

EMPOWERING FUTURE SPORTS LEADERS — 2026 PGCERT SCHOLARSHIP PARTNERSHIP

In Collaboration With The University Of London & The World Academy Of Sport

*Supporting global sporting excellence
through education.*



**Postgraduate
Certificate**



**UNIVERSITY
OF LONDON**

PROGRAMME OVERVIEW

POSTGRADUATE CERTIFICATE (PGCert) IN INTERNATIONAL SPORTS MANAGEMENT

The PGCert in International Sports Management is a *globally recognised, industry-focused* qualification developed by the University of London and the World Academy of Sport (WAOs).

Designed for athletes, administrators, and professionals, it builds world-class leadership and management skills while offering maximum flexibility through *fully online* study.

- Duration: 1–5 years (or 6 months–2 years per standalone module)
- Mode: 100% Online | Self-Paced | Global Network



2026 SCHOLARSHIP PROGRAMME

Partner with W AoS to Develop Tomorrow's Sports Leaders

As a valued partner, your organisation is invited to participate in the 2026 PGCert Scholarship Programme, providing life-changing educational opportunities for your members and future leaders.

Scholarship Offering:

- 1 x 50% Scholarships (valued at £2,270)
- 10 x 25% Scholarships (£1,135 each)
- Plus: 10 complimentary places on the Athlete Certificate course (valued at US\$40 each)

We're flexible and happy to tailor the offering to best support your federation's goals and development priorities.

2026 INTAKES: KEY DATES

FEBRUARY 2026

STEPS	KEY DATES
Online Applications start	Now Open 2025
Online Applications close	8 January 2026
Registration closes	3 February 2026
Tuition Payment (if applicable)	£4543

SEPTEMBER 2026

STEPS	KEY DATES
Online Applications start	16 June 2026
Online Applications close	20 August 2026
Registration closes	1 September 2026
Tuition Payment (if applicable)	£4543

Note: We would suggest the close off date for scholarship application date be 4 – 6 weeks prior to registration close, to allow time for eligibility assessment and for unsuccessful applicants to enrol in the PGCert.

WHY STUDY THE PGCERT?

Advance Your Career in Global Sport

- Gain strategic and leadership skills to drive meaningful change in sport.
- Learn from global experts and world sport leaders. Network with professionals and Olympians from around the world.
- Study flexibly while continuing your professional or athletic career.
- Earn an internationally recognised qualification from the University of London.
- Build pathways toward master's-level study and global career opportunities.



Empower yourself to lead, innovate and influence the future of sport.



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PROGRAMME HIGHLIGHTS

The PGCert Point of Difference

-  Study Anywhere, Anytime – 100% online and self-paced with rich interactive resources.
-  Career-Ready Learning – Develop the skills to accelerate your sports management career.
-  A Mark of Excellence – Earn a prestigious qualification from the University of London.
-  Industry Expertise – Co-developed with the World Academy of Sport, a global leader in sport education.
-  Applied Learning – Learn from real-world examples, case studies, and sports leaders.

YOUR LEARNING JOURNEY

TWO CORE MODULES

1. SPORTS STRATEGY, GOVERNANCE AND LEADERSHIP

This module evaluates the importance of strategy and strategic thinking for sports organisations .

2. FINANCIAL MANAGEMENT IN SPORT

Learn the ability to apply the various concepts of the broad discipline of financial management in any modern sports organisation.

TIMING

PGC COMPLETION:

- › Minimum of 1 year. Maximum of 5 years.

EACH MODULE:

- › Completed within maximum of 2 years.

PLUS TWO OPTIONAL MODULES

1. INTERNATIONAL SPORT DEVELOPMENT

This module provides knowledge of the 'ever changing' social and political contexts in which international sport development operates.

2. SPORTS MARKETING, SPONSORSHIP AND MEDIA

This module focuses on the role of sponsorship and media for sports organisations.

3. SPORTS ENTREPRENEURSHIP

This module aims to develop, evaluate and critique entrepreneurial skills related to launching new products or services in the sport industry.

4. SPORTS EVENT MANAGEMENT

This module focuses on the creation of sustainable events and on designing the legacies to maximise the contribution made by the event.



