/Research Centres and supported by major European and international team sport associations. The academic founding partners are Birkbeck College, University of London (UK); the Centre de Droit et d'Économie du Sport (CDES), Limoges (France); Johannes Gutenberg-University, Mainz (Germany); the Institut Nacional D'Educació Física De Catalunya (INEFC), University of Lleida (Spain); and the Institut d'Études Politiques de Paris (Sciences Po), Paris (France). The degree is awarded by Science Po Paris with 60 ECTS credits.

The sports partners include EHF – Handball; FIBA Europe – Basketball; FIRA-AER – Rugby; UEFA – Football; CEV – Volleyball; IIHF – Ice Hockey).

### **TARGET GROUP AND ADMISSION CRITERIA**

The programme is designed for experienced managers and executives working

in international, European and national federations; clubs, leagues and trade unions; European institutions and governments; partner organisations of sports bodies (media, sponsors, etc.). Generally, no more than 20 participants are admitted per course.

To be eligible for the programme, applicants must meet the following requirements: minimum of five years' experience at managerial level; educated to degree level; fluent in English.

The enrolment fee for the current edition amounted to €16.600, which does not include travel and accommodation expenses.

#### STRUCTURE AND ORGANISATION

The programme is adapted to a professional schedule. It is delivered exclusively in English and comprises ten one-week blocs over a 19 month cycle, which take place at key hubs of European and international sport. Each of the blocs addresses one of the following topics in sport governance and management: context of international sport; governance of sports organisations; competition design and regulation; legal framework; strategic marketing; sports events; ethics; the North American model; the future of sport governance. The final bloc is devoted to the oral defence of the professional thesis and a graduation ceremony.

The teaching faculty consists of academic experts in sport governance and management together with figures from the global sport management community. There is a strong focus on interactivity and practice-oriented teaching.

References:  
none