

Bachelor's Degrees

**Global Sport
Management
Degree**

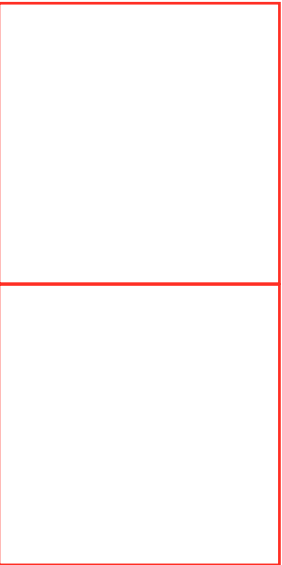
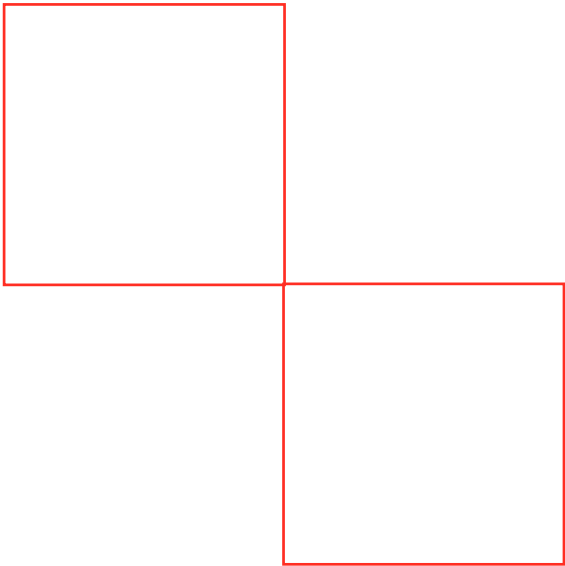
Go beyond



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Why did you decide to go to University?

In order to prepare yourself for what comes next, the future.
And the future is the real world.

At Universidad Europea, we focus on the **professional** that you want to be and on providing you with a **practical training** that enables you to work on your future from day one.

We call for your own **progress and development**, for you to go beyond, offering you the help you need but never forgetting that you are in the driving seat.

This makes Universidad Europea **more than just a university**.
And you **more than just a student**.

Go beyond



Campus



Madrid. ALCOBENDAS BUSINESS AND UNIVERSITY GO HAND IN HAND.

A campus that brings you the reality of being a professional and helps you to get a job placement through agreements with companies.

The meeting point where new initiatives and the most curious minds find their space.



Madrid. VILLAVICIOSA STATE-OF-THE-ART FACILITIES AND RESOURCES IN AN OUTSTANDING ENVIRONMENT.

Have a unique university experience on our biggest campus. With 33% international students and facilities equipped with cutting-edge resources and technology.



Valencia.

CAMPUS IN THE HEART OF VALENCIA.

