



ACADEMY OF
LEADERSHIP SCIENCES
SWITZERLAND

Master (MBA) Leadership in Sports Governance

WELCOME TO THE MBA LEADERSHIP IN SPORTS GOVERNANCE

The global sports industry is a fast-growing and dynamic sector that demands skilled leaders capable of navigating its complex governance and organizational challenges. The MBA Leadership in Sports Governance at the Academy of Leadership Sciences Switzerland (ALSS) is specifically designed to empower professionals to lead with confidence, integrity, and expertise in this evolving field.

Our program integrates advanced governance principles with innovative leadership strategies. Whether you aim to advance your career in sports organizations, administrative roles, or governance positions, this MBA equips you with the tools and insights to make a meaningful impact in your field. Join us to enhance your abilities, broaden your perspectives, and become a catalyst for positive change in the global sports governance landscape.

ABOUT ALSS

ACADEMY OF LEADERSHIP SCIENCES SWITZERLAND

Founded in 2014, the Academy of Leadership Sciences Switzerland (ALSS) is a leading educational institution offering Bachelor's, Master's, and PhD programs in specialized fields, including sports and sports law.

Based in Zurich, ALSS provides innovative and high-quality academic programs that foster intellectual curiosity, critical thinking, and practical skills.

WHAT MAKES US SO UNIQUE?

✓ **Tailored Learning Experiences:**

Programs designed to meet the needs of working professionals.

✓ **High-Quality Education:**

Evidence-based curricula delivered by top experts.

✓ **Personalized Support:**

Dedicated mentors and advisors for every student.

✓ **Global Reach:**

A diverse network of faculty and students from around the world.

✓ **Flexibility:**

100% online

AN OVERVIEW

The MBA Leadership in Sports Governance is a graduate-level program designed for professionals currently working in or aspiring to join the sports industry. This program is ideal for individuals seeking to deepen their understanding of governance frameworks, leadership principles, and compliance in the dynamic and globalized sports sector. It bridges the gap between effective leadership and governance strategies, equipping graduates to address the complex challenges faced by modern sports organizations.

Who is this program for?

- ✓ Sports administrators looking to strengthen their governance and leadership skills.
- ✓ Leaders and managers in sports organizations aiming to improve strategic planning, compliance, and stakeholder engagement.
- ✓ Individuals aspiring to leadership roles in sports federations, clubs, leagues, or other sports-related organization.

CONDITIONS

- ✓ **Duration:** 12–24 months, adaptable to individual needs.
- ✓ **Credits:** 60 ECTS (European Credit Transfer System).
- ✓ **Study Mode:** 100% online for maximum flexibility.
- ✓ **Tuition Fees:** CHF 16500,00 (flexible payment options and scholarships available).
- ✓ **Start Dates:** Two annual intakes, March 1 and October 1.

WHY CHOOSE THIS MBA?

Key Features of the Program

✔ **Global Perspective:**

Explore the leadership and governance challenges faced by sports organizations worldwide. Equip yourself with the skills to excel in diverse, multicultural environments.

✔ **Flexible Learning Options:**

100% online format to accommodate your professional commitments.

✔ **Career Advancement:**

Develop practical skills and industry connections to propel your career in governance, leadership, or managerial roles within the sports sector.

✔ **Interdisciplinary Approach:**

Gain a comprehensive education combining sports governance, leadership, compliance, and practical applications.

✔ **Expert Faculty:**

Learn from internationally recognized experts in sports governance and leadership, including experienced administrators, executives, and governance specialists.

✔ **Practical Applications:**

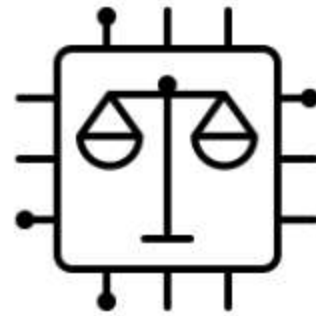
Engage in case studies, simulations, and capstone projects to address real-world governance and leadership challenges in sports.

