



PARIS SCHOOL OF MANAGEMENT

Online Bachelor in Sport Management Program

www.psm-paris.fr

ABOUT US



Établissement d'enseignement supérieur privé technique (UAI: 0756652Y)

We are a unique, innovative, and international business and management school, with highly experienced professors from some of the world's most prestigious universities.

We offer cutting-edge research, high-level professional practice, and relevant education.

Paris School of Management is a research-driven institution, with a faculty from top universities and students from over 150 different countries.

The foundation of our success lies in our commitment to fostering a collaborative and inclusive environment where diversity thrives, creativity flourishes, and innovation becomes second nature.

Our international student community is supported by renowned faculty members who will encourage you to develop both technical expertise and essential human skills.

OUR PROGRAMS

We are unique

Programs Designed with Industry Partners

One of the most distinctive features of Paris School of Management is that our programs have been developed in collaboration with over 30 international companies. This allows us to offer high-quality educational courses on a wide range of management and finance topics while delivering top-tier education.

Professional Development

Our goal is to provide you with a superior learning experience that will have a direct impact on your professional development. Through our unique programs, you will enhance your strategic vision, efficiency, and leadership skills to successfully manage today's organizations.



OUR ALUMNI NETWORK



"I wanted a program that combined academic credibility with real-world relevance. The Swiss–French Dual Degree DBA delivers exactly that."

Pim Reuderink, Regional Technical Manager Nordics and Netherlands



"I chose PSM because of its strong balance between academic rigor and practical relevance. The program is clearly designed for professionals who want to apply research to real business challenges."

Pamela Hanna, Marketing Manager



"I chose PSM for its strong academic standards, its international orientation, and the alignment between the DBA program and my research interests."

Zohra Doux-Karmas, Directrice Administrative et Financière



"The decision to choose Paris School of Management for my next Doctoral degree is driven by the high quality of education and the presence of prestigious research institutions in France."

Dr. Jerry Kombat-Monfant, Chief Economist based in Brussels



WHY CHOOSE OUR MBA?

- **Get a holistic and strategic understanding of business**
- **Strengthen your business and leadership skills**
- **Acquire a collaborative mindset**
- **Gain innovative and creative thinking**
- **Act more decisively and lead more persuasively**



ONLINE BACHELOR IN SPORTS MANAGEMENT

Online BBA in Sports Management

The Online BSc in Sports Management program consists of essential core courses that provide a strong foundation in both theory and practice. Some of the topics include: Sports marketing and sponsorship, Athlete management, Data analytics in sports, Fan engagement strategies, Digital transformation in sports, Governance and ethics in sports organizations, Financial management in sports, and the growing impact of technology on performance and operations.

Overall, the Online BSc in Sports Management is composed of a structured set of core courses designed to equip students with practical skills and industry knowledge, delivered by experienced academics and professionals from the global sports sector. For the online learning system, we are using a platform used by Harvard and MIT.

OVERVIEW

- Duration: 36 months
- Language: English
- 180 ECTS in total
- Major in: Sports Management
- Location: Online
- Tuition fee: 3.300 EUR/per year

Online BBA in Sports Management Curriculum

Year 1

- Research and Academic Writing
- Business Environment
- Introduction to Business Communication
- Introduction to Quantitative Methods
- Introduction to Business Functions
- Introduction to Finance
- Strategic Management in Sports
- Event Management in Sports
- Cross Cultural Management

Year 2

- Human Resource Management
- Project Management
- Strategic Marketing
- Accounting for Managers
- Business Law and Ethics
- Corporate Security and Business Intelligence
- Customer Data Driven Marketing & Analytics
- Introduction to Artificial Intelligence
- Sports Marketing
- Public Relations in Sports

Year 3

- Innovation and Change Management
- Organizational Behavior
- Presentation skills in business
- Management of Information Systems
- Sustainability
- Business English
- Business Strategy
- Final Thesis

Admission Requirements and Finance

- Successful completion of the French Baccalaureate / High School Diploma / International Baccalaureate or equivalent*
- Commercial vocational baccalaureate or Vocational Educational Training (VET) equivalent qualification
- English requirements: If a candidate is not from a majority English-speaking country, then an evidence of English language competency is required.
- Grade transcripts
- Your CV or resume
- ID or passport copy
- One photo
- English Proficiency for non-native speakers

For more information please get in contact with PSM Paris.

Finance:

- Tuition fee: 3.300 EUR/PER YEAR
- We offer **various scholarship opportunities**. We invite you to carefully check which one can apply to you.
- The tuition fee includes all program-related costs. Additional costs may apply in some circumstances.
- We offer **flexible payment methods**.



CONTACT

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