Garnet
Garnet Global Training Center

GGT-SP-115

Sports Management & Wellbeing

Sports Finance & Economics

المالية والاقتصاد الرياضي

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Sports Finance & Economics turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Management programs for clubs, federations, venues and workplace wellbeing teams. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Apply the methods and standards of Sports Finance & Economics to real tasks.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.

Who should attend

Club and federation managers, coaches, venue operators and wellbeing leads. Practitioners with one to five years of experience benefit most.

Key topics

- Sport governance
- Commercial and sponsorship
- Venue operations
- Athlete development
- Fan engagement
- Health and wellbeing

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Sports Finance & Economics: principles and standards

- Sport governance
- Regional and international case studies

Day 2 Methods and tools in practice

- Commercial and sponsorship
- Venue operations

Day 3 Diagnosis and problem solving

- Athlete development
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Fan engagement
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Health and wellbeing
- Measurement and reporting

10-day outline

Day 1 Sports Finance & Economics: principles and standards

- Sport governance
- Regional and international case studies

Day 2 Methods and tools in practice

- Commercial and sponsorship
- Venue operations

Day 3 Diagnosis and problem solving

- Athlete development
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Fan engagement
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Health and wellbeing
- Measurement and reporting

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Hands-on workshop on a workplace challenge

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Common mistakes and how to avoid them

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
21–25 Feb 2027	5-day classroom	Kuwait City	English	4,750
10–14 May 2027	5-day online	Live online	Arabic	2,950
2–6 Aug 2027	5-day classroom	Kuala Lumpur	English	4,750
3–14 Oct 2027	10-day classroom	Amman	English	8,950
6–10 Mar 2028	5-day classroom	Casablanca	English	4,750
3–14 Apr 2028	10-day classroom	London	English	8,950
18–22 Jun 2028	5-day classroom	Amman	English	4,750
4–15 Dec 2028	10-day online	Live online	Arabic	5,450
5–9 Feb 2029	5-day classroom	Barcelona	English	4,750

Dates	Format	City	Language	Fee (USD)
21–25 May 2029	5-day classroom	Istanbul	English	4,750
16–27 Sep 2029	10-day classroom	Doha	Arabic	8,950
5–9 Nov 2029	5-day online	Live online	Arabic	2,950
11–15 Feb 2030	5-day classroom	Istanbul	English	4,750
6–17 May 2030	10-day online	Live online	English	5,450
7–18 Oct 2030	10-day classroom	London	English	8,950
11–15 Nov 2030	5-day classroom	Paris	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/