

SUMMER SPRINGBOARD
Look Inward. Go Upward.

Sports Management Infosheet

New student admissions for Summer 2027 are open.

2-Week Course

This is a two-week program where you'll focus on one course for the entire duration.

Program Highlights

- Acquire a baseline understanding of the structure and purpose of the sport industry.
- Explore the different aspects of sports management, including personnel management, business, program development, marketing, recruiting, and more.
- Develop the ability to apply business principles to the management of sport facilities, events and organizations.
- Interact with industry professionals to gain first-hand insight into a career in Sports Management.
- Discuss current challenges facing athletes and the sports industry today and what effect that has from a management perspective.

2027 Dates

UCLA ($6,298)
- Session 1: June 20 - July 2
- Session 2: July 5 - July 17*
- Session 3: July 18 - July 30

University of Michigan ($5,698)
- Session 1: July 19 - July 31

Berkeley ($6,298)
- Session 7: July 25 - August 06

*Sessions starting July 5th will start on Monday, not Sunday (due to the holiday). During the first week, classes meet Tuesday through Friday, followed by Monday through Friday in week two.

Academic Program Overview

Successful management is required in all segments of the sports industry whether professional, amateur, collegiate, club, public, private, etc. In the management function, the same basic elements are needed, regardless of organizational type: personnel management, program development, marketing, information management, facilities management, and legal responsibilities. Depending on what kind of sport management career interests you, possibilities include working directly with athletes, coaches, and organizations, or working behind the scenes as a promoter, marketing manager, or sports economist. Our course will explore the business management side of sports and expose you to the number of different directions you can take with a background in Sports Management.

Excursions

Past academic experiences have included hearing from sports industry leaders and visiting major venues such as Dodger Stadium, Rose Bowl Stadium, SoFi Stadium, and Little Caesars Arena. In Michigan, students received an exclusive behind-the-scenes tour of Little Caesars Arena and learned about the team's operations.

Instructors

UCLA - Georgy Shukaylo

Georgy Shukaylo, a lecturer and Ph.D. candidate in Sports Management at the University of Michigan, brings a wealth of expertise to our team. Holding a Bachelor's degree in Sports Management from the University of Massachusetts, as well as a Master's degree and Ph.D. in Economics from the University of Arkansas, Georgy's research focuses on sports economics, the role of sports venues in urban development, and the impact of public policies on professional sports.

Michigan- Dr. Nikolas Webster

Dr. Nikolas Webster is a clinical assistant professor of Sport Management at the University of Michigan School of Kinesiology. His research examines the cognitive, affective, and behavioral consequences of sport fandom as well as issues surrounding the economics and management of sport.

Tuition Information:

Apply by November 30 to lock in the lowest prices of the year. Tuition increases on December 1.

Residential Students:

- **Includes:** all meals, lodging, excursions, academic course, weekend excursions
- **Excludes**: optional airport pickup and drop off service (available for an additional fee)
- **Price**: See prices under 2027 dates

Commuter Students:

- **Includes:** lunch, academic course, excursions, programming from 9am to 5:15pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner, weekend excursions
  - Weekend excursions can be added on for $125 per day
- **Price**: $3,298 at UCLA & Berkeley and $2,998 at Michigan

Supplements:

- Application fee: Starting at $99 (mandatory, non-refundable)
- Tuition Protection Plan: Allows for cancellation for any reason up until the day of the program. Click here for more info.

Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm Monday - Friday. During week two, students have class from 9am-12pm Monday through Thursday. Afternoons in both weeks are dedicated to students' preferred College Readiness Workshops (CRW), True You, and Academics in Action, with Academics in Action including academic excursions, guest speakers, and course-related activities, such as an instructor-led project or student-led, independent study.

Typical Schedule

8AM	Breakfast
9AM	Academic Course / Commuter Student Arrival
12PM	Lunch
1:30PM	Academics in Action or Recreational Activity
3:30PM	CRWs, True You, or Academics in Action
5-5:15PM	Commuter Student Departure
6PM	Dinner
7PM	Clubs
10:30PM	Night Checks

Schedule above is a sampler; real schedules may vary based on program and academic track.

More info on Airport Transfer

More info on Unaccompanied Minor Service

Apply Now!

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