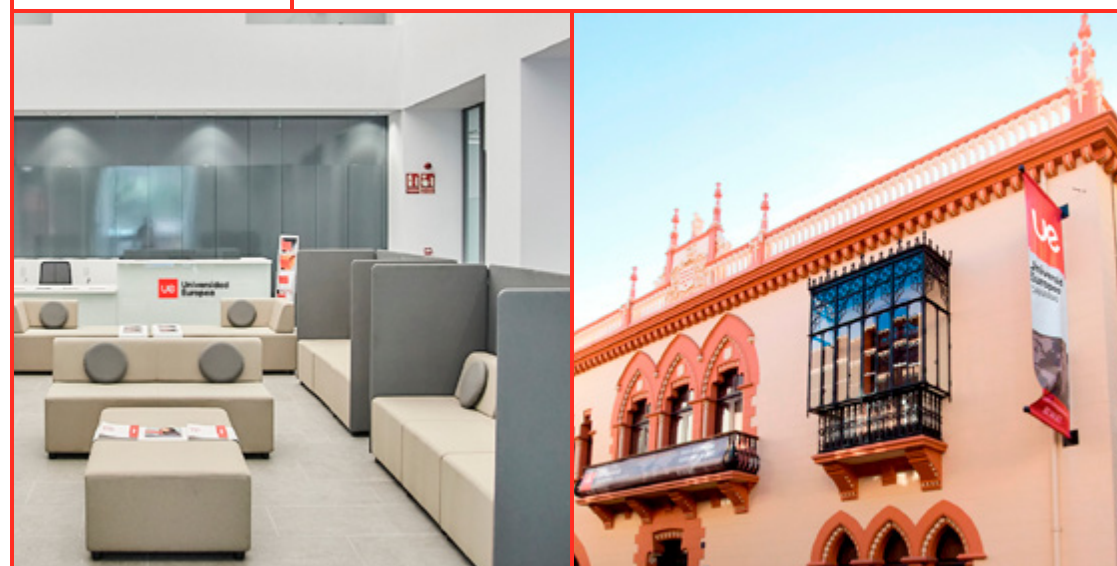
We are the only private university with a **privileged location** in the city centre. We also have our own University Dental Clinic.



Real Madrid.

REAL MADRID GRADUATE SCHOOL - UNIVERSIDAD EUROPEA.

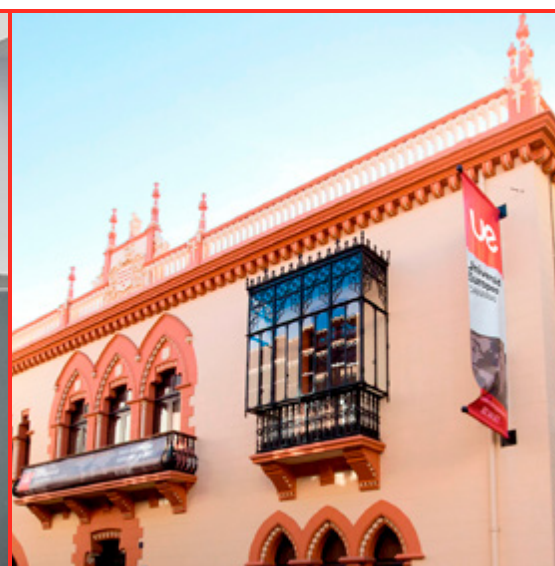
Do you dream about working in a field that you're truly passionate about? Get your education at the only Postgraduate School specialized in sports. Don't just dream, get ready.



Canarias.

CAMPUS IN LA OROTAVA AND SANTA CRUZ.

An unbeatable environment where you can develop your skills to the full, facilitating employability and entrepreneurship.



Online.

