



## MBA - MASTER'S DEGREE IN SPORTS MANAGEMENT



**Type of graduate degree:** Officially Accredited

**Academic Area:** Management

**Duration:** 60 ECTS, starting in October and ending in June

**Study Methodology:** Campus based

**Schedule:** Monday to Wednesday between 9:00 a.m. and 2:00 p.m.

**Language:** English

**Campus:** Alcobendas (Madrid)

This Master's Degree is **specially designed for professionals who need to combine work and study**, allowing students the freedom to choose online or campus-based courses, as well as the amount of time they will devote to their studies each week, program duration, and enrollment dates.

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

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.

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

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

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.

## DIFFERENTIAL ASPECTS

The MBA Master's degree in Sports Management combines a unique exposure to Real Madrid, academic excellence, real practical cases and a vast network of contacts in the sports industry.

"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*



## KEY INFORMATION

### Student Profile:

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.

### Master's Graduate Students:

Upon completion of the program, students will receive their **Máster Universitario en Dirección de Entidades Deportivas MBA** (MBA - Master's Degree in Sports Management) from Universidad Europea de Madrid.

### Duration:

60 ECTS, **starting in October and ending in June.**

### Study Option:

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

### Schedule:

**Campus-based schedule:** from Monday to Wednesday between 9:00 a.m. and 2:00 p.m.

### Location:

Alcobendas Campus of Universidad Europea.

### Additional Training Activities:

Santiago Bernabéu Stadium and Real Madrid Training Complex in Valdebebas.

### Instructional Approach:

The MBA - Master's Degree in Sports Management uses the **Case Study Method** (analysis of real situations outlined by professors depending on their field of expertise) as well as a combination of content-based and hands-on approaches to each of the topics covered.

The topics are structured into modules as follows:

- 25% initial theory (general concepts)
- 50% theoretical-practical development
- 25% case study practice

### 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. And that's not all; 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), Palacio de los Deportes (Indoor Sports Arena), and other spaces intended for leisure and entertainment run by both public and private organizations.

Students may participate in a **trip to New York City** with other students of the Real Madrid Graduate School. The trip will include visits to the headquarters of important sports leagues such as NBA, MLS, and NHL, major venues like Metlife Stadium, and marketing companies such as Octagon.

This is one of the best experiences a Sports Management student can have, both from a managerial and an operational viewpoint, since they will receive hands-on learning and apply the knowledge they have gained throughout their studies.

## PROGRAM

**Module I. General Management in Sports Organizations**

- 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: 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 VII. Specialization Branch B: 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 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
- Organization of Sporting Events
- Management of Leisure and Non-Conventional Spaces

**Module IX. Internship****Module X. Master's Thesis**

## FACULTY

The teaching faculty for the program consists of top-class professionals from both Spain and abroad.

**MANAGING BOARD****Emilio Butragueño**

General Manager, Real Madrid Graduate School

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Adidas International Training Program

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**Matt Neidl**

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**Shana Gritsavage**

Director of Global Events, Under Armour

**Enrique Uriel**

Technology Director and CIO, Real Madrid CF

**Olivier Bara**

Venue Management Director, Real Madrid CF

**Miguel Silvestre**

CEO, Randonneur

**OTHER GRADUATE PROGRAMS**

**Management:**

- MBA - Master's Degree in Sports Management - in English
- MBA - Master's Degree in Sports Management (online) in English
- MBA In Sports Management and Entertainment
- MBA In Sports Entities Management "Alfredo Di - Stéfano"

**Law:**

- Master's Degree in Sports Law

**Architecture:**

- Master's Degree in Architecture and Sports Infrastructures

**Marketing and Communication:**

- Master's Degree in Sports Marketing
- Master's Degree in Communication and Sports Journalism
- Certificate Program in Marketing for Sports Management
- Master's Degree in Sports Marketing - in English

**Physical Education:**

- Master's Degree in Talent Identification and Development in Soccer
- Master's Degree in Athletic Training and Nutrition

