

Bachelor's Degrees

GLOBAL SPORT MANA GEMENT

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**Universidad
Europea**

CAMPUS



MADRID

Alcobendas

HERE, ENTREPRENEURS ARE THE FOCUS

Can you imagine studying while launching a start-up? On the Alcobendas Campus, going to class can be what you want it to be.

MADRID

Villaviciosa

EXPERIENCE THE UNIVERSITY OF 'MAKERS'

On the Villaviciosa de Odón Campus, there will always be things happening that motivate you to go far.

CANARY ISLANDS

OROTAVA, WHERE YOU'LL BECOME WHAT YOU WANT TO BE

The latest technology makes the historical Salazar House the best place to achieve your dreams.

VALENCIA

INNOVATION IN THE HEART OF VALENCIA

We grow because we believe in you. We're opening a new building to motivate you to reach your dreams.

ONLINE

UNIVERSIDAD EUROPEA ONLINE

100 % online programs: The flexibility you need. Get an education at your speed at the leading University in educational quality and innovation

REAL MADRID

REAL MADRID GRADUATE SCHOOL - UNIVERSIDAD EUROPEA

Do you dream about working in a field that you're truly passionate about? Get your education at the only Postgraduate School specialized in sports. Don't just dream, get ready.

GLOBAL SPORT MANAGEMENT DEGREE

A GROWING SECTOR

If sport has more relevance every day and is attracting the interest of more and more people all over the world, have you ever wondered how to develop your business vision in a company within the sports industry?

On a global level, the Sports Management industry generates around \$700 billion every year – around 1 % of the world's GDP. This industry offers enormous employment possibilities both in Europe and the United States.


Look at the economic impact of key sporting events such as the Madrid Mutua Tennis Open or the Longines Global Champion Tour... Analyze a sports sponsorship deal and its return.

The self-taught sports professional no longer exists.

At Universidad Europea, our students are doers. Studying this degree, we want you to have the profile that managers in the sports industry are looking for: a high-quality university education, a broad business vision, versatility and an international vision.

Receive a multidisciplinary education in which we are pioneers and where the development of sports practice and physical activity coexist. Get a deep understanding of sport facility management via projects within fitness centers, golf courses or large sporting events.



 LOCATION Villaviciosa de Odón, Madrid	 MODALITY Face-to-face
 START September	 DURATION 4 years
 LANGUAGE English	 ECTS 240

WHAT MAKES US DIFFERENT?

GLOBAL SPORT MANAGEMENT DEGREE

◆ ON THE FRONT LINE IN SPORTS MANAGEMENT

Get to the top of the queue and gain the management skills needed to succeed within any organization in the sports sector. Your studies will focus on the skills demanded by the sports industry and you'll also study modules on sports practice and physical activity.

In addition, you will be in contact with professionals, and have access to content and events at the Escuela Universitaria Real Madrid Universidad Europea which runs some of the best sport postgraduate courses in the world.



Escuela Universitaria
Real Madrid
Universidad Europea

◆ THE LATEST TECHNOLOGY

You'll have access to the latest technology in Big Data, allowing you to make key decisions based on reliable information. You'll also be able to benefit from the most advanced software for simulating projects related to economic impact analysis.

◆ IN TOUCH WITH PROFESSIONAL WORLD WITH STRATEGIC PARTNERS

Internships at some of the biggest sporting institutions in Spain such as the Spanish Olympic Committee, the Sports Council, Mutua Madrid Open, the Spanish Tennis Federation, Holmes Place, Sanitas or the AFE (Association of Spanish Footballers).

We have agreements with football clubs, large fitness chains such as Go fit, sports or activity tourism companies and public administrations. In addition, from the first year you are connected to the professionals in the sports sector as a member of the Council of Sports Managers of Madrid.

◆ 100% INTERNATIONAL EXPERIENCE/ GLOBAL TRAINING PROGRAM

Your rigorous program will be:

- ◆ **1st year** > EASM Summer School (Madrid): A great chance to get new insights and expertise in the field of Sport Management and assist in talks and presentations given by international experts. You will also be able to share experiences with sports management students from all over the world.
- ◆ **2nd year** > An immersion week in England within the sports industry (visits to sports facilities, clubs, sport events, etc.) allowing you to see first-hand the management of various types of events.
- ◆ **3rd year** > An immersion week in the United States within the sports industry (visits to sports facilities, clubs, sport events, NBA, MLS, NHL etc.) allowing you to see first-hand the management of various types of events.
- ◆ **4th year** > A year-long international experience including an internship. You can choose from several top universities in the United States or the UK and you'll be connected to the professional world from day one.

International agreement with top universities in the world of sport management such as Victoria University (Australia), University of California Irvine, Western Carolina University and University of Cincinnati (United States), Bishop's University (Canada), Kendal College, Kent State University (USA) or Cardiff Metropolitan University (United Kingdom), etc.

CURRICULUM

DEGREE IN GLOBAL SPORTS MANAGEMENT

	SUBJECT	TYPE	ECTS
FIRST YEAR	♦ Theory and History of Contemporary Sports	BA	6
	♦ Sociology and Deontology of Sports	BA	6
	♦ Communication Skills	BA	6
	♦ Business Economics	BA	6
	♦ Consumer Behavior	BA	6
	♦ Financial Accounting I	RE	6
	♦ Financial Accounting II	RE	6
	♦ Analysis of Economic-sports Environments	RE	6
	♦ Basic Foundations of Sports Teams	RE	6
	♦ Basic Foundations of Aquatic Activities	RE	6
SECOND YEAR	♦ Sports Law	BA	6
	♦ Managerial Skills for the Sports Business	BA	6
	♦ Design and Planning of Sport Areas	RE	6
	♦ Statistics	BA	6
	♦ Analysis of Financial Operations	BA	6
	♦ The industry of Sport	RE	6
	♦ Modern Language	BA	6
	♦ Cost Accounting	RE	6
	♦ Basic Foundations of Individual Sports	RE	6
	♦ Basic Foundations of Outdoor Activities	RE	6
THIRD YEAR	♦ Human Resource Management	RE	6
	♦ Sports Policy	RE	6
	♦ Management of Aquatic Facilities	RE	6
	♦ Analysis of Accounting Statements	RE	6
	♦ Golf Course Management	RE	6
	♦ Taxation	RE	6
	♦ Fitness and Wellness: Sport for health	RE	6
	♦ Technical Management in Sports Entities	RE	6
	♦ Business Law	RE	6
	♦ Internship I	OPT	6
♦ University Activities	OPT	6	
FOURTH YEAR	♦ Internship II	RE	12
	♦ Final Project: Business Plan	RE	6
	♦ Sales Management and Techniques	RE	4
	♦ Corporate Finance	RE	4
	♦ SME Accounting	RE	4
	♦ Quality Control and Customer Service in the Field of Sports	RE	6
	♦ Strategic Management	RE	6
	♦ Commercialization and Marketing for Sport and Leisure	RE	6
	♦ Large Event and Sporting Venue Management	RE	6
	♦ Leisure and Non-conventional Venue Management	RE	6
TOTAL ECTS			240

ECTS: European Credit Transfer System **OPT:** Optional
BA: Basic **RE:** Required
LANGUAGE: English

- All courses in the curriculum subject to modification are delivered in English.
- The Internship and university activities will be delivered in Spanish.



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