



**SUMMER
SPRINGBOARD**
Look Inward. Go Upward.

Sports Management Infosheet

New student admissions for
Summer 2024 are open.



Program Highlights

- Acquire a baseline understanding of the structure and purpose of the sport industry.
- Explore the different aspects of sports management, including personnel management, business, program development, marketing, recruiting, and more.
- Develop the ability to apply business principles to the management of sport facilities, events and organizations.
- Interact with industry professionals to gain first-hand insight into a career in Sports Management.
- Discuss current challenges facing athletes and the sports industry today and what effect that has from a management perspective.



Academic Program Overview

Successful management is required in all segments of the sports industry whether professional, amateur, collegiate, club, public, private, etc. In the management function, the same basic elements are needed, regardless of organizational type: personnel management, program development, marketing, information management, facilities management, and legal responsibilities. Depending on what kind of sport management career interests you, possibilities include working directly with athletes, coaches, and organizations, or working behind the scenes as a promoter, marketing manager, or sports economist. Our course will explore the business management side of sports and expose you to the number of different directions you can take with a background in Sports Management.



Excursions

Students will have the opportunity to hear from leaders in the industry, as well as visit local sports venues.



2024 Dates

UCLA (\$5,998)

- Session 1: June 23 - July 05
- Session 2: July 07 - July 19

UNIVERSITY OF MICHIGAN (\$5,498)

- Session 1: July 21 - August 02

Instructors

Michigan - Georgy Shukaylo

Georgy Shukaylo a lecturer and Ph.D. candidate in Sports Management at the University of Michigan, brings a wealth of expertise to our team. Holding a Bachelor's degree in Sports Management from the University of Massachusetts, as well as a Master's degree and Ph.D. in Economics from the University of Arkansas, Georgy's research focuses on sports economics, the role of sports venues in urban development, and the impact of public policies on professional sports. He has significantly contributed to academia through projects such as analyzing the 2002 FIFA World Cup's legacy in South Korea and assessing COVID-19's impact on the global football labor market. Beyond research, Georgy has extensive teaching experience, independently instructing economics courses at the University of Arkansas and serving as a teaching assistant across various disciplines at multiple prestigious institutions.

UCLA - Dr. Nikolas Webster

Dr. Nikolas Webster is a clinical assistant professor of Sport Management at the University of Michigan School of Kinesiology. His research examines the cognitive, affective, and behavioral consequences of sport fandom as well as issues surrounding the economics and management of sport. Dr. Webster's research has been published in peer-reviewed journals, including International Journal of Sport Management and International Journal of Business in Sports, Tourism, & Hospitality Management. He is also a faculty member in both the Center for Sport Market Research as well as the Center for Sport Venues and Real Estate at the University of Michigan.

Tuition Information:

Residential Students:

- Includes: all meals, lodging, excursions, academic course, weekend excursions
- Excludes: optional airport pickup and drop off service (available for an additional fee)
- Price: See prices under 2024 dates

Commuter Students:

- Includes: lunch, academic course, excursions, programming from 9am to 6pm, Monday-Friday
- Excludes: lodging, breakfast, dinner, weekend excursions
 - Weekend excursions can be added on for \$125 per day
- Price: \$3,198



Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm, Monday - Friday. During week two students have class from 9am-12pm Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).



Typical Schedule



Supplements:

- Application fee: \$99 (mandatory, non-refundable)
- Tuition Protection Plan: Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)

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