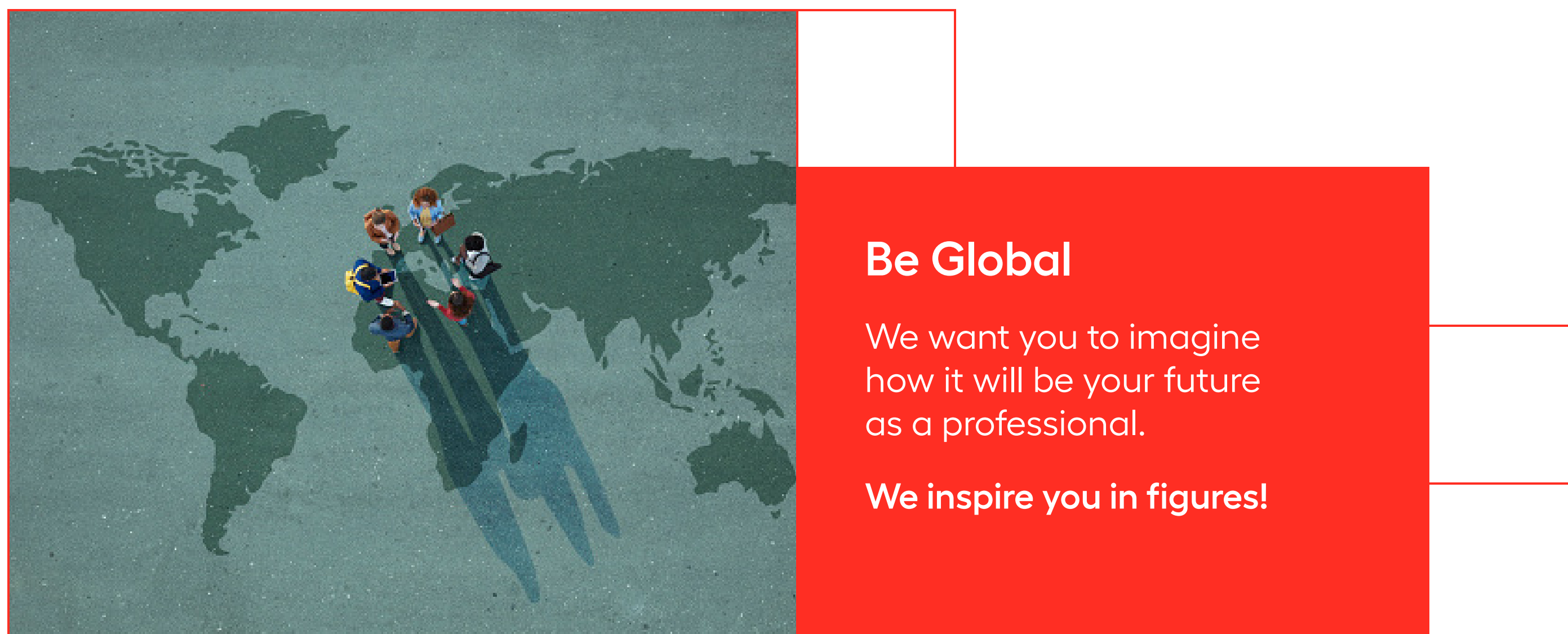
UNIVERSIDAD EUROPEA ONLINE.

100 % online programs:

The flexibility you need. Get an education at your speed at the leading University in educational quality and innovation.



Internationally Recognized Quality



30%

International Students.

You'll live in a multicultural environment with an average above other universities.

300

Agreements.

You'll be able to study abroad at prestigious universities around the world.

14,000

Agreements with companies.

You will be put to the test on campus with challenges, projects and gamification. You will also do an internship to train as a global professional.



Universidad Europea's
Certifications.



Area

Join the game and let's win!

Hobby, fun, health, competition, public event, tribal symbol, values, lifestyle, object of consumption, media event, business...

What is sport? Sport today is a concept of great scope, in which many interests, needs, business and entrepreneurship opportunities and, of course, academic disciplines come together.

The Universidad Europea knows that the increased prominence of sport in society is a great opportunity for our students. **Where teaching used to be seen as the only job opportunity, today, there is a new world full of possibilities.**

These are the words: what about the facts? An internationally renowned teaching staff, elite sports facilities and the most advanced laboratories: these are the facts. Well, topping national and international league tables and certifications in research, health and sport also sounds quite persuasive, doesn't it?

Sign for the Universidad Europea and for the best team.

Experiential learning.

Dare to experiment in the sports world with our Learning by Doing methodology:

- Practical nature of sports subjects.
- Promotion of exercise and a healthy lifestyle on campus.
- Top quality internships.
- Transfer of research results to the classroom.
- Take the plunge into living international experiences.
- Do social projects with your lecturers.
- Use cutting-edge and revolutionary technology applied to sports and health.
- Take part in university sports competitions.



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?





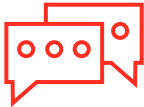

On a global level, the Sports Management industry generates around \$700 billion every year – around 1 % of the world's GDP. This industry offers enormous employment possibilities both in Europe and the United States.

