



# Syllabus. Managing soft power opportunities and risks in sport



## SYLLABUS

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Module 1. Sport and politics driving wealth management in sport

Module 2. Mapping political risk in wealth management

Module 3. Mitigating political risk in wealth management

## Module 4. Harnessing political opportunities in wealth management

# Justification

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The international sport industry is widely recognised as one of the fastest growing industries world-wide, achieving significant financial growth, even during difficult financial times. Indeed, even in countries in which the overall economy has shown signs of slowing down in its development, due to ferocious market dynamics, the sport industry has managed to achieve an unaffected, steady and at times impressively fast financial growth. As a result, the global sport industry has attracted substantial wealth through private and state investors, who view it as a wealth enhancement and development opportunity. This in turn has further increased the existing wealth within the industry, as well as the wealth offered to the professional athletes, stressing the need and potential for appropriate and carefully planned wealth management in sport.

In this certificate, we offer a broad and thorough examination of wealth management in sport, by focusing on all areas of wealth planning, wealth preservation, and wealth enhancement in the industry. We also explore the wider soft power opportunities and risks associated with wealth management in sport, to offer a well-rounded view of this ever relevant and developing field.

Professionals working or aiming to work within professional sport clubs, athlete management agencies, investment organisations, and wealth management agencies, undertaking this certificate, can learn the skills and principles needed in order to help plan, manage, and enhance wealth within and through sport.

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# Objectives

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By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

## General objective

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To establish a wide appreciation of how wealth can be managed and maximised in sport.

## Specific objectives

- 1 Understanding of how wealth planning can materialise in sport.
- 2 Understanding of how wealth preservation in sport can take place.
- 3 Understanding of how wealth can be enhanced within sport.

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Understanding of how soft power opportunities and risks can be managed in sport.

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# Skills

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The skills we hope you will develop throughout this course are:

## General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

## Specific skills

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Specific skill 1: understanding of the wealth management landscape and potential of the sport ecosystem.

Specific skill 2: ability to critically evaluate how wealth management can be planned and preserved in sport.

Specific skill 3: capacity to identify creative opportunities for the enhancement of wealth in sport.

Specific skill 4: skill of strategic thinking in managing soft power and its opportunities and risks in sport.

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# Criteria for participation and approval

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## Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

## Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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# Module 1. Sport and politics driving wealth management in sport

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## Module 2. Mapping political risk in wealth management

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## Module 3. Mitigating political risk in wealth management

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## Module 4. Harnessing political opportunities in wealth management

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