

SUPSI

Bachelor of Science in Leisure Management



Admission requirements

Given the limited number of places available, all applicants meeting the requirements must take ranking examinations that are open to candidates holding one of the following qualifications:

- vocational school-leaving certificate in commerce/business or equivalent;
- vocational school-leaving certificate in a non-related area and a work experience period congruent with the contents of the study programme;
- foreign high school diploma will be evaluated and can require a work experience period.

Applications are also accepted from those who are aged more than 25 and who lack the required qualifications, but whom the Course Directors believe possess an education and a work experience that are significant and appropriate for the sector. These applicants must take a test on the fundamentals of management. Successful completion of this test will qualify them to take the ranking examination.

Course type

Full-time (180 ECTS over three years)

Academic Calendar

September - June

Application deadline

15 May. A CHF 100 fee must be paid when the application is made.

Applications received after the specified deadline may be accepted, depending on availability.

Course fee

The semester fee amounts to CHF 1'600. This sum is reduced to CHF 800 for students who benefit from the application of the ASUP Intercantonal Agreement for Vocational Universities (Swiss nationality or civil and fiscal domicile in Switzerland or in Liechtenstein). Specific agreements apply for students residing in Campione d'Italia. Contribution to didactic costs:

CHF 200 per semester.

Admission procedure



The Entertainment industry alone (Sport, Music and Entertainment, Museums and Publishing Media Production, etc.) has an estimated global value of more than 640 billion dollars, while the global Tourism sector is worth more than 1600 billion dollars. These two industries form the foundation of what is known as the Leisure sector, which consists mainly of services. This sector attracts a range of different product industries whose mission is to provide support and opportunities for those who wish to enjoy Leisure services. These industries include, for example, technical clothing for sports activities, electronic devices for accessing the contents of various media channels, spaces designed for attending artistic performances.

The growth of the Leisure Economy, recorded virtually without distinction in all the different fields, is typified by significant business model transformations reflecting the changing habits of those who live in the new global society. If we consider the developments in this sector, both technological and in terms of creativity, it is easy to understand that these activities require new, high level and specific forms of managerial expertise.

During the three-year Bachelor programme, and with the help and support of their teachers, students can customise their individual study itineraries by selecting specific courses in the various activities associated with the Leisure sector, including even the most recent career opportunities.

Objectives and skills

The Bachelor in Leisure Management develops technical competences in a management environment, focusing particularly on the various aspects of the Leisure Economy (sport, tourism, entertainment, culture, etc.). Students therefore develop both the methodological competences required in order to tackle complex problems, and the social/organisational skills required in order to engage with a system involving a multitude of different actors. The graduate exit profile of graduates has been formulated in collaboration with a team of sector experts, and refers to the following areas:

- ♦ systemic overview, in-depth understanding of the Leisure sector and of the main elements of one specific area (sport, tourism, entertainment, culture, etc.);
- ♦ project and change management;
- ♦ economic-financial management and budgeting;
- ♦ fundraising, sponsoring and crowdfunding;
- ♦ communications and relations with the various stakeholders, particularly the media;
- ♦ service quality promotion and maintaining standards;
- ♦ aptitudes, interpersonal relations and team working.

Qualification awarded

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Why choose the SUPSI Bachelor in Leisure Management programme?

The added value provided by the programme

- The only programme in Switzerland that, immediately from the first year, implements a *broad-based and integrated approach to the Leisure sector*.
- *Specific studies focusing on the most significant topics related to the sector*, such as digitalisation, sustainability, ethic, innovation and entrepreneurship.
- Great significance placed on *linguistic skills and interculturality*, which will allow graduates to work in an international context and with an international public. The programme involves lessons conducted in English and in German (at least 50%) and language courses held throughout the entire three-year period.
- *Partnership* with local and international organisations and businesses, providing opportunities for internships and didactic projects.
- *University degree*: graduates awarded the Bachelor of Science in Leisure Management can enrol on Master programmes and on specialisation courses at SUPSI, or at other universities.

Career prospects

The Bachelor in Leisure Management degree opens the door to a range of organisations differentiated by sector (sport, tourism, entertainment, culture, etc.), by typology (businesses, associations, foundations, public administration bodies, etc.), by dimension and by geographic market (local, Swiss, international). Potential roles range across different operational areas in accordance with the structure of the organisation.

Examples include: digital marketing manager for a sports team; event organisation support in a sportswear company; project manager in a public institution, in an association or in a small company; marketing specialist in a sports federation; destination manager; event manager; and many others.



First year	Second year	Third year
Compulsory core courses <i>Leisure Management</i>	Compulsory core courses and elective courses <i>Leisure Management</i>	Course choice in a specific field of the Leisure sector
	Field Project	Elective courses
	Course choice in a specific field of the Leisure sector	Internship
Bachelor Thesis		
Personal development, creativity, entrepreneurship		
Languages – English and German		

In addition:

- Guided and supported by teachers, the opportunity for individual customisation by selecting courses in specific fields (sport, tourism, entertainment, culture, etc.) and elective courses.
- Flexible learning options, such as distance learning and crash courses, ensuring that students who already work in the sector can benefit from diversified interaction modes while also receiving the appropriate support.
- Internship during the third year of the course, preferably in another Canton or abroad, and the opportunity to complete part of the study programme abroad.

Some of the modules addressed during the programme:

- First year: Project & event management; Business models in the Leisure sector; Leisure trends; Communications, public speaking and team working.
- Second year: Leadership & HR management; Revenue management; Fundraising, crowdfunding and sponsorship.
- Third year: Fan engagement; Business tourism; Communication and PR; Brand experience management.

Information

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