

Motorsport Management

Course Description



The SMC Motorsport Management online course is an open enrollment introductory seminar discussing the business side of Motorsport. A special emphasis is put on analyzing the field of Formula One motor racing. The course especially discusses the business lessons learnt from this utmost competitive field. For two hours every second week, Formula One is a sport – for the rest of the time it is an utmost competitive, high performance, innovative high-tech industry offering valuable insights relevant and applicable to other businesses. The course highlights these insights set forth by leaders from the field including team managers, journalists, authors, and other experts.

The course is delivered via the SMC online learning system in a flexible asynchronous format, allowing individualized calendars to support a busy lifestyle. As an indication – the course is designed for an average duration of eight weeks. Enrolment is continuous.

Enrolment Requirements



Min. 18 years of age. The course has an open enrolment policy, thus no academic qualifications are needed. Since the language of delivery is English, according language proficiency is recommended.

Target Audience



- Managers and executives seeking insights from a high-performance, top competitive, high tech field, being relevant and applicable for their own profession.
- Individuals seeking to commence a management career in motorsport
- Fans

Learning Objectives



The objective of the course is to provide an understanding on the main principles of race team operations in a general context, allowing to draw parallels towards other businesses and industries. Furthermore, the course is aimed to building a fundamental competence of the participants, enabling them to initiate a career path within the motorsport industry.

Text and Materials Required



[Performance at the Limit, Business Lessons from Formula 1 Motor Racing](#), Mark Jenkins, Ken Pasternak, and Richard West, Second Edition, Cambridge University Press, ISBN: 978-0-521-44963-2

Additional readings and media embedded in and provided via the SMC Online Learning System.

Course Outline



Unit 1: Background & History of Famous Motorsport Events & Series

Unit 2: Principles of Race Team Operations – the performance organization

Unit 3: Leadership & Management – the hunt for talent

Unit 4: Sponsorship Acquisition, -Management, and -Activation

Unit 5: Principles of Marketing & PR

Unit 6: Transformation & globalization in motorsport

Unit 7: Logistics in Motorsport

Unit 8: Business lessons

Each of the above topics forms a sequential course Unit. Each Unit is set forth by a variety of literature and media, and closes with an assignment. A typical assignment has the form of a short essay or analysis and will be evaluated by an expert. Once a Unit has been positively completed, the next one will be made available. Successful completion of all units leads to a course certificate.