

## AISTS MASTER IN SPORT ADMINISTRATION - A MULTI- DISCIPLINARITY APPROACH

Author:  
Coralie McConnell

email:  
coralie.mcconnell@aists.org

Co-authors:  
STRICKER, Claude

University:  
AISTS - International Academy of Sport Science &  
Technology

Faculty:  
Master in Sport Administration

### Abstract

The global & local needs of the industry Sport has evolved to be much more than just competition and performance. The growth of the modern sports industry, an accelerator of economic development, now covers a broad range of sectors, "be it ethics, technology, finance, law, medicine, education or sociology" . This multi-sector economy has grown significantly over the last decade, such that sports organisations now face a higher level of complexity within the industry than ever before. Against this background has been the emergence of new types of requirements within the global sporting market.

The professionalisation of key players in the sport industry requires advanced expertise to face challenges across a range of disciplines. The need of sports organisations to adapt to these challenges requires educated professionals with a unique understanding of the sporting industry. This context allows us to appreciate the reasons why the establishment of a multidisciplinary programme is a key factor for future sport managers.

### AISTS Principles

The objective of our institution in establishing a sports management program is to positively contribute to the sports industry by taking a multi-disciplinary approach to education and sciences. Our Master in Sport Administration (MSA) program curriculum has been built around a blend of academic disciplines, which are all necessary to understand the complexity of sports management and to broaden one's vision of the sports industry in its entirety.

By undertaking our specific program, sports-minded professionals will have the opportunity to acquire valuable academic knowledge in sports management and enhance

their key competences to prepare them for a successful career in the sports industry.

### Application/Methodology

Our institution takes the form of a foundation and is governed by a Council of representatives from our 8 founding members, both scientific and strategic partners of the AISTS. Through this organisational structure, we have been able to build a network of expertise within the sporting industry across a variety of fields, further advancing our multidisciplinary approach to education and development.

The participants of the program are exposed more than 120 international speakers during 7 months of intensive courses. Leading experts, professors, doctors, corporate executives and field-experts contribute to this multi-pillared educational program by deepening the participants' understanding of the most prominent sectors of the sport industry. Being situated in Lausanne, close to the International Olympic Committee and various sports federations, we are at the center of one of the most important knowledge clusters in the global world of sports.

### Learning & Experiences

One of the biggest challenges faced by our institution is to ensure that specialised experts, who are welcomed as lecturers, are able to coherently transfer their knowledge to participants with various experiences and backgrounds. It would be greatly interesting to evaluate how other programme organizers are dealing with this pedagogical challenge.

Over the years, our institution have seen that the best way for participants to learn is to separate the disciplines by modules. To ensure that each subject discipline is structured coherently, external faculty lecturers supervise each module dependent on their field of expertise.

Utilising this multi-disciplinary structure ensure that we provide more than generic management skills and that participants in the programme achieve an in-depth understanding of what is necessary in order to be effective sports managers. Our objective is to develop among the participants an understanding of practices and knowledge in individual subjects of importance within the context of the sports industry, for example marketing, technology, law, etc.

By gathering candidates that are not only bringing professional expertise from various sectors, but also different academic, cultural and sporting backgrounds, an opportunity is created to evaluate sports issues from a trans-disciplinary perspective. Thus, the educational context is enriched and provides excellent preparation for future sport managers that will likely have to manage issues covering both varied and interrelated subject matter. An important lesson that could be drawn from other organizers of sports management programs is the understanding how they integrate trends and future challenges of the sports industry within their program and also, how they integrate transdisciplinarity.

### MSA Programme - Continuous Enhancement

Against the background of the constant evolution of the global sports industry, the institution is using its network and expertise to integrate new modules and courses on current emerging in the industry and is working on an

eventual development of trans-disciplinary cases studies.

References:

Clark, J, (2010), Back on track? The outlook for the global sports market to 2013, (pp.25-28) Price WaterhouseCoopers, Hospitality and Leisure sector global publication.