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## **Blended learning: LUNEX University launches online offer in Sport Management**

**LUNEX University has developed a new format for their master's programme in Sport Management and Digitalisation, designed to meet working professionals' and athletes' individual lifestyle and learning needs. The blended study programme started in October with students studying entirely online and at their own pace during the first year.**

"We are delighted to offer this innovative format to students who need flexibility in their studies because they work or train or are unable to remain in Luxembourg for two full years," says Prof. Dr. Mathieu Winand, responsible for the Master programme in Sport Management and Digitalisation at LUNEX University. "The world of education is changing, and many prospective students want to enrol in higher education programmes but cannot commit to daily courses. This new format offers just the type of flexibility they need."

The sports business industry is constantly evolving, and sports managers must therefore be future-ready and equipped with the appropriate skills and capabilities – especially regarding the opportunities and challenges of digitalisation. All sports organisations are dealing with digital transformation and the skills of their managers in this regard are crucial for their successful future. The Master's programme Sport Management and Digitalisation, formerly delivered entirely on campus and now also as a blended offering, is the ideal programme to develop the skills of sport managers for the digital age.

For the new blended format, LUNEX University collaborates with the online learning and academic continuing education leader, E-Learning Group (ELG). Together, ELG and LUNEX have designed optimal e-learning solutions for the master's degree: During the first year, students are studying completely online and at their own pace. The second year focuses mainly on individual study while they write their Master's thesis, and apply the theory learnt through the organisation of a sport event and an internship.

Enrolment for the blended format is possible at any time. During their studies, students can adapt their study pace to their needs and lifestyle thanks to flexible courses. Students also benefit from highly personalised support, and from LUNEX University's network of sports organisations for internships and hands-on projects. "The course is adapted to different profiles so that all students, regardless of their digital background, receive the best possible learning experience to fulfil their potential," says Prof. Dr. Mathieu Winand. "Through this programme we are very happy to contribute to the professionalisation and digitalisation of sport organisations."

### **About LUNEX University**

LUNEX University was founded in 2016 and offers a modern study and research environment in the heart of Europe. It qualifies students with internationally recognised degrees and creates professional perspectives in the fields of health, sport, and management. International experts and scientists provide diverse professional and methodological approaches in research and practice. The official teaching language is English.

LUNEX University has been accredited by the Luxembourg government based on European law. The Bachelor's and Master's degrees meet European standards.

Information: [www.lunex-university.net](http://www.lunex-university.net)