**Health and Sports Medicine:**

- Master in Physical Therapy for Sports

More information: [realmadrid.universidadeuropea.es](http://realmadrid.universidadeuropea.es)

**ADMISSIONS PROCESS**

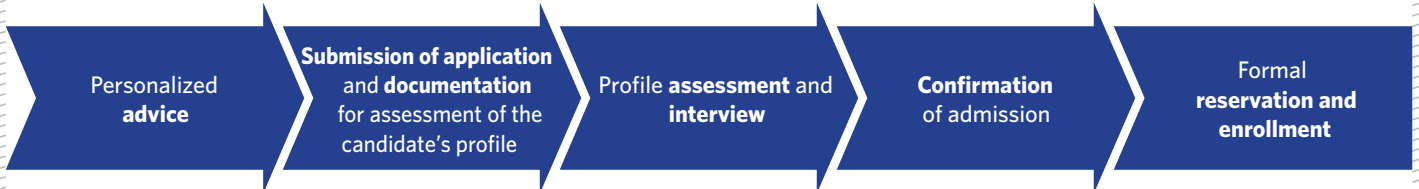
The admissions process for **Universidad Europea Graduate School** programs can take place at any time during the year\*, although enrollment on any graduate program will depend on the availability of places.

For personalized advice, you can go to either of our university campuses (**Alcobendas** or **Villaviciosa de Odón**), or contact us by phone: 902 100 074 or e-mail: [postgrado@uem.es](mailto:postgrado@uem.es) to receive advice from the Graduate Admissions staff. For calls from outside Spain, please use this number: (+34) 917 407 272.

\* (Consult specific exams) Only applies to the Dentistry Brochure.

Once candidates have received advice and have provided the necessary documentation, the Graduate Admissions staff will set a date for taking the entrance exams corresponding to the program they are interested in, and for a personal interview with the Master's Program Director or a member of the Admissions Committee.

**The admissions process involves no costs or commitment for candidates until their place is formally reserved.**





## REAL MADRID GRADUATE SCHOOL - UNIVERSIDAD EUROPEA

The Real Madrid Graduate School - Universidad Europea is the first higher education center to specialize in sports and their relationship with management, health, physical activity, the media and leisure. It offers graduate programs aimed at university graduates and professionals from the various sectors linked to both professional and amateur sports, in five academic areas: Management, Marketing and Communication, Law, Physical Activity, and Health.

In all its graduate programs, this School replicates and transmits the extensive management experience that has led Real Madrid to become the world's leading club in terms of income, profits and solvency, together with the prestige, academic recognition and commitment to innovation of Universidad Europea.

The Santiago Bernabéu Soccer Stadium and Real Madrid Sports Complex host training activities on different occasions for the School's classes and workshops, while the day-to-day activities of the Club's executives make for the best kind of case study.

The School's training activity is based on three fundamental pillars: an international perspective, professional career-oriented approach, and the development of leaders.

As a result of the School's international ambitions, over the last six years it has established itself in 13 countries throughout Latin America, Africa, Asia and Europe, with over 1,000 enrolled students, and it intends to expand to other into other areas in the near future.

All the programs offered by the Real Madrid Graduate School - Universidad Europea programs are grounded in a system of daily hands-on learning in constant contact with the real professional world. This career-oriented approach is based on the multidisciplinary knowledge that characterizes sports management, and is one of the main premises on which the graduate programs are devised and taught.

Another of the School's objectives is to train specialist professionals capable of becoming leaders in any sports-related discipline.

## UNIVERSIDAD EUROPEA GRADUATE SCHOOL

Universidad Europea gathers all its graduate studies under a single brand: the **Universidad Europea Graduate School**. The School brings together more than 140 graduate degree programs offered by the University's Schools, in 18 areas of knowledge as diverse as Business, Law, Fine Arts, Communications, Sports, Education, Healthcare, Engineering, Architecture and Construction.