PROGRAM MODULES

The MBA program includes five modules and a Master Thesis, each designed to provide in-depth knowledge and practical skills in leadership and sports law



Leadership
and Sports
(10 ECTS)



Governance, Innovation,
and AI in Sports (10 ECTS)



Sports Law and
Governance
(10 ECTS)



Ethics and Integrity
in Sports Governance
(10 ECTS)



Financial Sustainability Sporting
Events, and Marketing (10 ECTS)



Master Thesis
(10 ECTS)

LEADERSHIP AND SPORTS (10 ECTS)

- Strategic leadership in global sports governance.
- Ethical decision-making and fostering organizational integrity.
- Building inclusive and high-performing teams.
- Driving innovation in leadership and governance practices.
- Leadership in Sports Diplomacy.
- Leadership and International Relationships in Sports.
- Intercultural leadership in sports governance.
- Case studies: Leadership challenges and solutions in sports.

GOVERNANCE, INNOVATION, AND AI IN SPORTS (10 ECTS)

- Introduction to global and regional governance models in sports.
- Governance structures, boards and the performance of sports organisations.
- Roles and responsibilities of boards, and committees.
- Governance indicators and performance benchmarks.
- The role of AI in Sports Governance.
- Transparency and accountability through digital tools.
- Governance in Esports.
- Case studies: AI-driven governance and technological advancements in sports.

SPORTS LAW AND GOVERNANCE (10 ECTS)

- Introduction to Sports Law and Governance.
- Internal Dispute Settlement: Management of legal departments and disciplinary processes in governing bodies.
- Overview of the Court of Arbitration for Sport (CAS) and its role in dispute resolution.
- Application of EU law to sports and the role of the Council of Europe.
- Legal and ethical considerations in AI-driven sports governance.
- Intellectual property in Sports.
- Data Protection in Sports.
- Case Studies: Legal challenges faced by sports organizations.

ETHICS AND INTEGRITY IN SPORTS GOVERNANCE (10 ECTS)

- Principles of ethics and integrity in sports governance.
- Human Rights in Sports.
- Anti-doping policies and corruption prevention.
- Safeguarding athletes and addressing abuse.
- Diversity, equity, and inclusion in governance.
- Addressing match-fixing and betting-related corruption.
- Ethical challenges in global sports governance.
- Case studies: Integrity and ethical dilemmas in sports.

SPORTS BUSINESS AND GOVERNANCE: FINANCE, MARKETING, AND EVENTS (10 ECTS)

- Financial planning, sustainability, and financial fair play regulations in sport.
- Governance of revenue generation: sponsorship, licensing, merchandising, and broadcasting.
- Digital competencies for the modern sports business environment.
- Strategic marketing for sports organisations and events.
- Fan engagement and the use of digital platforms for audience development.
- Project and event management in sport.
- Risk management in sporting events and large-scale sports projects.
- Case studies: successful financial strategies and event marketing in sports governance.

MASTER THESIS (10 ECTS)



Conduct original research on a critical issue in sports governance. Under the guidance of expert supervisors, students will develop a comprehensive thesis that demonstrates their ability to apply theoretical knowledge to practical challenges in the sports industry.



KEY DEADLINES

SPRING
INTAKE



Application deadline -
February 15

FALL
INTAKE



Application deadline -
September 15

MEET OUR TEAM



**PROF. DR.
FADIL ÇITAKU**

Prof. Dr. Fadil Çitaku is a professor of Leadership and Emotional Intelligence at the Academy of Leadership Sciences Switzerland (ALSS). He is the founder and CEO of ALSS. With over 23 years of experience in graduate and postgraduate teaching, he has developed curricula and projects internationally. Prof. Çitaku is also the developer of two leadership models: 1. Leadership Competency Model Çitaku, and 2. Leadership Competency Model -Drenica.



**DR. PETRA
POCRNIC
PERICA**

Dr. Petra Pocrnic Perica is an internationally recognized sports lawyer, arbitrator, and consultant. She serves as an arbitrator for the Court of Arbitration for Sport (CAS) in the Anti-Doping. Additionally, she is a director, lecturer, and speaker at international sports law programs and conferences, an active member of the Women in Sports Law Partnership and Education Committee, and leads No.9 Sports Law & Consulting, operating in Croatia and Switzerland.



