



Politecnico
di Torino



PoliTO Master School



International Executive Master

SYSTEMS THINKING FOR SPORT & ENTERTAINMENT

First edition - January 2027

A unique international Executive Master dedicated to the next generation of leaders in the sport and entertainment sector.

A program that combines systemic vision, scientific rigour, and enabling technologies to manage the complexity of the future.

A project by Politecnico di Torino Master School (Specializing Master's program and lifelong learning school) in collaboration with Juventus.





01 EXECUTIVE MASTER'S PROGRAM PRESENTATION

International Executive Master in Systems Thinking for Sport & Entertainment

The Executive Master's program, thanks to an interdisciplinary approach, provides participants with:

- The vision required to understand and govern the systemic complexity of organizations operating in sport and entertainment.
- The mastery of scientific tools and enabling technologies that support the transition from traditional management to a systemic and integrated model, capable of effectively engaging all key actors in the ecosystem.

Target audience

- Managers and experts active in sport & entertainment organizations.
- Professionals and executives from Clubs, Leagues, Federations, and sports organizations, at national and international level.
- Experts from companies active in entertainment and the production of major events.

The collaboration between Politecnico di Torino and Juventus

The technical, scientific, and innovation management expertise of Politecnico di Torino comes together with the experience and legacy of Juventus. Two internationally recognized institutions join forces to educate the next generation of leaders capable of transforming the management of the sports and entertainment industries.

The value of participating in the Executive Master's program

The program offers participants the opportunity to strengthen their leadership skills and technical knowledge, expand their professional network, and acquire practical tools to generate value within their organization, actively contributing to the sector's transition towards new paradigms.

02 LEARNING OBJECTIVES

The Executive Master trains managers and experts capable of developing and managing organizations in complex ecosystems of the sport & entertainment sector, through an integrated and systemic approach combining experience, communication, and innovation, particularly in operations and sustainability. The program builds a forward-looking vision, oriented towards anticipating sector developments and designing new, resilient management models.

Upon completion of the program, participants will be able to:

- Understand value creation dynamics in the sport & entertainment sector.
- Analyze and interpret the processes through which an organization creates long-term value, taking into account the financial, strategic, and organizational dimensions within an increasingly global and interconnected environment.
- Govern their own ecosystem in dynamic, global, and highly complex operational contexts, defining new forms of collaboration and applying international tools and standards to support decision-making and manage operational complexity.
- Integrate new value creation drivers into management, including sustainability and innovation in processes and organizational culture, through a systemic approach that combines leadership, resource management, and stakeholder engagement, using enabling technologies and scientific methods to measurably improve decision-making processes and resulting environmental, social, and economic performance.
- Apply a systemic approach to managerial decision-making. Recognize and manage the interdependencies between the different dimensions of the organization (experience, communication, operations, and sustainability) to make informed decisions in complex contexts, where each choice generates cross-cutting effects on the organization, the audience, operational efficiency, and environmental and social impact.



02 DISTINCTIVE FEATURES

- Systemic approach applied to complex ecosystems.
The program develops the ability to read and govern the sport & entertainment sector as an integrated system, going beyond the logic of isolated and fragmented actions.
- Integration of academic expertise and real-world application.
The scientific methodologies and knowledge of Politecnico di Torino are combined with Juventus's field experience, offering a concrete perspective on dynamics, trade-offs, and real-world decision-making.
- A unique experience within the Juventus ecosystem.
The Executive Master's program is delivered in part within the Juventus ecosystem, giving participants direct access to the culture, professionals, operations, and facilities of one of the most iconic clubs in international football.
- Learning-by-doing on real sector cases.
The program alternates simulations, workshops, and project work inspired by real operational challenges, with the development of projects directly applicable to each participant's professional context.

Systemic approach applied to complex ecosystems

A unique experience within the Juventus ecosystem

Integration of academic expertise and real-world application

Learning-by-doing on real sector cases

DISTINCTIVE
FEATURES



03 PROGRAM CURRICULUM

01 Systems Thinking for Sport & Entertainment

- Systemic approach applied to complex ecosystems
- Development of leadership skills designed to drive organizational culture change
- Evolution of strategy in the sport & entertainment sector
- Trade-off analysis and the impact of decisions

02 Leadership, Governance & New Business Models

- Value creation and revenue management
- Evolving organizational models, creation of partnerships and shared value
- Leadership and decision-making in complex and uncertain contexts
- Economics of sport & entertainment ecosystems

03 Engagement & Communication in the Ecosystem

- Experience design in the sport & entertainment system
- Communication strategy and storytelling
- Content creation and audience management
- Engagement and audience interaction models

04 Operations & Ecosystem Management

- Management in complex ecosystems
- Supply chain coordination and stakeholder engagement
- Operational planning and service management

05 Sustainability & Integrated Impact

- Scientific methods for impact assessment and quantification: Life Cycle Assessment (LCA), energy and water mapping, carbon footprint analysis, waste management, and social impact assessment
- Standards and KPIs
- Legacy and local impact
- Integration into decision-making processes

06 Management of Technology & Innovation for Complex Systems

- AI, Digital Twin, BIM, and enabling technologies
- Decision support and data-driven management



EXECUTIVE MASTER DETAILS AND ROADMAP

General Information



Total duration

100 hours (classes, individual study, project work, tutoring)



Period

January 2027 – May 2027 (5 months)



Language

Classes and learning materials in English



Cost

€8,500 per participant (funding opportunities available through a separate call)



Maximum number of participants

30



Certificate of attendance awarded

at the end of the Executive Master's program, with a graduation ceremony held at Allianz Stadium

Project Work

Hands-on activities building on the learning experience, aimed at putting the acquired skills into practice through the development of a real project related to the participants' own organization. The project is defined by the participants together with the faculty members involved and carried out with the support of a tutor.

Final presentation

Plenary session for presentation and evaluation of the developed Project Work.

Roadmap



January 2027

First in-person session



Synchronous online modules



Second in-person session



Individual Project Work with online tutoring



Third in-person session
Project Work presentation, and diploma ceremony

05 CORE TEAM

Politecnico di Torino

EMILIO PAOLUCCI

Full Professor | Strategy and
Entrepreneurship

SILVIA BARBERO

Associate Professor | Systemic Design

MARTA BOTTERO

Full Professor | Sustainability and
integrated impact assessment

CRISTINA BECCHIO

Associate Professor | Sustainability
and integrated impact assessment

Juventus

GRETA BODINO

Chief People, Culture & ESG Officer

GIORGIO CHIELLINI

Chief Club Affairs Officer

FELICE FABRIZIO

Head of ESG





APPLICATIONS

Admission Requirements

Candidates holding a Bachelor's degree (first-cycle degree) may be admitted upon evaluation. Relevant experience in the sport and entertainment sectors will also be taken into account during the evaluation process.

Information and Registration

Applications are open until 15 October 2026 at 14:00, and completion of the online application form is required. For further information, you can access the dedicated [Executive Master's program page](#) via the QR code or contact us at the following email address: formazione.permanente@polito.it.

Scan the QR code for further information and application





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