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Successfully profiling cultural studies and social responsibility in sport management education

We educate and foster a generation of sport managers acknowledging social responsibility and sustainable leadership in sports and business, which in fact is an attractive competence for both sport organizations and corporate business in contemporary society.

Economics and Critical Social Science

The program contains expected courses in marketing, economics, law and leadership. In addition to these courses, the program integrates a critical view on sports and how it is managed. The approach has the advantage to address issues intricately interwoven in the everyday life of sport management that are often overlooked.



Sustainability in society

As a response to current tendencies in both research and practice demanding further attention to various forms of sustainability, we adopt a critical cultural studies approach paired with social responsibility thinking in our recently re-launched educational program in sport management.

Popular programme

Besides having both scientific values and democratic consequences, this approach has proven to be a successful marker in attracting students. In 2014 732 people applied to be among the 40 people to enter the programme.

The educational programme joins two university colleges, The Swedish School of Sport and Health Sciences and Södertörn University in a unique collaboration sharing the responsibility of the educational programme.



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