**DR. ASHLEIGH
HUFFMAN**

Dr. Ashleigh Huffman is a global expert in sports diplomacy, gender equity, and social impact. As former Chief of Sports Diplomacy at the U.S. Department of State, she shaped policy, advised on events like the Olympics and World Cup, and led initiatives aligning sport with U.S. foreign policy. She co-founded the Global Sports Mentoring Program with espnW, earning the ESPN Stuart Scott Humanitarian Award and Peace and Sport's Diplomatic Action of the Year. With work in 130+ countries, she partners with athletes, coaches, corporations, and leaders to drive change through sport.



**FARAI
RAZANO**

Farai specializes in sports and entertainment law, offering comprehensive legal advice to sports governing bodies, clubs, agents, intermediaries, and athletes. His expertise spans regulatory and commercial matters as well as litigation and dispute resolution. Farai's work is focused on navigating the complex legal frameworks that govern the sports and entertainment industries, ensuring compliance and resolving disputes effectively.



CATHERINE PITRE

Catherine Pitre is an international sports lawyer with experience of both the Canadian and international sport landscape. She has worked for two different national sports tribunals in Canada and in the UK, where she has over the years overseen more than a thousand sportsrelated proceedings. This unparalleled experience has allowed her to have insight into a wide range of legal matters arising in the sport sector, including both in the Olympic context, and commercial side.



ACHTA MAHAMAT SALEH

Achta Mahamat Saleh is an international sports lawyer with extensive experience in legal and compliance roles. She began her career at the Confederation of African Football (CAF) in 2006 and later worked in FIFA's Player's Status Department. Achta returned to CAF in 2018 as Director of Legal Affairs and Compliance, overseeing key legal and regulatory matters. Since 2021, she has been Of Counsel at Morgan Sports Law, specializing in sports law and governance.



LIVIA SILVA KÄGI

Livia Silva Kägi has been active in sports law since 2011. After a decade as a lawyer in FIFA's Players' Status Department, she established her own consultancy, Silva Kägi Law. She also serves as Deputy Chairwoman of the Dispute Resolution Chamber of the FIFA Football Tribunal, becoming the first woman to hold this position.



PROF. DR. MARION KEIM

Prof. Dr. Marion Keim, UNESCO Chair of Sport, Development, and Peace, is an expert in Olympic education, leadership, and sport for inclusion. An Advocate of the High Court of South Africa, she has led global sport projects, advised the South African Minister of Sport, and serves on the IOC Commission for Culture and Olympic Education. She is also Secretary General of the African Pierre de Coubertin Committees and author of over 30 books.



JANIE SOUBLIÈRE

Janie Soublière is an attorney at law and the principal of Soublière Sport Law, with 25 years of experience in sports law. As a Chartered Arbitrator with over 15 years in sports dispute resolution, she serves on key arbitration bodies, including the Court of Arbitration for Sport, the Anti-Corruption Panel of the International Tennis Integrity Agency, Zwift E-Sports, Ultimate Fighting Championships, and the Sport Dispute Resolution Centre of Canada. In addition to her extensive arbitration work, she has authored over 300 awards on topics such as anti-doping, anti-corruption, safeguarding, eligibility, carding, selection, discipline, jurisdiction, breach of contract, and provisional measures.



MARTINA SPREITZER- KROPIUNIK

Martina Spreitzer-Kropiunik, Vice President of the Criminal Court for Vienna, has been a criminal judge for 30 years, specializing in anti-doping. An arbitrator at the Court of Arbitration for Sport (CAS) since 2018, she served on the CAS-ADD during the Beijing 2022 Winter Olympics and also at Paris 2024. Passionate about increasing women's representation in sports, she is a Board Member of WISLaw (Women in Sports Law).



TAMMI GAW

Tammi Gaw is an international sports lawyer and consultant based in Scotland, uniquely licensed as both an attorney and in sports medicine. She specializes in risk management, athlete welfare, and corporate governance, with experience in in-house counsel, non-profit leadership, and largescale event planning. Tammi also serves on the National Antidoping Panel and chairs The Drake Group Education Fund.



