

Sport and Management: The winning alliance!

Sport in Lebanon is going through a challenging period, marked by numerous obstacles: persistent amateurism due to a lack of state involvement, a shortage of professionals in key positions, and often insufficient funding. Yet, the sports industry is experiencing significant growth, and with this expansion, new opportunities are emerging, particularly for qualified managers.

In this context, the USJ Business School is launching its first University Diploma in Sports Management. This program aims to address local, regional, and international gaps while opening doors to many professional opportunities for those looking to build a career in this field. Whether you are a student, a professional, or even an athlete, this program is designed for anyone aspiring to specialize in sports management.

This diploma goes beyond theoretical knowledge. It incorporates current advancements such as digitalization, online sports, connected infrastructures, and artificial intelligence, providing a forward-thinking perspective on the rapid evolution of the sports landscape.

Offered over a duration of 9 months, this diploma is part of a comprehensive three-year program leading to a Master's in Sports Management. It consists of three modules, each divided into three courses of four credits. Enrollments are still open, and the courses, designed for flexible scheduling, take place over six days, one week per month, from 2:00 PM to 8:00 PM starting in October. The primary language of instruction is English, but proficiency in Arabic is required for certain courses.

And the cherry on top: the instructors are recognized experts from the sports world, ensuring a quality education that aligns with real-world practices.