

EUROPEAN SPORTS BUSINESS PROGRAM



TABLE OF CONTENTS

OVERVIEW OF THE ESBP | 3

COURSE CONTENT | 8

MODULE 1: WHU | 9

MODULE 2: SSE | 10

MODULE 3: ESSEC | 11

PRICING | 12

POINTS OF CONTACT | 15



OVERVIEW OF THE ESBP



KEY BENEFITS OF THE PROGRAM



1 **3X3 DAYS**
of intense learning and networking experience

2 **LEVERAGE EUROPEAN BEST PRACTICES**
and state-of-the-art knowledge to advance your organization

3 **AT HOME IN EUROPE**
at modern campuses in European cities and sports hubs

A NEW PIONEER PROGRAM OF EXECUTIVE EDUCATION FOR FUTURE LEADERS IN SPORTS



Europe's leading **business schools with a specialization in sports** – the WHU - Otto Beisheim School of Management, the Stockholm School of Economics, and ESSEC Business School - have joined forces to launch the “**European Sports Business Program**” (ESBP).



The ESBP is a **part-time program** that prepares high potentials for future challenges in the sports industry. This unparalleled program consists of three face-to-face modules in the vibrant cities of **Paris, Stockholm, and Dusseldorf**. All content address **future challenges and (digital) growth areas** of the sports business.



Participants learn cutting-edge techniques to **systematically analyze the future** and shape it to their advantage. They are equipped with practical AI tools to develop and execute **strategic concepts into tangible results**. Finally, they will address the critical roles of **leadership, purpose, and culture** in managing change in sports organizations.



In addition to building skills and relevant knowledge, participants will **expand their network** with a diverse and international group of highly qualified peers.

EUROPE'S LEADING BUSINESS SCHOOLS HAVE JOINED FORCES TO OFFER THE NEW EUROPEAN SPORTS BUSINESS PROGRAM



SSE EXECUTIVE EDUCATION

Founded in 2015, the **Stockholm School of Economics' Center for Sports and Business** is an inter-disciplinary research center with faculty members from all over the world. It is supported by the Swedish Olympic Committee and many of the large Swedish sports (e.g., football, icehockey, golf, equestrian, skiing, parasport, trot racing) and offers Executive Education through its one-year Management Diploma for former elite athletes.

#1 IN EXECUTIVE EDUCATION IN THE NORDICS (FT 2023)



Founded in 2014, **WHU's Center for Sports and Management** acts as the academic partner for leaders in Sports and Business and aims to positively impact the future of sports by inspiring, developing, and connecting excellent people. It has a track-record in Executive Education through its **Sports Business Academy (SPOAC)** by WHU with more than 470+ participants over 8 years.

#2 IN EXECUTIVE EDUCATION IN GERMANY (FT 2023)



Founded in 2020, the **ESSEC Sports Chair** builds on ESSEC Business School's longstanding expertise in the sports industry. The Chair is supported by industry partners which represent the sports ecosystem, including sponsors, federations, private clubs, and non-profit associations. It offers a **specialization in sport business** to ESSEC's students.

#3 IN EXECUTIVE EDUCATION IN FRANCE (FT 2023)

THE ESBP FOCUSES ON LEADERSHIP SKILLS AND OFFERS A TRULY EUROPEAN NETWORKING EXPERIENCE

3 X 3 DAYS IN 3 COUNTRIES



DUSSELDORF

CORPORATE FORESIGHT & STRATEGY MAKING

Learn to think and act strategically in a globalized and digital world. Topics include Corporate Foresight, Technology, Corporate and Competitive Strategy, Diversification, and Internationalization.



SSE EXECUTIVE EDUCATION

STOCKHOLM

MANAGEMENT & EXECUTION

Learn to manage a thriving business in global sports, where dreams and dark sides collide. Topics include Strategy Implementation, Change Management, and Business Model Funding.



ESSEC
BUSINESS SCHOOL

PARIS

LEADERSHIP & CULTURE

Learn to effectively lead teams and organizations on and off the pitch. Topics include Leadership, Organizational Behavior, Culture, and Purpose.