ANNA THORSTENSON

Anna Thorstenson has over 15 years of experience in international sports law, specializing in anti-doping. She serves as a legal advisor at the International Equestrian Federation (FEI) and has worked with sports organizations, public authorities, and athletes on disciplinary processes, arbitration, and regulatory disputes. Anna has appeared before the Court of Arbitration for Sport (CAS) and holds roles in disciplinary and antidoping panels. Since March 2023, she also serves as WADA's anti-doping ombudsman, supporting athletes in doping matters.



STELLA RIBERTI

Stella is Counsel at Clifford Chance. Her practice focuses on Sports & Entertainment law, advising on commercial, regulatory and contentious matters. She assists clients in relation to domestic and international sports-related regulatory matters (including on audiovisual rights, doping, and UEFA Financial Sustainability), international transactions (including sponsorships, transfers of players, and IPRs and media rights licensing) and contentious matters (including before FIFA, FIBA and the Italian sports courts). She is an arbitrator at the Court of Arbitration for Sport (CAS).



BOBBY CLICK

Bobby Click, Executive Director at EMFIGSport Safety, brings extensive experience and dedication to combatting abuse in sports. Previously, he worked as a civil and criminal litigator in the Southeast. Notably, he served as Vice President of Response and Resolution at the US Center for SafeSport, managing misconduct reports in the US Olympic Movement. Bobby's contributions include developing policies and educational initiatives to prevent abuse nationwide, earning him widespread respect in the sports community.



**PIERRE
TROCHET**

Pierre Trochet is a President of International Federation of American Football (IFAF). Since 2021, Pierre has led the global expansion of American football and flag Football and under his leadership, IFAF has achieved historic milestones, including the inclusion of flag football in the Los Angeles 2028 Olympic Games, a testament to the federation's efforts to position American football on the world's biggest stage. With 75 member nations and more than 20 million players across 100 countries, IFAF continues to grow, thanks to his leadership and collaboration with key partners, particularly the NFL.



**DR. MARWAN
HELLAL**

Dr. Marwan Hellal is a sport ethicist, a licensed Pharmacist and a Lecturer at Western University in Canada within the Department of Health Sciences. He holds a PhD from Western University, where he specializes in sport integrity, particularly in the fields of antidoping, artificial intelligence, and emerging technologies. He is a member of the Executive Board of the International Centre for Olympic Studies (ICOS). Hellal's previous roles include serving as a Doping Control Officer for the United States Anti-Doping Agency (USADA) and UFC.



**LINDSAY
BRANDON**

Lindsay Brandon is the Director of Safeguarding for the Women's Tennis Association (WTA), the first to hold this role. Previously, she worked at the Law Offices of Howard L. Jacobs, representing athletes and coaches in sports arbitration cases, including antidoping and safeguarding disputes. She has advocated before the Court of Arbitration for Sport and is admitted to practice in California, Washington State, and several federal courts.



**SARAH
SOLÉMALÉ**

Sarah Solémalé is a lawyer and sports governance expert with nearly 15 years in the football industry. She has advised FIFA and its 211 member associations on legal and governance matters, and now contributes to the European Club Association (ECA). At ECA, she leads governance reforms, expanding membership to 750+ clubs, uniting men's and women's clubs. A strong advocate for ethical leadership and female empowerment, Sarah mentors aspiring women in football and speaks globally at sports conferences and academic programs.



**DR. TANJA
HAUG**

Dr. Tanja Haug is a distinguished lawyer with over 25 years of experience in sports law, specialising in good governance and integrity in sport. She is adept at implementing preventive measures, investigating alleged cases, and conducting disciplinary proceedings. Tanja is a member of the Biathlon Integrity Unit Board and chairs both the TADP Independent Panel and the BWF Independent Vetting Panel. She also serves as an arbitrator for the World Athletics Disciplinary and Appeals Tribunal and the Sport Resolutions International Hearing Panel.



**ELVIRA
DUSHKU**

Elvira Dushku is a seasoned sports executive with over 16 years of experience in sports administration and journalism. As Secretary General of the Kosovo Basketball Federation, she drives strategic planning, financial management, and governance reforms. A former professional basketball player, she blends firsthand sports experience with leadership expertise. Her background in public relations and journalism has shaped her ability to navigate media, stakeholder relations, and strategic communication. With credentials from MESGO, FIBA Time Out, and UEFA's Strategic Communications Course, she is committed to advancing sports governance and leadership.