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		TEACHING METHOD Face-to-face
	START DATE September		DURATION 4 years
	LANGUAGE English		ECTS 240



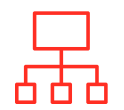
What sets us apart?

Global Sport Management Degree



Highly recommended

Our Faculty of Physical Activity and Sports Sciences is #1 among Spanish private universities, and is within the top 100 in the world, according to the Shanghai Ranking 2022.



The latest technology

You'll have access to the latest technology 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.



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, from the first year you will have the opportunity to participate in events, conferences, and research projects with renowned sporting companies.



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.



What sets us apart?

Global Sport Management Degree

100% international experience

Your rigorous program will be:

1st year > Corporate sports experience in 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.

2nd year > 5 day immersive experience inside the sports industry, in a Spanish city (visits to sports facilities, clubs, sport events, etc.) allowing you to see first-hand the management of various types of events.

3rd year > 5 day corporate trip to New York within the sports industry (visits to sport facilities, clubs, sport events, NBA, MLS, NHL, etc.) allowing you to see first-hand the management of various types of events.

The University reserves the right to make changes in the destination city in order for the student to obtain the best experience available.**

4th year > A year-long international experience including an internship. You will enjoy a stay in a top university in the United States, and you'll be connected to the professional world from day one.**

You can also benefit from international agreements 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.

(**) The student must cover the cost of the flights for the two experiences in the United States.



Curriculum

Global Sport Management Degree

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	OB	6
▪ Financial Accounting II	OB	6
▪ Analysis of Economic-Sports Environments	OB	6
▪ Basic Foundations of Sports Teams	OB	6
▪ Basic Foundations of Aquatic Activities	OB	6
SECOND YEAR		
▪ Sports Law	BA	6
▪ Managerial Skills for the Sports Business	BA	6
▪ Design and Olanning of Sport Areas	OB	6
▪ Statistics	BA	6
▪ Analysis of Financial Operations	BA	6
▪ The industry of Sport	OB	6
▪ Modern Language	BA	6
▪ Cost Accounting	OB	6
▪ Basic Foundations of Individual Sports	OB	6

Subject	Type	ECTS
THIRD YEAR		
▪ Human Resource Management	OB	6
▪ Sports Policy	OB	6
▪ Management of Aquatic Facilities	OB	6
▪ Analysis of Accounting Statements	OB	6
▪ Golf Course Management	OB	6
▪ Taxation	OB	6
▪ Fitness and Wellness: Sport for health	OB	6
▪ Technical Management in Sports Entities	OB	6
▪ Business Law	OB	6
▪ Internship I	OPT	6
▪ University Activities	OPT	6

Subject	Type	ECTS
FOURTH YEAR		
▪ Internship II	OB	12
▪ Final Project: Business Plan	OB	6
▪ Sales Management and Techniques	OB	4
▪ Corporate Finance	OB	4
▪ SME Accounting	OB	4
▪ Quality Control and Customer Service in the Field of Sports	OB	6
▪ Strategic Management	OB	6
▪ Commercialization and Marketing for Sport and Leisure	OB	6
▪ Large Event and Sporting Venue Management	OB	6
▪ Leisure and Non-conventional Venue Management	OB	6
TOTAL		240

All courses in the curriculum subject to modification are delivered in English. The Internship I and University Activities will be delivered in Spanish.



You might also be interested in...

Plan your carrer from the start

Now that you are starting your university stage, you have your provision of a great academic offer from the beginning.

In addition, once the degree is finished, you have the Escuela Universitaria Real Madrid - Universidad Europea in which you can specialize in the world of sports through its prestigious postgraduate degrees in Management, Marketing, Law, Journalism and Communication, Physical activity and health.



**Escuela Universitaria
Real Madrid**
UNIVERSIDAD EUROPEA

Do you know the Plan AVANZA?

From the University we bet on our students and we are committed to supporting their growth and personal and professional development.

