



SPORTS MANAGEMENT DIPLOMA

HALF WAY
TO YOUR **MBA**



SPORTS MANAGEMENT DIPLOMA

Program Overview

European Diploma Degree in Egypt

The Postgraduate Diploma in Sports Management is a practice-oriented, industry-aligned program designed for early- to mid-career professionals seeking to enter or advance in the global sports industry. Spanning 24 credit hours over three intensive semesters, the curriculum integrates core business disciplines with specialized sports knowledge, including event management, sponsorship, fan engagement, esports, sports law, and inclusive sports development.



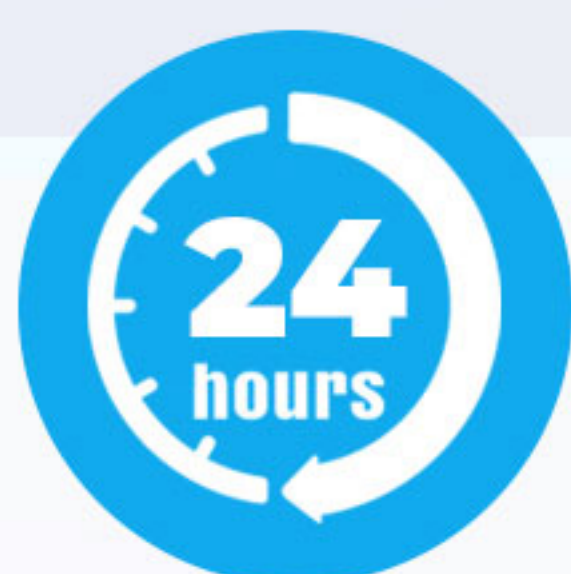
Duration

1 Year



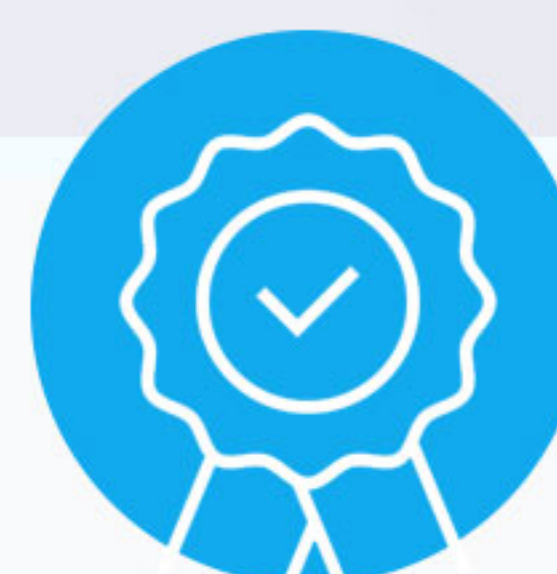
Language of Instruction

English



Total Credits

24 Credit Hours



Accreditation

Recognized by the
Egyptian Supreme
Council of Universities
and the French
Ministry of Education



Locations

Dokki
Pyramids Heights
Heliopolis
New Cairo
Alexandria

● Why Choose Global Marketing Diploma?

- Designed to meet the real-world needs of marketing professionals in Egypt and across global markets
- Courses are taught by industry experts and experienced academic faculty
- Diploma credits can be transferred toward the ESLSCA MBA program
- Exposure to contemporary tools in Global Marketing
- Evening & weekend classes tailored to accommodate the schedules of working professionals



Choose one attendance option	Weekend & Weekday Schedules
Friday or Saturday	Weekend: Minimum 6 hours (2 lectures)
Two weekdays	Weekdays: 6:00 PM to 9:00 PM

Note:

- Additional sessions may be scheduled as needed to accommodate extra courses.
- The school reserves the right to determine class timings and locations based on capacity and operational feasibility. Early registration increases the likelihood of accommodating students' preferred schedules.



● Who is the Global Marketing Diploma for?