**CHRISTOPHER
FLANAGAN**

Christopher is a legal and risk management professional with significant experience in sport and regulated industry. He is also a legal academic with multiple publications in textbooks and academic journals covering, among other things, data protection in sport. His prior engagements include acting as the Data Protection Officer at a global entertainment business whose portfolio included ticketing services and the promotion of major sporting events. Christopher also has board level experience at an English National League football club.



**ALINE
LOPES**

Aline Lopes da Silva Candeo is a sports marketing and integrity specialist with extensive experience in sports ethics, integrity, consumer relationships, live marketing, and events. With a background in communications and advertising, she has worked with renowned brands such as Coca-Cola and Instagram. Aline is passionate about promoting transparency and sustainable development in sport. Through her collaboration with The Sports Ethics Examiner, she has demonstrated exceptional skill in translating complex governance, regulations, and policies into accessible content that has reached over 1 million people.



**MARINE
MONTOJO**

Marine Montejo is an EU-qualified lawyer specializing in EU competition law and sports law. She advises on cartels, abuse of dominance, state aid, digital regulation, and foreign investment control. She has led major merger control cases and represented clients before the European Court of Justice and national courts. With unique expertise at the intersection of competition and sports law, she supports stakeholders in the sports sector on regulatory and legal challenges.



**LAURNCE
ISERE**

Laurence has worked for over 15 years in international sports organizations, where she has developed cross-disciplinary skills, particularly in fields relating to commercial matters. Accustomed to working with the private sector, she has adopted global strategies and implemented them at operational level. Laurence holds Master of Advanced Studies degree in Sport Marketing from Strasbourg University and a MBA in International Organisations from Geneva University.



**KHAYRAN
NOOR**

Khayran has garnered an impressive background in sports law, establishing herself as a notable professional in the field. Her areas of focus include compliance, good governance, policy, human rights, safeguarding, diversity and inclusion, and legislative and regulatory development. In her role as the Founding Director of Sports Legal, she has played a key role in shaping sports law development in the region. Additionally, her commitment extends to being the Chairperson of the East Africa Law Society, Sports Law Committee, where she actively contributes to advancing legal standards in the sports industry across Africa.



**AN
VERMEERSCH**

An Vermeersch is a legal expert in sports and European law, specializing in governance, integrity, and dispute resolution. She teaches at Ghent University and Ghent University College and serves as an arbitrator at the Court of Arbitration for Sport (CAS) and a disciplinary judge in Belgium.

She has advised governments and international bodies on ethics, EU sports policy, and anti-doping, and co-founded the Sport&EU Association. Her work bridges academia and practice, with a focus on European regulation in sport.



**KRISTY
GALE**

Kristy Gale is a pioneer in sports technology and data rights management, specializing in athlete biometric and tracking data. As CEO of HONOR Data Rights Management, she delivers solutions for data governance, compliance, and revenue optimization. Through her consulting firm, Sports Data Strategies, she helps organizations define and achieve data rights goals. Kristy also serves as Director of the Institute for Biometric Data Optimization and Protection (IBDOP), fostering collaboration on ethics, best practices, and legislation in data rights.



**LYRIQUE DU
PLESSIS**

Lyrique Du Plessis is a specialist Sports Law Attorney with experience acting in high profile matters for clubs, players, federations, and associations, appearing in national and international sport tribunals such as FIFA and the Court of Arbitration for Sport in Switzerland, as well as appearing and acting for SAIDS in various anti-doping cases.

HOW TO APPLY?

Admission Requirements:

- A bachelor's degree or equivalent
- Proficiency in English

Application Steps:

1. **Online Application Form:** Complete the application form on the ALSS website and pay the CHF 300 non-refundable application fee.
2. **Document Submission:** Upload a CV, academic transcripts, and a personal statement.
3. **Interview:** Participate in a virtual interview with the admissions team.
4. **Acceptance:** Receive an offer letter and confirm your place in the program.



ACADEMY OF
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FOR MORE INFORMATION CONTACT US!

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