Thanks to this initiative, the Universidad Europea Graduate School has one of the most varied and extensive academic offers among private higher education institutions in Spain. The programs include PhDs and Master's Degrees (official and specialist degrees), allowing you to obtain a recognized degree which is valid throughout the European Higher Education Area, and Master's Degrees and Certificate Course Programs, private degrees offered by Universidad Europea, adapted to the specific needs of the world of work in order to perfect professional skills.

True to its innovative nature, the Universidad Europea Graduate School promotes an international education model, with the aim of enhancing students' capacities and ensuring their employability. The success of its programs is reflected in the excellent employment rates of its graduates, with 90% finding jobs within a year of completing their studies. Moreover, according to Ministry of Education figures for 2011/12, it is the largest private university in terms of number of students.

## LAUREATE INTERNATIONAL UNIVERSITIES

### A strong international perspective:

Universidad Europea belongs to the Laureate International Universities network, leader in the higher education market, with 800,000 students spanning 30 different countries and 75 different institutions around the world.



LAUREATE EDUCATION:  
Europe | Latin America | North America | Asia Pacific | Middle East | North Africa

## THE EUROPEAN HIGHER EDUCATION AREA

The creation of the European Higher Education Area (EHEA) means that from 2010 onwards university qualifications from all European countries guarantee equivalent academic programs, which entails **immediate recognition of qualifications anywhere in Europe**, mobility between countries and continual learning.

**Official degree programs** fall into two categories, **Bachelor's Degrees** and **Graduate Degrees**, with official graduate degrees being divided into 2nd and 3rd division studies. Specifically, Master's Degrees are taken in the 2nd division and **PhDs** in the 3rd division.

This new Higher Education structure at last enables those who have completed a 3-year Bachelor's Degree in engineering or architecture, for example, to access a PhD (3rd division) through a **Master's Degree**.

## CAREER AND PLACEMENT OFFICE

The main mission of Universidad Europea's Career and Placement Office (GOE) is to strengthen and develop the competence and professional profile of our graduate students, to ensure their future employment and career development as employees or self-employed professionals.

The Career and Placement Office's services include:

- Personalized advice relating to self-assessment and the development of professional competences
- Personalized guidance in the search for a job (in Spain and abroad) and in preparing or reorienting the student's career plan
- Specific career guidance capsules which complete and reinforce the graduate student's professional profile
- Professional networking events involving companies, recruitment consultants, entrepreneurs, etc., which help to build up your network of contacts
- Awards for start-up projects and specialist workshops with entrepreneurs

## ALUMNI, FORMER UNIVERSIDAD EUROPEA STUDENTS

Our commitment to our students does not end when they graduate. Through Alumni, former Universidad Europea students can keep up to date with everything the Universidad Europea continues to offer them as a **professional partner**: job offers, special training, conferences, networking events, etc.

**Networking** is a key factor for entering the job market and achieving professional success. Through Alumni, students will be able to stay in touch with their professors and classmates in order to carry on sharing good ideas and experiences which reinforce the training acquired during the graduate programs.

We invite students to go to [alumniuem.es](http://alumniuem.es) and see what Universidad Europea can continue to offer them after graduation.



## Why study a Master's Degree at Universidad Europea?

A **Master's Degree** allows you to continue your education and specialize in what companies are currently demanding, leading to a **recognized degree** that is valid in any European country and can be validated in any other country.

As well as offering official qualifications thanks to its university status, Universidad Europea adds an **international perspective** and **close links with the professions** and with reputable companies, unique characteristics that will open doors for students in the future.



## SCHOOL OF DOCTORAL STUDIES AND RESEARCH

**Universidad Europea** is firmly committed to research, one of the most important cornerstones of our commitment to excellence.

Therefore, we give particular importance to the **PhD programs** that are developed specifically at the University's School of Doctoral Studies and Research.

The PhD corresponds to the 3rd division of official university studies, leading to the acquisition of the scientific research-related competences and skills needed to earn the **official title of Doctor**.



Realmadrid

# Real Madrid Graduate School Universidad Europea



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Reconocimientos de Calidad:

