

An overview of professional educational program

Name of the program	041.301.01.7 Management
General description	<p>The aim of the program is:</p> <ul style="list-style-type: none">to develop professional abilities of students through in-depth knowledge in the area of sport management, to provide students with the necessary theoretical understanding and awareness of the local and international sport market, in order to increase the efficiency and level of sport management across the Republic of Armenia;to promote entrepreneurial culture among graduates, which will assist establishment of new companies in sport-related area and development of new ways of professional engagement;to introduce students to the most important approaches and functions of running a business in the field of sport, to up-to-date methods and technologies related to the field of sport management; <p>Learning is carried out with a modular program. The academic year consists of 4 modules of the educational process, and the academic semester is made up of 2 modules.</p>
Degree awarded	Master of Management
Level of National Qualifications framework	7 th level of National Qualifications framework
Credits	60
Teaching form	Full-time
Program duration	1 year
Teaching language	Armenian
Tuition fee	600.000 AMD

<p>Learning outcome</p>	<p>A. Professional knowledge and understanding On successful completion of the program, students will be able to:</p> <p>A.1 Define key concepts, leading principles and methods within the field; A.2 Outline a scientific and practice-oriented understanding of management processes, as well as the role of basic organizations and stakeholders involved in the field; A.3 Interpret the legal, financial and ethical norms that regulate various circles of the professional field; A.4 Discuss trends within the field, as well as the impact of globalization on sport; A.5 Explain the process of professional activity relevant to the procedure of developing, adopting and implementing managerial decisions.</p> <p>B. Professional practical capacities and skills On successful completion of the program, students will be able to:</p> <p>B.1. Analyze specialty-related essential information, the market overview, and propose effective management strategies, development programs and projects in the field of sport; B.2. Apply fundamental principles of strategic planning, financial management, risk management and human resource management in sport; B.3. Develop programs in line with current challenges, apply SWOT and PESTLE analyses for various situations within the field of sport; B.4. Analyze basic issues of financing and managing the market, sport services and products; B.5. Study and analyze local and global management best practices within the field; B.6. Combine the internal and external factors of the professional sector and perform relevant analyses; B.7. Criticize the shortcomings existing in the field, participate in evidence-based debates; B.8. Examine current industry trends.</p> <p>C. Transferable/key skills and capabilities On successful completion of the program, students will be able to:</p> <p>C.1. Master the basic terminology of the field in native and foreign languages, communicate verbally and in writing with the specialty-related community; C.2. Search academic literature, interpret, make reference, filter and collect Internet information; C.3. Create interactive tools for promoting teamwork; C.4. Start their career pursuant to universal moral values and ethical norms of the specialty.</p>
<p>Career opportunities</p>	<ul style="list-style-type: none"> • Sector of state and municipal management • RA Ministry of Education, Science, Culture and Sport • Specialized sport clubs • Federations • Marketing, advertisement and PR departments • Events management sector • Mass health improving sport centers • Commercial and non-commercial sport organizations • Sport facilities management system