



## Hungarian University of Sports Science

### **Sports Diplomacy Program**

(one-year postgraduate hybrid program)

preliminary information

**Degree:** "Sport Diplomacy Specialist" (1 year, 60 ECTS)

**Contact hours:** 400 hours (100 in person + 240 online + 60 internship hours + online consultation)

**Admission prerequisites:** Bachelor's degree in any academic field is required. Preferences go to International Relations, Sports Science, Business Administration and/or Economics, Communication and Marketing, with at least the equivalent of 80 ECTS.

**Tuition fee:** 1000 euro/ term + 200 euro reg. fee (pilot year tuition fee special offer)

1 scholarship available/ Federations, other employers may contribute 50%

**Language requirement:** B2 English or its equivalent

**Program format:** blended (80 % online, 2 weeks/term in person)

#### **Board of program directors:**

Dr. habil Judit **Kadar**, Director of International relations at the Hungarian University of Sports Science (HUSS), Associate professor

Dr. Marko **Begović**, Faculty of Sport, University Nikola Tesla, Beograd, Serbia

Silvija **Mitevska**, Senior project manager, Olympic Committee of North Macedonia

Dr. habil György **Suha**, Milton Friedman University, Budapest/ Instructor at HUSS

The program involves over 40 internationally acclaimed area experts from 3 continents, including founders and practitioners of Sports Diplomacy.

**The program is designed** to prepare graduates for the broad field of sport diplomacy related studies, by understanding various contexts of sport diplomacy, integrating theoretical knowledge with practical skills, accessing, collaborating, and adopting to diverse national, regional and international application of sport diplomacy and developing skills set to work in public administration, international, intergovernmental and multinational organizations and sport movement.

Completing this program enables the graduates to acquire and develop their diplomatic skills, their understanding of the complexities and correlations in global sport administration and industry, and to communicate successfully in international negotiations, events and other activities. Their capacity to organize diplomatic events, follow protocol, mediate conflicts and promote their nation, sport and organization is to grow substantially. They also expand their coping methods, proactivity, strategic thinking, empathy, integrity and sense of responsibility. Their knowledge of cultural, social and citizenship values will naturally increase. There are important auxiliary competencies the participants may develop, enabling them to improve their coping abilities with challenging situations in the international business and sports arena as well as their labor market value and opportunities. The capacity to handle business, intercultural and political situations, mediate, advocate and represent

effectively is essential for those working on the threshold of sports and international relations, support sport industry, corporate entities, sport events, various national and international organizations.

This program is particularly **designed for those who** work in international relations and sports: second-career professional athletes who take roles at sport federations, GOs and NGOs, diplomats who wish to develop their understanding of global sport affairs, and those who come from other areas of science, industry, culture and public administration with a desire to operate successfully in sport and diplomatic avenues. Since it is a practice-oriented program, those already facing challenges in the above areas will find the program helpful and valuable.

**Competencies to consider for credit:** professional sport and sport management career, diplomatic career, additional degree (Bachelor or Master) in any related area of Sport Science or Humanities, or other relevant academic fields (e.g. Economics), and further related trainings (e.g. Leadership, Business Coaching, Project Management, Communication).

**Core subjects covered:**

1. Diplomacy 1.1: International Relations, Diplomatic Theory 1.2: Diplomatic Practice 1.3: A Historical Approach to SD in Central Europe
2. Sport in Society/ Sports for All
3. International Sport Law
4. Public Administration and Policy
5. Global Sport Policy and Politics 5.1 International Sport Organizations 5.2 Global Sport Relations 5.3 International Sport Events
6. Grassroots Sports Diplomacy
7. Communication 7.1: Negotiations 7.2: Public Speaking and Media Presence 7.3: Written Communication
8. Protocol, Event Management
9. Project Methodology, Fundraising, Marketing

**Pre-registration begins:** 10 May, 2023.

**Pre-registration deadline:** 31 August, 2023.

Registration platform: coming soon (let our coordinator know if you are interested)

**Start date:** January, 2024.

**Training venue:** Hungarian University of Sports Science (HUSS), Budapest, Hungary

**Contact:** Vivien Ammerling Program coordinator, E-mail: [SDP@tf.hu](mailto:SDP@tf.hu)

Our priorities: practical approach, great team of experts, real-life tasks and experiences, quality education and focus on individual mentoring support for the participants.

**COME AND JOIN THE PROGRAM, MEET THE INTERNATIONAL SD TEAM  
AND UTILIZE YOUR KNOWLEDGE IN YOUR CAREER.**