FINANCING OPTIONS

PARTNERS HAVE SUCCESSFULLY USED FLEXIBLE APPROACHES TO MAKE PARTICIPATION POSSIBLE

Topping up scholarships

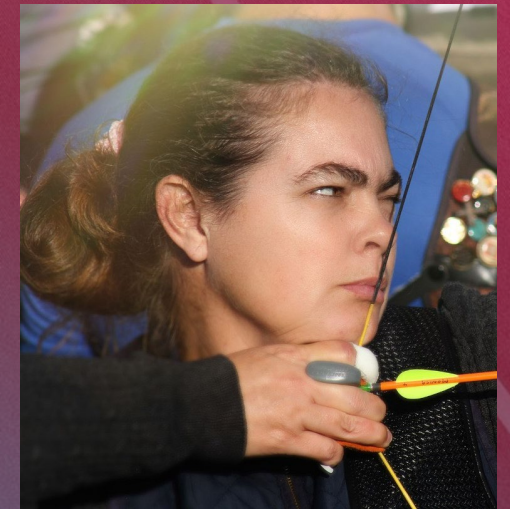
- 25% scholarship → full scholarship (£3,408 to top it up)
- 25% scholarship → 50% or 75% scholarship (£1,135 to make it to 50% and £2,270 to make it to 75%)
- In both cases: a purchase order including the information below will need to be created
- Payment plan through partner
- Payment plan using a credit card
- Student loans from local governments

REAL IMPACT. REAL STORIES

Our alumni come from more than 60 countries – athletes, administrators, and sports professionals transforming their careers through education.

Monica De Jager, South Africa

“The PGCert has opened up an exciting and completely new view for me on archery and sport. The course has given me deeper insights into International Sports Management on many levels. Interacting with other students and athletes was great, as was the sharing of real-life experiences and strategy plans. The Online Course gave me the flexibility to continue working full time, enjoying archery and having family time. Combining my passion for archery and this course has allowed me to assist and contribute to my club as well as on a regional management level. The PGCert has allowed me to assist clubs to register and increase the number of participating athletes, while enjoying archery as an athlete myself. A big thank you therefore for the Bursary from the World Academy of Sport and World Archery and also for assisting with my acceptance to the University of London and putting the opportunity out there for us - the archers and sports enthusiasts.”



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REAL IMPACT. REAL STORIES



Ayonika Paul OLY - India, Shooting

"As an elite athlete who has participated in the Olympic Games, I have dedicated my life to excellence in sports. This dedication extends to my education, where I pursued studies at the highest level. My goal is to transition from athlete to a leadership role within the sports industry. I aspire to bring fresh insights and innovative solutions to the sports industry. I aim to influence policy, improve athlete welfare, and promote sports at all levels. I hope to make a meaningful impact and contribute to the future of sports."

Eldric Sella Rodriguez OLY - Refugee Olympic Team, Boxing

"I believe sports is a great tool for personal development in everybody's life. With this scholarship, I can get the proper knowledge to be able to work in the sports industry and be able to use sports to help others as it has helped me."



REAL IMPACT. REAL STORIES



Nathalia Siqueira Almeida OLY - Brazil, Aquatics

"I always knew I wanted more than just being a swimmer. I want to share what the sport has given me with younger generations. In my country, very few people grow to become professional athletes and the lack of a symbiotic relationship between sports and education creates an environment where thousands of kids are left forgotten trying to pursue a career in sports. My dream is to live in a country where kids don't have to choose between the sport they love and their careers. Being part of this program will give me the tools to help build that path."

Yee Pui Fong OLY - Hong Kong, Athletics

"Since 2023, I have been selected to be Hong Kong Representatives Selection Committee of Hong Kong, China Association of Athletics Affiliates, which gave me more opportunities to learn about the operations of a sports association. Balancing the operations and finance with the expectation of the stakeholders has always been a difficult and ever-lasting issue to handle with. In view of such, I am taking the PGc to equip myself with professional knowledge and subsequently to contribute to the sports field combining with my sports and work experience."








