

ROME
CITY
INSTITUTE



MASTER DEGREE IN SPORTS MANAGEMENT & COACHING



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OUR CURRICULUM

FALL

- Sports Management – Law and Finance
- Sports Science and Nutrition
- Italian Sports Methodology I
- Italian I
- Entrepreneurship and Innovation in Sports

SPRING

- Sports Management – Events & Marketing
- Italian Sports Methodology II
- Sport Psychology – Leadership and Performance
- Sports Analytics
- Italian II
- Dissertation

PROGRAM LEARNING OUTCOMES

COACHING & METHODOLOGY

- Understanding of the team-sports methodology from the sport classification to the understanding of the different sport performance models.
- Learning the transition from Motor Skills to Sports Skills in the Age and Sequence of Acquisition of Fundamental Motor Skill.
- Analyzing the components fundamental motor skills (FMSs) and specific conditioning capacities (SCCs) considering the coordination and physical skills.
- Acquiring the Basis for Training and how to plan and manage a training program.
- Developing a deep knowledge on sport physiology, match analysis and team psychology.
- Learning basic concepts of exercise physiology and energy metabolism, as well as nutrient requirements for a variety of physical activities including endurance, strength, speed and weight management.
- Gaining notions about prevention and care of athletic injuries, with emphasis on qualities of a good athletic trainer, avoiding accidents and injuries, recognizing signs and symptoms of specific sports injuries and conditions, immediate and long-term care of injuries, and administration procedures in athletic training.

SPORTS MANAGEMENT

- Understanding of national and international legal principles that govern the sport system with an emphasis of the role of the National Sport Organizations and Justice (NOC, FSN, National sport Justice system).
- Acquiring deep knowledge on standard players contracts, sponsorship contracts, agency representation contracts and international players transfer rules,
- Learning the principles of organization and administration of sport clubs and entities.
- Exploring the basic concepts of financial planning budgeting and marketing to effectively manage a successful operation in the sport industry.
- Aiming to develop, evaluate and critique entrepreneurial skills within the context of launching new products or services in the sports industry or for entrepreneurs who are looking to flourish within existing organizations.
- Understanding the process and requirements of different types of sports events in terms of their planning, organization, management and legacy.
- Handling press-related activities within a sports club, in particular, methods and procedures for an effective sport communication, as well as the monitoring of external

LEADERSHIP & PERFORMANCE

- Effectively developing and applying health, physical activity, and psychological principles as they relate to human performance
- Designing, conducting, and evaluating research that address psychological questions
- Explain the major perspectives of sports psychology (e.g. cognitive, behavioral, sociocultural, etc.)
- Learning how to Manage Victory and Defeat
- Gaining and understanding of the psychological techniques used to improve performance in group classes, training programs, and sports teams.
- Identifying biases within themselves that could influence their interactions with clients and create a plan of how to deal with these biases.

CAREER PATHS

- Athletic Director
- Athletic Coaches
- Sports Marketing Manager
- Sport Event Manager
- Sport Sales Manager
- Sport Federation PR Manager
- Sports Promoter