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FOR APPLIED SCIENCE
AND TECHNOLOGY



**STUDY
SPORTS
MANAGEMENT**
TECHNOLOGY

FACULTY OF MANAGEMENT TECHNOLOGY

WHAT IS IT ABOUT?

Sports Management is business administration and management in the sports industry. Business acumen and communication skills are essential for success in this field.

This program teaches students to organize and oversee sports events and manage organizations like clubs and sponsor marketing departments. It covers business planning tailored to the sports industry, including event management, facility operations, and media/sponsor

contracts. Communication skills are emphasized for engaging with athletes, fans, sponsors, and authorities. Additionally, students develop skills in business planning, marketing, project management, leadership, and staff development.

STUDY FACTS

-  **Study language:** English
-  **Duration of studies:** 2 or 4 years
-  **Degree:** Bachelor of Technology (4 year program)
-  **Degree:** Diploma of Technology (2 year program)
-  **Semester start:** Winter Semester (September 2024)
-  **Type of program:** Full-time program
-  **Credit points:** 90 – 180

BASIC STUDIES

- 1
- 2
- 3
- 4

SPECIALIST STUDIES

- 5
- 6
- 7
- 8

The numbers represent the semesters.

YOUR CAREER

Become a Coach, Marketing Director, Event Manager, Sports Agent, Trainer, Club Manager, Fitness Center Manager, or Public Relations Manager in the field of Sports Management.

Typically, employers include marketing agencies specializing in sports, sports brands, media companies with sports channels, and corporations seeking to align their brand with the sports industry. Additionally, opportunities exist within sports federations and governing bodies to manage marketing initiatives and partnerships. The roles focus on effectively promoting sports related brands, products, and services.



FUTURE SPORTS MANAGER