For this reason we launched the Plan AVANZA, a program specific study aid for Degree students from the Universidad Europea who want to continue your professional delvelopment advancing to the next level, pursuing a Master or Postgraduate with us.

AVANZ 

You can get more information by consulting the web, with your Bachelor's advisor
and on the phone: **+34 917 407 272.**



You might also be interested in...

What our students think



Emilio Sánchez
Sports Management Degree Student

“This program focuses on the managerial and financial side of the sports industry. What I like about this degree is that it gives you the opportunity to travel both internationally and locally”.



Agustina Berra
Sports Management Degree Student

“I chose this degree because I was looking for something in the sport sector, but more business oriented, and I think Sports Management combines that perfectly”.

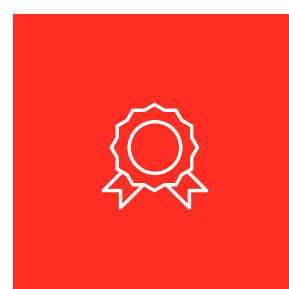


Financing and Scholarships

Finance your studies in a flexible way

Here at Universidad Europea, we are committed to ensuring the cost of a program is not an obstacle to access quality education.

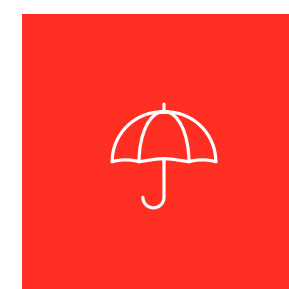
We have a complete system of financial aid available to you:



SCHOLARSHIP
PROGRAM



DISCOUNTS



FINANCIAL
BANKING

Knowledge without barriers

Education is one of the
best investments you
can make in life.

Do not let anything stop you!

Go beyond



Admissions Process

Documentation

To start the admissions process, reserve an appointment at: universidadeuropea.com or by calling (+34 917 407 272).

After getting more information, you must submit the required documentation:

- Passport.
- Payment of the admissions fee on or before the day of your appointment.

What does the entrance exam involve?

- Test to evaluate competencies and skills.
- Language assessment test.
- Motivational survey.

When will you know if you've been admitted?

You'll get the results of the entrance exam in an Admissions Letter that will be sent to you via email. If you have any questions, you can speak to our New Students Admissions Department. ads@universidadeuropea.es






Place Reservation

You are advised to reserve your place within 7 calendar days from receiving the admissions letter.

Enrollment

All students enrolling for the first time at Universidad Europea for a Bachelor's degree program must open a student file.

The Students Admissions Department will provide the candidate with all of the documents and forms they need to complete their enrollment.

	Personalized Guidance
	Send application and documentation
	Admissions Test
	Confirmation of Admission
	Formal Reservation of a place and enrollment





Universidad
Europea



How far
can you go?
As far as you want.

Go beyond

Universidad Europea de Madrid

Campus de Villaviciosa de Odón

C/ Tajo, s/n, 28670.

Villaviciosa de Odón, Madrid

Campus de Alcobendas

Av. Fernando Alonso, 8, 28108.

Alcobendas, Madrid

Phone number: (+34) 91 740 72 72

Students: (+34) 91 414 66 11

Universidad Europea de Valencia

Paseo de la Alameda, 7, 46010.

Valencia

Phone number: (+34) 96 104 38 83

Students: (+34) 96 104 38 80

Universidad Europea de Canarias

Campus de La Orotava

C/ Inocencio Garcia, 1, 38300.

La Orotava, Tenerife

Phone number: (+34) 92 209 70 91

Students: (+34) 92 298 50 06

Santa Cruz de Tenerife Facilities

Calle Valentín Sanz, 22, 38002.

Santa Cruz de Tenerife

Phone number: (+34) 92 244 26 31

Students: (+34) 92 244 26 34

English and Spanish phone number:

(+34) 91 740 72 72



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