

SPORTS COMMERCE MINOR

THE GAMECHANGERS OF TOMORROW

WORLD OF SPORTS

At the HvA Sports Studies we see the World of Sports divided into three key pillars; Sports Development, High Performance Sports, and Sports Commerce. We focus on the latter. And we dive deep.

FULL-TIME & INTENSE

This 30 ECST minor runs in the Fall semester and is a 5 days-a-week full-time minor with a 'pressure cooker' approach. All classes and assignments are in English. The teachers give a lot and expect the same energy back from the students.

GUEST SPEAKERS

A wide variety of up to 30 different guest speakers representing some of the world's most inspiring companies will present. Their lectures are connected to student assignments so you will get a first-hand feel of the work field.

AWAY GAMES

Changing the scenery and visiting inspiring locations in the work field is one of the minor's highlights. A one-week field trip abroad and regular visits to stadiums and campuses, factories and warehouses, give a sneak peak into the culture of the industry.

RELEVANT AND REAL-LIFE CASES

Both the teachers and the many guest speakers are well-grounded in the sports industry. You'll be exposed to current business cases and taught from practise rather than from books.

STEPPING STONE

This minor will teach you about sports commerce but also a lot about yourself and where you see yourself going forward. It can be a gateway to internships and your future career path.