

### TIAS Sport Finance and Economics module in Tokyo

TIAS invited speakers from the International Academy of Sports Science and Technology (AISTS) to lecture to TIAS students on topics in Finance and the Economics of Sport from 12<sup>th</sup> to 16<sup>th</sup> December.

AISTS Chairman of the Scientific Committee, Professor Daniel Oyon, Head of Football Administration at Real Madrid FC, Mr Jose Ramon Capdevila and Media Relations Manager at FIFA and AISTS Alumni 2011 Ms Thayssa Plum, addressed the TIAS students. The class was made up of 18 participants from 13 countries from diverse professional backgrounds, all of whom aspire to be the next generation of sports leaders.

The key objective of the week long seminar is to provide a basic understanding of the current accounting and commercial systems used in professional sports organisations. Thayssa Plum, who was the AISTS 2011 recipient of the Future Female Leader scholarship, led an in-depth session on the business operations of FIFA focusing on past and upcoming FIFA World Cups. Prior to that, the group had introductory lectures on accounting and the analysis of financial statements using a variety of case studies.

,In parallel with the lectures and discussions, the TIAS students worked on the analysis of (one of) the financial reports of Juventus, Olympique Lyon, Borussia Dortmund and Arsenal. Results were presented and discussed at the end of the week, addressing questions such as:

- What are the main costs and sources of income for the club?
- How is the club financially managed?
- What is the financial value of the club?
- Would you invest in the club, why or why not?

TIAS is committed to educating the future leaders of sport in Japan in preparation for the Tokyo 2020 Olympic Games through their eighteen month Master's Programme in Sport and Olympic Studies.

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#### **About AISTS**

The International Academy of Sports Science and Technology (AISTS) was founded in 2000 by the IOC and leading Swiss institutions and universities. A not-for-profit foundation, the AISTS is committed to professionalising sports management through continuing education, applied research and an engaging platform for industry connections. Our flagship programme is the postgraduate Master of Advanced Studies in Sport Administration and Technology – educating aspiring sport managers from all over the world since 2003. Each year, the AISTS delivers over 900 hours of continuing education, workshops, seminars and projects, bringing together over 140 international sports experts in the sciences of Management, Technology, Law, Medicine, and Sociology – all in the efforts of building a better world through sport.

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