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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’Educaçió Fisica 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