

CALENDAR SPRING/SUMMER 2019

MANAGING DIGITAL TRANSFORMATION IN SPORT



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
TERM 1 SPORTS BUSINESS IN DIGITAL	Apr 1	Apr 2	Apr 3	Apr 4	Apr 5
	On boarding & General Welcome				
	Apr 8	Apr 9	Apr 10	Apr 11	Apr 12
	Masterclass 1 Paul Rogers "Inside Roma's Digital Revolution"				
	Apr 15	Apr 16	Apr 17	Apr 18	Apr 19
	Lab Session Led by Program Director				
	Apr 22	Apr 23	Apr 24	Apr 25	Apr 26
Easter Break					
TERM 2 SUCCESS AND CHALLENGES OF DIGITAL TRANSFORMATION	Apr 29	Apr 30	May 1	May 2	May 3
	Masterclass 2 Pearse Connolly, Norwegian Football Association "Digital case study in Football"				
	May 6	May 7	May 8	May 9	May 10
	Masterclass 3 with Industry Executive Speaker TBD				
	May 13	May 14	May 15	May 16	May 17
Lab Session Led by Program Director					
TERM 3 MARKETING IN SOCIAL	May 20	May 21	May 22	May 23	May 24
	Masterclass 4 David Fowler, Marketing Manager, mycujoo "Digital Media in Sport"				
	May 27	May 28	May 29	May 30	May 31
	Masterclass 5 Fiona LGreen, Co-founder, Winners "Data and Analytics"				
	Jun 3	Jun 4	Jun 5	Jun 6	Jun 7
Lab Session Led by Program Director					
TERM 4 DATA AND TECHNOLOGY	Jun 10	Jun 11	Jun 12	Jun 13	Jun 14
	Masterclass 6 with Industry Executive Speaker TBD				
	Jun 17	Jun 18	Jun 19	Jun 20	Jun 21
	Lab Session Led by Program Director				
	Jun 24 - Sep 1				
	SELF STUDY PERIOD - REVIEW MATERIAL AND WORK ON FINAL PROJECT				
	Sep 2	Sep 3	Sep 4	Sep 5	Sep 6
	Masterclass 7 Gustavo Silikovich CEO, River Plate "Club Leadership in Digital times"				
	Sep 9	Sep 10	Sep 11	Sep 12	Sep 13
	Final Project Presentations				End of Course

** Please note that SBI reserves the right to change content and speakers due to unforeseen circumstances.*