ISEH
INSTITUTE FOR SPORT EVENTS AND HOSPITALITY
SWITZERLAND



EXECUTIVE PROGRAMME IN

Cricket Business *& Sports Leadership*

Lead strategy, drive growth, and shape the future of cricket. A serious, global education for the leaders of the modern game.

Cricket has become one of the world's most valuable and fastest-evolving sports economies. Franchise leagues, global broadcast and streaming rights, and an expanding map of markets have transformed the commercial and governance landscape of the game.

The programme treats cricket as the major business it has become, pairing the commercial mechanics that move the sport with the strategic and people-leadership capability required to put that knowledge to work. This is a decision-grade education for professionals who carry responsibility for the direction of cricket organisations.

Duration

10 months, part-time, one module per month

Format

Blended: online, live-online and on-site residency

Investment

CHF 16,800

Structure

10 modules, with an applied deliverable in every one

Audience

Global: boards, leagues, franchises and aspiring leaders

Intakes

By application, limited cohort

Across the programme you will gain:

- Strategic leadership across the cricket economy
- Command of sports business management and operations
- Deep, current knowledge of the game's structures
- A global peer cohort and faculty network
- Applied work that changes decisions in your organisation

THE PROGRAMME

Programme *Details*

Ten modules across ten months, building from the structure of the global game to a capstone strategic project.

01 · The Global Cricket Ecosystem

Institutions, formats, and the international-versus-franchise tension, including new markets such as the USA and the Gulf.

02 · Governance, Integrity & Regulation

Board structures, decision rights, the revenue-distribution debate, and anti-corruption and anti-doping architecture.

03 · Media Rights & Broadcast Economics

How rights value is built, packaged and sold, and the shift from broadcast to streaming.

04 · Franchise & League Business Models

Ownership, auctions and salary caps, franchise valuation, and expansion across men's and women's leagues.

05 · Commercial, Sponsorship & Brand Strategy

Sponsorship architecture, activation and brand positioning, including the fast-rising women's game.

06 · Strategic Leadership in Sport Organisations

The leadership core: strategy, change and people-leadership for a modern cricket organisation.

07 · Event & Match-Day Operations

The on-site residency, covering venue operations, the spectator journey, safety and logistics.

08 · Fan Engagement, Data & Digital

Digital engagement, audience data and analytics, and direct-to-consumer platforms.

09 · Talent Pathways, Performance & Welfare

Talent pathways across the men's and women's game, and player welfare in a congested calendar.

10 · Capstone Strategic Project

Working from a real brief drawn from your own organisation or a live case in the game, you develop a strategic recommendation across governance, commercial and operational lines. The project is built up over the final weeks of the programme with faculty guidance, then presented and defended in person during the on-site residency before a panel of faculty and senior industry practitioners. It's a genuine test of judgement, not a classroom exercise.

CONTEMPORARY THREADS

The women's game gets real weight throughout, not treated as a side note.

New markets: the USA, the Gulf and beyond.

Multi-league ownership & the congested calendar.

A detailed module-by-module curriculum guide is available on request.

Who should attend

- Board, federation and governing-body administrators and executives
- League and franchise commercial, operations and strategy leaders
- Founders, investors and senior managers entering the cricket economy
- Senior professionals in adjacent sport, media or sponsorship roles moving into cricket

PROGRAMME FEE

CHF 16,800

Includes tuition, learning materials, platform access, live-online sessions and the on-site residency. Travel and accommodation for the residency are arranged separately.

Begin the Conversation

Places are limited and admission is by application. To request the full curriculum guide, discuss your candidacy, or reserve a place in the next cohort, contact the ISEH admissions team.

ISEH Institute · Switzerland · admissions@iseh.ch · iseh.ch