

MBA - MASTER'S DEGREE IN

# SPORTS MANAGEMENT

Chosen between 10 best Sports Management MBA  
in Europe per SportBusiness Postgraduate Ranking

**TRAIN YOUR DREAMS**



Escuela Universitaria  
Real Madrid  
Universidad Europea

# MBA - MASTER'S DEGREE IN **SPORTS** **MANAGEMENT**

The MBA in Sports Management has a clear professional and international vocation.

In recent years, sport has become a discipline that has expanded beyond its previously defined boundaries, thus increasing the need for specialized professionals in the various areas associated with the world of sport and sports organizations. **The MBA - Master's Degree in Sports Management is taught 100% in English** and provides specific training in the field of sports management.

Since it was first devised, it has benefited from the support of many sports industry experts and PhD graduates, who have defined the training needed for successfully and responsibly managing institutions in fast-changing environments around the world.

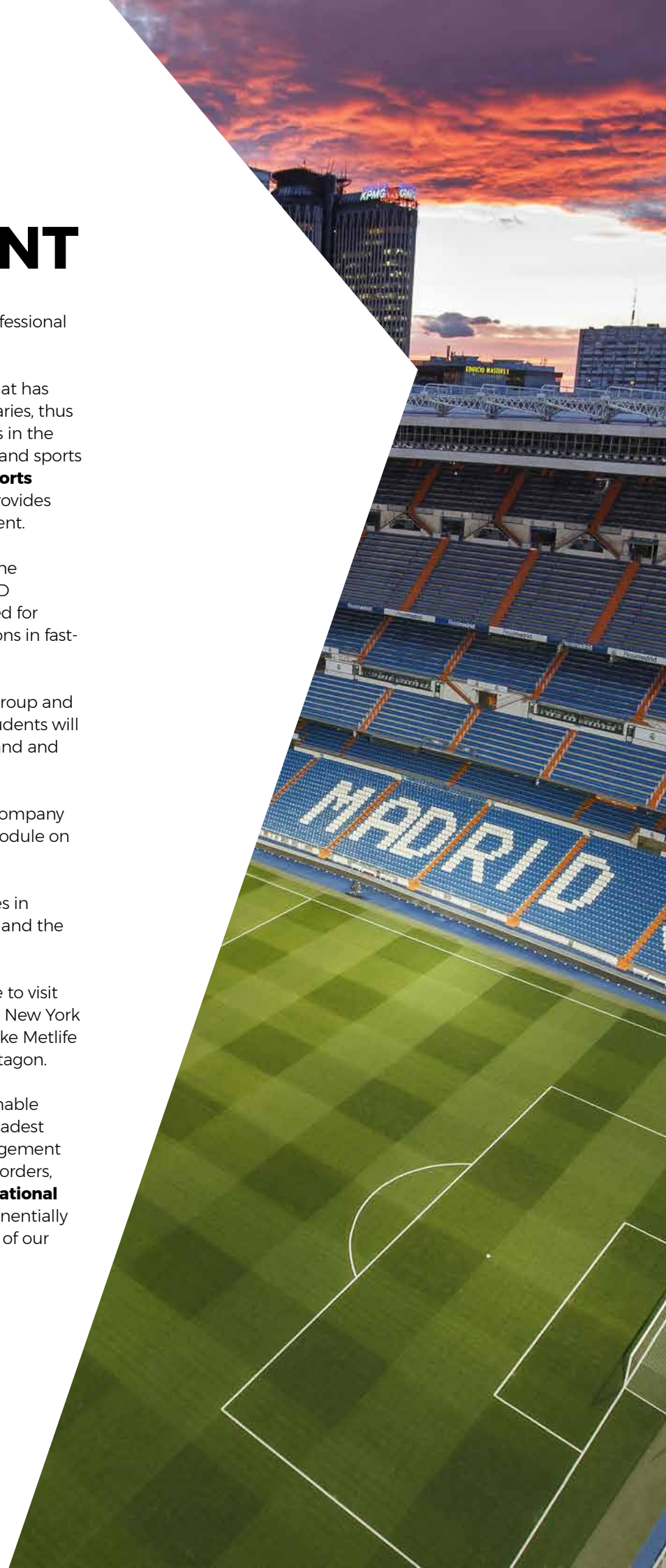
Classes will be eminently practical, combining group and individual work with the case study method. Students will have to prepare readings and research beforehand and will be evaluated using the Gauss bell curve.

This MBA primarily consists of ten modules on company management, followed by a crossdisciplinary module on management skills.

