



# Course in Strategic Management of Sport Organizations

**BLENDED TBILISI**

## INTRODUCTION

The sports industry offers many business opportunities and challenges for managers of sport organizations. Knowledge in areas of management such as strategic planning, analysis of the sector and strategic decision-making is key to managing successful sports entities.

This 10-week course introduces you to the key aspects of strategic management to apply them in your responsibility as a (future) executive or manager in the world of sports.

**Duration**

10 weeks

**Start date**

October 6, 2026

**Modality**

Online +  
On campus Tbilisi

**Language**

English

**Tuition fee**

€1,300.-

**Qualification**

Certificate of Completion for the Course in Strategic Management of Sport Organizations Blended from Johan Cruyff Institute and JBS Institute, issued using blockchain technology to ensure its authenticity and integrity.



## OBJECTIVES

The main objective of the Course in Strategic Management of Sport Organizations is to understand the principles of strategic management applied to the sports sector. The student will be able to initiate work in analyzing the strategic, global and objective vision of the sport sector from the business point of view.

## LEARNING OUTCOMES

- To know how to analyze the structure of an industry and the trends in its environment to determine their potential.
- To understand and apply the elements of the strategic planning process.
- To learn how companies can develop sustainable competitive advantages.
- To understand the creation of competitive advantages through business models.
- To understand the basic principles of strategic management at the corporate level.
- To know the most relevant frameworks that help management implement a strategy and manage change.

## LEARNING MODEL

This course puts the student at the center of their education through learning by doing methodology. We encourage collaborative work and transfer the content to specific situations in sport management (connective teaching methodologies and social constructivism). Our faculty of expert professors and tutors will guide each student in the learning process, providing high quality training combined with the flexibility of online study.

## VIRTUAL CAMPUS

As a student of this executive program, you will have exclusive access to the learning platform which allows you to monitor your academic progress 24 hours a day, from anywhere in the world. The virtual campus offers a collaborative environment between teachers and students facilitating e-mails, chats, books, articles, case studies, simulations, experiences, websites, blogs and a video library. You will have a wide range of tools at your disposal to make your learning experience interactive, rewarding and complete.

## THE FACULTY

The teachers of Johan Cruyff Institute are experts from the sports sector and combine research and consultancy with teaching. Through their experience and knowledge, they have developed a broad variety of cases and concepts to work with.

**10 weeks**

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**10 h per week**

(approximate dedication)

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**Online Learning  
+ Face-to-face  
sessions in Tbilisi**

## ADVANTAGES

- You always study in direct contact with your professors.
- You learn from the direct experience of professionals in the sports sector.
- You do some excellent networking.



## THE PROGRAM

# TBILISI & ONLINE: A FLEXIBLE, GLOBAL LEARNING EXPERIENCE



This program offers a dynamic and flexible learning experience that blends online learning and live guest lectures with face-to-face sessions in Tbilisi.

The online part offers complete flexibility, allowing students to access content whenever it suits them throughout the week. We recommend dedicating around **10 hours weekly** to stay up-to-date with the tutor-scheduled assignments, though the actual time required may vary depending on prior knowledge of the subject or professional experience in the field.

On the virtual campus, students will have access to all essential resources for their progress, including notes, podcasts, videos, articles, and case studies, all under the precise guidance of a tutor who will provide directions on activities and deadlines.

Moreover, the courses feature several live webinars led by the professor or invited experts. While attending these webinars in real time is recommended, sessions will be recorded and made available on the virtual campus for later viewing. The courses are structured in three phases: a theoretical phase during the first four weeks, followed by a practical phase during next four weeks leading to a personal project in the last two weeks.

The program culminates with hands-on workshops in Tbilisi, where students apply what they have learned in a collaborative, real-world environment.



## RESOURCES AT YOUR FINGERTIPS

- 1 Case studies developed as a team
- 2 Projects that respond to real business challenges
- 3 Business simulations
- 4 Discussions and forums
- 5 Webinars and live chats
- 6 ICT apps and management tools
- 7 Self-assessment exercises
- 8 Virtual resources
- 9 Research
- 10 Links to bibliographic references

## STUDY PLAN

# 10 WEEKS

To ensure the quality of the educational process, the course is divided into different phases:

**Theoretical Phase — 4 weeks**

**Practical Phase — 4 weeks**

**Final Project Phase — 2 weeks**

### STRUCTURE

- 1 Introduction to the strategic management
- 2 Elements of the internal analysis
- 3 Tools for work team management
- 4 Elements of the external analysis
- 5 Tools for the external analysis
- 6 Diagnosis
- 7 Strategy formulation
- 8 Competitive strategies and their evolution
- 9 The Balanced Scorecard
- 10 Customer focused strategy
- 11 From strategy to execution
- 12 Innovation in strategy



### JOHAN CRUYFF INSTITUTE

A globally recognised leader in sport management education, inspired by Johan Cruyff's vision of bridging sport and academics. Johan Cruyff Institute has trained thousands of professionals worldwide and continues to shape the future of the sports industry.



### JBS INSTITUTE GEORGIA

A specialised education and training institution in sport management and sport business programmes. Based in Georgia, it prepares students and professionals for global careers by combining academic knowledge with practical, industry-focused learning.



[www.johancruyffinstitute.com](http://www.johancruyffinstitute.com)

*Johan Cruyff Institute is a member of the North American Society for Sport Management (NASSM), the European Association for Sport Management (EASM), the Catalan Sports Cluster (INDESCAT) and the initiative for higher education institutions, supported by the United Nations (PRME).*

**PRME** Principles for Responsible  
Management Education



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