COURSE CONTENT

CORPORATE FORESIGHT & STRATEGY MAKING

9-11 MARCH 2026

ABOUT THE MODULE

- 1 WE NURTURE STRATEGIC MINDSET** to leverage change into progress
- 2 WE ASPIRE PROGRESS** to digitize and globalize sports in an era shaped by data analytics and intelligent technologies
- 3 WE FOLLOW A SYSTEMATIC STRATEGY PROCESS** to translate vision into action, informed by the tools and insights of an AI-driven world

AFTER THE COURSE PARTICIPANTS WILL BE ABLE TO...

- 1** Execute a systematic, AI-informed four-step strategy making process from Purpose, to Evaluate, to Architect, to Kickstart (PEAK).
- 2** Aspire new boulevards of growth to unlock value streams for a future-ready organization.
- 3** Evaluate strategic opportunities using AI-enhanced foresight to prioritize scarce resources.
- 4** Architect a comprehensive strategy which captures the full potential of new business opportunities in digital and global markets.
- 5** Navigate strategic uncertainty in a world shaped by rapid technological and AI-led disruption.
- 6** Validate their mastery of modern strategy making with an official certificate by WHU.



SSE EXECUTIVE EDUCATION

MANAGEMENT & EXECUTION

27-29 APRIL 2026

ABOUT THE MODULE

- 1 WE FOCUS ON STRATEGY IMPLEMENTATION** in the fast-paced and competitive world of sports
- 2 WE DESCRIBE THE EVOLUTION** of “sport as an asset class” and how this has had both positive and negative effects
- 3 WE DISCUSS HOW AI** can be used to support the implementation of effective performance measurement systems, involving both operational and financial issues

AFTER THE COURSE PARTICIPANTS WILL BE ABLE TO...

- 1** Implement strategies in a rapidly changing sport industry to remain fit for the future
- 2** Analyze funding options for a sports business in a professionalizing investment environment
- 3** Set appropriate performance metrics using AI to continuously evaluate and navigate the transformation journey.
- 4** Manage risk during strategy implementation to balance up- and downside potentials.
- 5** Prove their knowledge on Management & Execution with an official certificate by SSE.



LEADERSHIP & CULTURE

JUNE 2026 (tbc)

ABOUT THE MODULE

- 1 WE EXPERIENCE SPORTS BUSINESS** as a people business, even in an increasingly digital and AI-enabled world
- 2 WE CREATE ENGAGED, ADAPTIVE, AND THRIVING TEAMS** to drive innovation and change in technology-driven environments
- 3 WE PROMOTE A SENSE OF PURPOSE** to lead organizations into the future

AFTER THE COURSE PARTICIPANTS WILL BE ABLE TO...

- 1** Lead and motivate high-performing teams to drive change in times of digital acceleration.
- 2** Create a culture of initiative and innovation to unlock new potential based on both creativity and technology-enabled possibilities.
- 3** Foster openness to change and resilience in their teams and organisations as new tools and intelligent systems reshape the workplace.
- 4** Instill a sense of purpose and meaning to help teams thrive in the future of work.
- 5** Prove their knowledge on Leadership & Culture with an official certificate by ESSEC.



PRICING

OPTION 1

ESBP PARTICIPANT



Get the **full ESBP experience** and leverage all three modules offered

The course fee amounts to **€10,650***

OPTION 2

ESBP PROGRAM PARTNER



AS **ESBP Program Partner** you receive package discounts, a fixed number of reserved course slots, single module bookings, increased partner visibility across Europe, and access to our alumni and external partner network

Please contact us for further information

Eligible participants should ideally have a distinct growth mindset, a completed undergraduate degree, and a minimum of 2 years of postgraduate experience, ideally in the Sports Business world. Exemptions may apply for outstanding candidates with a strong track-record in sports.

**EUROPEAN
SPORTS
BUSINESS
PROGRAM**

WHU
Otto Beisheim School of Management

STOCKHOLM SCHOOL
OF ECONOMICS
SSE EXECUTIVE EDUCATION

ESSEC
BUSINESS SCHOOL

**LET'S CREATE
IMPACT TOGETHER!**

POINTS OF CONTACT



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