

# SPORTS MINI-MBA

Develop business skills for life.

The Sports Mini-MBA is a leadership programme for sports executives, top coaches and athletes.

## PROGRAMME OVERVIEW

Are you eager to link your passion for sports with business? The Sports Mini-MBA programme combines the best ideas from values-driven leadership to commercially successful management into one integrated learning journey. The world-class programme aims to provide better conditions for athletes, entrepreneurs, and sports executives to lead and grow the Finnish and international sports business.

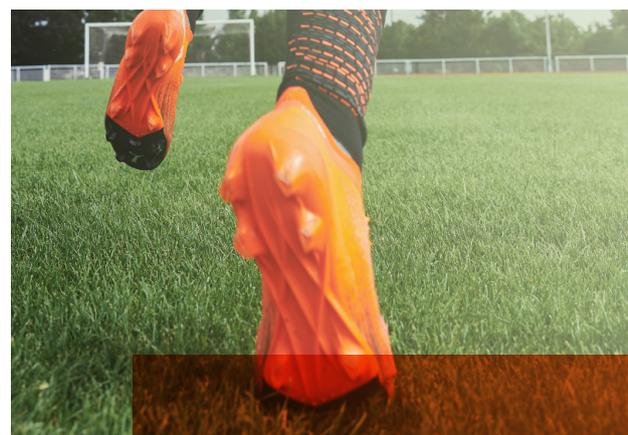
The Sports Mini-MBA also provides an ideal basis towards studying in the triple-crown accredited Hanken Executive MBA programme, as the content and the programme investment is transferable into the full 2-year Hanken EMBA programme.

## WHAT YOU WILL GAIN

- You get a wider “worldview” of sports - The role of sport and the value base in the future.
- You expand the overall picture of what sport management is all about.
- You broaden your view of strategic and value management principles and deepen your knowledge of what the competence needs are now and in the future.
- By developing your competence, you increase your knowledge and credibility and you are better placed on the job market in the field.
- Expand and diversify the overall picture of how you can make the most out of sports commercially - responsibly and effectively.
- It helps you merge management and mission-driven leadership in practice in the field of sports.

## WHO SHOULD JOIN

The Sports Mini-MBA is a leadership programme for sports executives, general secretaries and managers, top coaches, entrepreneurs and athletes. It is also suitable for people who collaborate with the sports sector e.g. sports federations, clubs, associations, or companies buying services from it. The programme is for people in a leading, decision-making position in the sports field or aiming for such a position. High proficiency in English is required for the programme.



## QUICK FACTS

**Price**  
€ 6 500 + VAT

**Start date**  
26 August 2021

**Registration deadline**  
1 August 2021

**More information**  
[hankensse.fi/programmes/sports-mini-mba](https://hankensse.fi/programmes/sports-mini-mba)

**Registration link**  
[execed.hankensse.fi/sports-mini-mba-register](https://execed.hankensse.fi/sports-mini-mba-register)



## Contact us for more information

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## CONTENT AND STRUCTURE



26-27 August 2021

### Strategic thinking & values-based leadership

- > Modern methods of strategic thinking
- > Anticipating change
- > Leading in a VUCA world
- > The role of core values in organisations and leadership



4-5 October 2021

### Sports organisations & culture

- > The uniqueness of sports organisations
- > Engaging people in your values driven organisation
- > Ethical leadership and good governance in sports
- > Data & knowledge management for effective management



8-9 November 2021

### Sports financials & legal environment

- > Planning financially sound operations
- > Interpreting and analysing financial statements and financial risks and learn how to react to them
- > The legal environment of association and business driven sports



2-3 December 2021

### Building networks & leading peak performance

- > Building, influencing and leading in networks
- > Managing and driving change
- > Strengthening organisational culture to deliver peak performance
- > Leading high-performing individuals and teams

## SELECTION OF PROGRAMME FACULTY



### Kimmo J. Lipponen

Programme Director, business leader, impact and sports enthusiast



### Kjell A. Nordström

Ph.D. Swedish economist, author and public speaker



### Sami Itani

President of the Finnish Athletics Federation, speaker, former athlete, business leader



### Janne Tienari

Ph.D., author, speaker  
Professor of Management at Hanken School of Economics



### Pia EK

Tech Partner at Castrén & Snellman, Emerging Tech, DP, Sports Law

## IGNITING RENEWAL THE HANKEN & SSE WAY

The programme is designed for maximum impact and in addition to the programme content, one true programme value come from the networking and benchmarking with peers from other non-competing companies. A dedicated programme director and project manager will take care of you and help ignite the learnings of the programme into your reality.

## CONTACT

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### About Hanken & SSE Executive Education

Hanken & SSE Executive Education transforms academic insight into practice to accelerate the growth and renewal of people and organisations. We offer top-quality individual and organisational development solutions to leaders, management teams, managers, teams and experts worldwide. Our HRM Partners career lifecycle solutions support and coach organisations and individuals in workforce adjustment and situations of change. We are owned by Hanken and Stockholm School of Economics (SSE) and are ranked by the Financial Times as the #1 executive education provider in Northern Europe and #19 worldwide as part of SSE. For more information, please visit [www.hankensse.fi](http://www.hankensse.fi).

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