The program contains a segment that specializes in sports and focuses on marketing, management and the operation of sports facilities.

In addition, the master degree offers the chance to visit the headquarters of important sports leagues in New York City such as NBA, MLS, and NHL, major venues like Metlife Stadium, and marketing companies such as Octagon.

The **international nature** of this program will enable students and sports managers to obtain the broadest possible perspective on all existing sports management models, not only in Spain but also beyond our borders, thanks to the participation of **a top-class international faculty**. This educational commitment will exponentially improve the scope and professional possibilities of our students.



# 1 What makes us different

- **International and specialized networking** that results into a high level of employability, since you will share this experience with colleagues and professors from more than 50 nationalities and with a rising participation of women edition after edition (44%).
- **Coverage and applicability of the MBA.** Due to the training programme itself, the trips and teaching staff, students are prepared to work in all fields relating to sport, and gain a global vision applicable to all sports, and an understanding of the differences and the need for regional adaptation.
- **Professional.** The teaching staff, the case studies and the obligatory internships guide and prepare the students to enter into and better compete in the sector.
- **At the forefront.** An effort is made to bring the classroom and take the student to the latest trends in the sector and to prepare them for what is to come.
- **Invitation to the White Week.** Exclusive Event for the school' students, one week of unique conferences and experiences at the Real Madrid CF facilities featuring the leading professionals from the Sports Industry, professional sportsmen/women and Real Madrid CF Executives.



*Our MBA professors brought us closer to the industry and to their professional network so that we would have more tools to find our way to break into the industry, and the academic trip to New York was simply amazing.*

**Joel Santos**

'13 SMBA alumnus and class representative



## AIMED AT

The objective of the MBA - Master's Degree in Sports Management is to train management professionals in the world of sports, especially graduates who wish to focus their professional careers on sports management, professionals in the field of sports who wish to update their knowledge, professionals from other fields of knowledge who wish to enter the sports world, or professional athletes who, having retired from competition, aspire to continue in the sports arena as managers.



## DURATION

60 ECTS, **2 different editions:**

- **Spring intake:** from May to March
- **Fall intake:** from October to June

### Study Option:

With Universidad Personal, students can decide the percentage of campus-based and online training they want to be enrolled in.



## TIMETABLE

### Spring edition:

- Monday to Thursday between 9:30 am to 13:30 pm

### Fall edition:

- Monday to Thursday between 10:00 a.m. to 14:00 p.m.



## LOCATION

Alcobendas Campus of Universidad Europea.



## ACTIVITIES

During the program, students will come into contact with all the areas in the city where Real Madrid is present (facilities, sporting venues, organizational and management institutions, etc.), as well as with the Fundación Real Madrid. Students will also gain firsthand insight into other facilities and management models through visits to Santiago Bernabéu Stadium, Ciudad Deportiva Real Madrid (Real Madrid Training Complex), Ciudad del Fútbol de la RFEF (Soccer City of the Royal Spanish Football Federation), Caja Mágica (Madrid Open Tennis Stadium), and other spaces intended for leisure and entertainment run by both public and private organizations.

## ADDITIONAL EDUCATIONAL ACTIVITIES

- Visit Vitoria with the Baskonia and Alavés management teams.
- Visit Valencia for meetings with executives from Valencia football club, the Ricardo Tormo Circuit and the Valencia Marathon organisers.
- Master classes on cutting-edge topics (Big Data, E sports, sports and women, retransmission rights, etc.).
- Special access on match days with the football security and basketball operations team, in addition to marketing-related recordings. In this case, students are selected for attendance based on their academic results.