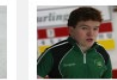
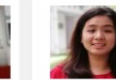
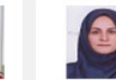









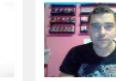








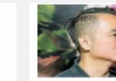


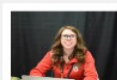
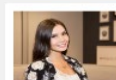

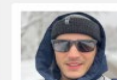







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GLOBAL NETWORK & COMMUNITY

Join a diverse and Inspiring Alumni Network

PGC STUDENTS

 Filip Spojenc Swimming Croatia	 Hosain Ismer OLY Ice Hockey Australia	 Gabriel Atheka Tennis International School China	 Georgios Hanioti Modern Pentathlon United Kingdom	 Hayley Palmer OLY Swimming New Zealand	 I Hago Conventos OLY Judo Mexico	 I-Izabela Pharsowa OLY Rhythmic Gymnastics Bulgaria	 Ivan McCrossan Curling Ireland	 Irina Khao Judo Malaysia	 Fariba Madadi Judo Iran, Islamic Republic of
 Hossein Haseem Rugby Egypt	 Hon. Jun Yoo Judo Malaysia	 Isabel Linson Rugby Canada	 Jacob Hayward OLY Swimming Australia	 Janey Koh Judo French Polynesia	 Conrad Frensis OLY Swimming New Jersey	 Daria Mitrea Rugby Romania	 Danielle Cragg OLY Long Track Speed Skating Canada	 David Cluest OLY Hockey Australia	 Dariusz Smirnov Modern Pentathlon Lithuania
 Jayme Mate OLY Judo Netherlands	 Jayne String Curling United Kingdom	 Kafan Ong Singapore Sports School Singapore	 Kristof Vanhout Rugby Belgium	 Kuhoo Craig Judo India	 Henrieta Sorobas Judo Lithuania	 Heeti Saegwon Curling New Zealand	 Garnie Malton Curling Australia	 Christopher Ching Judo Canada	 Gwene Lambert Hockey Ireland
 Alan Sanchez Judo Mexico	 Amanda MacKenzie Curling Canada	 Anjelika Reznik OLY Rhythmic Gymnastics Canada	 Aina Kubešková Curling Czech Republic	 Ariantes Ceidanevičius Snowboard and Freestyle Lithuania	 Ronald Forbes OLY Judo United States	 Sageov De Silva Judo Sri Lanka	 Samuel Rickeltes Judo Japan	 Sanjeeva Singh Archery India	 Santi Rutor OLY Judo Switzerland

**DISCOVER
MORE:**

istudysport/pgc-students



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Build your global connections and learn from peers who share your passion for sport.

PARTNER VALUE

Why Partner with WAoS

- Strengthen your federation's athlete and workforce development pathway.
- Provide educational opportunities aligned with international standards.
- Promote your federation's commitment to lifelong learning and leadership.
- Join a global community of WAoS partners

Together, we can build the next generation of global sports leaders.



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ENTRY REQUIREMENTS

Academic Requirements

- Undergraduate degree (any classification) or
- Minimum 5 years' experience in a sport-related management role or
- Equivalent professional qualification (considered case-by-case)

English Proficiency

- IELTS 6.5 (min. 6.0 writing) or equivalent
- TOEFL iBT 92+ | Pearson 59+ | Duolingo 120+

Technical Requirements

- Reliable internet connection and computer access

ABOUT THE WORLD ACADEMY OF SPORT

World Sport's Education Partner

For over 20 years, the World Academy of Sport (WAOs) has partnered with leading international federations, national bodies, and global organisations to design and deliver innovative educational solutions across sport and business.

WAOs combines industry insight with academic expertise to create learning experiences that empower individuals and organisations to perform at their best.

Trusted globally. Connected locally. Dedicated to sport.

What We Do



Corporate Learning
Solutions



Government
Learning Systems



Global Industry
Pathway +
Advisory



Sport Federation
Academies



Major Event
Learning Models

NEXT STEPS

We invite you to:

1. Confirm your 2026 scholarship allocation.
2. Nominate candidates from your organisation or federation.
3. Share the opportunity with your members and networks.

Education is the foundation of sustainable sporting success.



FURTHER INFORMATION?



STEVEN POTTS

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