- Recent graduates pursuing a career in global marketing
- Marketing professionals aiming to deepen their strategic capabilities
- Business owners or entrepreneurs expanding into new markets
- Sales and brand managers transitioning to broader marketing roles
- Communication, PR, or digital media professionals
- Professionals from non-marketing backgrounds seeking specialization
- Anyone passionate about building strong brands and customer loyalty across cultures





Courses

Sports Event Management

Sports Facility Operations Management

Sports Sponsorship Strategy

Sports Psychology: Coaching and Athlete Development

Fan Engagement

Sports Law

Esport

Paralympic and Non- Paralympic Sports

Career Opportunities

Graduates will be well-equipped to pursue jobs such as:

Sports Marketing Manager

Event Operations Coordinator

Sponsorship & Partnership Executive

Esports Program Developer

Sports Governance Consultant

Fan Engagement Strategist

Facility Operations Director

This diploma is ideal for professionals looking to advance or transition into sports management roles across industries.





● Admission Requirements

Applicants must submit the following documents:

- Original bachelor's degree certificate or transcript (in English or Arabic).
- If applicable, an Equivalency Decision from the Egyptian Supreme Council of Universities for private or international university graduates.
- Original computerized birth certificate.
- Copy of the national ID or passport.
- Two recent passport-sized photos.
- Updated resume.
- English Language Proficiency:

Applicants must demonstrate English proficiency through one of the following:

- IELTS: Minimum score 5.
- TOEFL ITP: 500 | TOEFL IBT: 59–60.
- ESLSCA ITEP placement test: Minimum score 2.5.
- Successful performance in a personal interview.

● Tuition and Fees

Application Fees

EGP 2,500
(non-refundable)

Technology Fees

EGP 2,500
(non-refundable)

Tuition Fees per Course:

EGP 11,055 + €80

A yearly fee increase will apply, with a minimum of 5% each year.

● Refund Policy:

Before Classes Begin:	After 1 st Week:	After 2 nd Week:	After 3 rd Week:
90% Refund	75% Refund	50% Refund	No Refund

● Important Notes:

- A 10% penalty will be applied to any overdue balance (in both EGP and EUR) if payment is not completed within five working days from the date of registration.
- Failure to meet the payment deadline without an approved postponement request will result in a penalty fee, except in cases of force majeure, provided valid supporting documentation is submitted.
- Dropping an academic year or semester will incur a readmission fee (contact Student Accounting for details).
- Credit balance will automatically be applied towards future semester fees.
- Refunds are only issued in cases of complete withdrawal from the University or upon graduation.
- Students who withdraw from a course and choose to retake it at a later date will be required to pay the current course fees at the time of re-enrollment, regardless of any remaining balance from the previously dropped course.



● Job Placement Assistance & Annual Career Fair:

The Career Center offers continuous career counseling and alumni hiring services, ensuring ongoing support for students and graduates:

- CV and Interview Prep: Practical training to help you stand out.
- Career Path Guidance: Explore industries and find your fit.
- Confidence Building: Gain the tools to own your career journey.
- Annual Career Fair: Through active collaboration with top employers, ESLSCA provides candidates with direct access to valuable career opportunities. Each year, the ESLSCA Career Fair, held at the Pyramids Heights campus, brings together leading companies offering full-time positions—empowering students and graduates to launch or accelerate their careers.





ESLSCA
University

CONTACT US

PYRAMIDS HEIGHTS CAMPUS

KM. 22 CAIRO ALEXANDRIA DESERT ROAD, GIZA, EGYPT

HELIOPOLIS CAMPUS

51 ABD EL MONEIM HAFEZ, HELIOPOLIS, CAIRO, EGYPT

DOKKI CAMPUS

17 EL-SAD EL-AALY ST., FINNEY SQ., DOKKI, GIZA

ALEXANDRIA CAMPUS

376 ABOU QUER ST. MOSTAFA KAMEL, ALEXANDRIA, EGYPT

FRANCE

11 RUE DE CAMBRAI, 75019, PARIS.

MOROCCO

AVENUE AL MILIA, SECTEUR 9, RUE MAZIATA



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