## INTERNSHIPS

AC London F.C., Adidas International Generation, ASSA SPORT Athletes Global Management Sports S.L. (AGM Sports), Baloncesto Málaga SAD Basketball Team (Unicaja Baloncesto), Basic Fit Benfica, C.D.E. Ciudad de Getafe Football School Campus Experience, Celta de Vigo, Chelsea Football Club, Atlético De Madrid SAD Football Club, Club de Rugby Cisneros Rugby Club, Torrelodones Basketball Club, Alcobendas Handball Club, Alcobendas Rugby Basic Sports Club, Guadajara Sports Club, Puertabonita Sports Club Copa Colegial, COTIF CUP, Decathlon, Deporgadyd, Deportivo Alavés SAD Football Club, DREAMFIT, Dubai Sports City, EQUELITE, ESDE Soccer School S.L. (Campus Chelsea F.C. Foundation), EVERETT, FAN Sport Consulting, Fast Fitness, SL, Madrid Tennis Federation, Spanish Basketball Federation, Spanish Paddle Federation, Spanish Rugby Federation, Madrid Futsal Federation, Football Medical Association, Fulham Football Club, Rafael Nadal Foundation, Real Madrid Foundation, Garrigues, Generation ADIDAS International, Go Fit, Hércules Football Club, Hercules Trophy, IMG, Indoor Sports World LLC, Spanish Resilience Institute, International Paralympic Committee, Katapults, Laetus, Spanish Futsal League, Madrid Cricket Federation, Málaga SAD Football Club, Management Around Sports Manleys, Millwall Football Club, Movistar Inter Futsal Club, MTEAM CROSSFIT, Mutua Madrid Open, New York Cosmos, Ogilvy, Ottanta Football Club, Patrocina un Deportista, S.L., Pitch, RAQUILAN, S.L. (Ciudad De La Raqueta), Real Ávila Football Club, Real Madrid Football Club, Red Bull Arena, Saski Baskonia, Spartan Race, Sport Around Spain, Sport Managers Servicios Integrales S.L., Táctica, Tennis Equalité (Juan Carlos Ferrero Tennis Academy), The Crow Legacy Company S.L. (CLC), Timpik, Toque Fino (Sports Marketing), Ulst, Under Armour, International Triathlon Union, Unipublic, Vuelta a España, Wembley, World Football Summit, Zuquium.

# 2 Programme

## MODULE I. GENERAL MANAGEMENT IN SPORTS COMPANIES

- Economic Analysis of the Sports Industry
- Strategic Planning. Analysis of Sports Environments and Competition
- Business Management Models and Economic Aspects

## MODULE II. FINANCE

- Annual Accounts for Sports Clubs and Organizations
- Planning and Control in Sports Organization Management
- Financial Management

## MODULE III. SPORTS FACILITY MANAGEMENT AND OPERATION

- Infrastructure Management within a Sports Entity
- Production of Sporting Events
- Quality and Incident Management

## MODULE IV. MARKETING AND COMMUNICATIONS

- Strategic and Operational Marketing
- Sponsorship in Sports
- Audiovisual Rights
- Sports and Society
- Sports and the Media

## MODULE V. MANAGERIAL SKILLS AND HUMAN RESOURCES

- People Management and Teamwork
- Coaching Applied to Sports
- Motivational Leadership of Teams
- Communication: Public Speaking in Professional Environments
- Emotional Intelligence in Sports Organizations

## MODULE VI. SPECIALIZATION BRANCH A: ENTREPRENEURSHIP AND SPORTS FOR DEVELOPMENT \*

- Strategies for Starting a Sports Business
- The Business Plan and Financing
- International Organizations in Sports for Development
- Corporate Social Responsibility and Sports
- Social Entrepreneurship in Sports
- Keys to Success and Failure

## MODULE VII. SPECIALIZATION BRANCH B: MARKETING AND COMMUNICATIONS\*

- The Media
- Advertising Agencies
- Official Organizations
- Sports Rights
- Sporting Events and Brand Profitability
- Sports Clubs
- Sponsorship
- Brand and Identity Management
- Practical Application of a Communication Plan
- Social Network and the Community Manager
- Sports Content in the New Digital World

## MODULE VIII. SPECIALIZATION BRANCH C: SPORTS FACILITY OPERATION\*

- Management of Sports Facility Operations
- Security and Technology at Sports Facilities
- Municipal Operations and Management
- The Fitness and Wellness Market
- Large Parks
- Golf Course Management
- Organization of Sporting Events
- Management of Leisure and Non-Conventional Spaces

## MODULE IX. INTERNSHIP

## MODULE X. MASTER'S THESIS

\* Of the four specializations student has to choose three. The Module VI Specialization Branch D - Sports Law, it is available campus based in the afternoon in Spanish.

The University reserves the right to make any appropriate changes to the proposed teaching staff, the syllabus, or the venue where the postgrad course is to take place. The University also reserves the right to delay the start of the course or to cancel it if the minimum number of students is not reached.

# 3 Faculty



## MANAGING BOARD

### **Emilio Butragueño**

General Manager, Real Madrid Graduate School

### **Paulo Dinis de Britos**

Co-Director MBA in Sports Management

### **Dra. Elena García-Antón Palacios**

Co-Director MBA in Sports Management

## REAL MADRID PROFESSORS

### **Olivier Bara**

Venue Management Director, Real Madrid C.F.

### **Elena Naranjo**

Deputy Director of Legal Services

### **María Gil-Fournier**

Head of Human Resources and Equity

### **Enrique Uriel**

Technology Director and CIO, Real Madrid C.F.

### **Jose María García Tomás**

Director of the Real Madrid Foundation

### **Celia Morales**

Head of Operations VIP Area

### **Jorge de la Vega**

Director of GLOBAL partnerships activation

### **Julio González Ronco**

Director of the Real Madrid Foundation

## PROFESSORS

### Rafael de Los Santos

New Media Director

### Jaime Colás

Chief Commercial Officer at FC Internazionale Milano

### Miguel García Caba

General Vicesecretary at Real Federación Española de Fútbol (RFEF)  
Board Member at Control, Ethics and Disciplinary body of UEFA

### Ángel Sanz

General Manager and Founder, The Crow Legacy Company

### Javier Tola

Managing Director Simply Sport

### Edouard Legendre

Strategic Planning Director, Geometry Global

### Scott Minto

Sports MBA Director, San Diego State University

### Steve Gera

Chief Executive Gains Group. Head Scout Hickory

### Nick Pye

Head of School of Sport at University of Gibraltar

### Carlos Cantó

CEO of SPSP Consulting and Board Member of the Spanish Marketing Association

### Hugo Berenguer

Head of Design Rafael de La Hoz Arquitectos

### Mikel Bārcena

Deputy General Manager, Business Area. Baskonia-Alavés Group

### Antonio Fernández Arimany

Director General of International Triathlon Union

### Ramiro Lahera

President of the Madrid Triathlon Federation. Managing Director and Founder, Tactika Sports Culture

### Juan Carlos Focifios

Sponsorship Manager at FBM Spanish Basket Federation of Madrid. General Manager Torreldones Basketball Club

### Fernando Pons Ortega

Partner responsible for Risk Advisory, Risk Management at Deloitte for the Tourism, Transport, Sport, Leisure and Gaming sectors

### Óscar Ugaz

Strategy Director at Atomikal Marketing Digital

### Javier Bosh

CEO Nagi Smartpool Founder and CEO NBN23

### Gonzalo Corrales

Co-founder and CEO Mooxye. Founder and Managing Director at AGM Sports

### Maikel Oettle

Vice President Strategic Partnerships, Euroleague Basketball, IMG Events

### Luke Sassano

Technical Director, NY Cosmos

### Joseph Stetson

Vice President Mkt & Comm, NY Red Bulls

### Amy Scheer

Chief Commercial Officer, NY Red Bulls

### Marco Matute

Event Marketing Coordinator, NY Red Bulls

### Dan Donigan

Head Coach Men's Soccer, Rutgers University

### Michael Minchella

Manager Ticket Sales, New York City F.C.

### Adan Catovic

Account Executive, New York City F.C.

### Brendan Long

Director of New Business, MSG

### Cara Chernow

Manager Ticketing & Sales, MSG

### Nicole Rosamilia

Coordinator Special Events, Metlife Stadium

### Geoffrey Pope

Ex-Football Player, New York Giants

### Brian Friedman

Chief Financial Officer New York Jets

### George Moreira

Manager Professional Tournaments, Us Open & Us Open Series

### Chris Clunie

Director International Operations, NBA

### Troy Justice

Basketball Operations International, NBA

### Emilio García Duarte

Marketing Latin America, NBA

### Adolfo Bara

General Manager Marketing & Sales, La Liga

### Jose Luis Los Arcos

Director Sports Partner Solutions, Univision

### Alfonso Mondelo

Technical Director Competitions, MLS

### Joseph Tacopina

President, Venezia F.C.

### Nicole Allison

Director Partnership Marketing, NHL

# 4

## Un modelo de Escuela Universitaria **único en el mundo**

We are proud to once again be pioneers and to share with society such an exciting project as a university program dedicated to training professionals who are experts with specific knowledge and skills in areas such as health, management, communication, and physical activity, all of which are linked to sports.

**Emilio Butragueño**

General Manager of the Real Madrid - Universidad Europea International School





**Escuela Universitaria  
Real Madrid**  
Universidad Europea

Certified



Corporation

Única institución educativa  
en España certificada  
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5 estrellas en Docencia, Empleabilidad,  
Internacionalización, Docencia online e Inclusión

*SportBusiness*

Top 2 mejor institución para el desarrollo  
profesional de sus estudiantes



European Foundation  
for Quality  
Management (EFQM)