

# Postgraduate Certificate Coaching and Sports Business for Physicians

Endorsed by the NBA





## Postgraduate Certificate Coaching and Sports Business for Physicians

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/medicine/postgraduate-certificate/coaching-sports-business-physicians](http://www.techtute.com/us/medicine/postgraduate-certificate/coaching-sports-business-physicians)

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# 01 Introduction

Knowing the main Coaching techniques that can motivate patients with sports injuries is essential for physicians who work with these cases, as it is an ideal way to achieve better care and a positive attitude that allows quick recoveries. Therefore, with this program, TECH wants to specialize students in this field, as well as to show them the keys to know everything that has to be taken into account to set up a business on rehabilitation and sports therapies.







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*Having your own rehabilitation company requires advanced business knowledge. In this program, we show you everything you need to know to make your profession a success"*

This Postgraduate Certificate in Coaching and Sports Business for Physicians contains a program to specialize these professionals in these booming aspects of sports rehabilitation, which will enable physicians to achieve professional success. For this, it is necessary for professionals to acquire superior knowledge in areas that go beyond sports rehabilitation and the patient, such as everything related to business, especially when you want to start creating private practices.

This educational program will show the key materials and equipment that the rehabilitation physician has to work with and dispose of, especially when they have their own business, whether it is a center, *corner* or home-based business. Thereby, we will work from the design and planning of facilities, elements to be included in the facilities (ventilation systems, water dispenser, semi-automatic defibrillator, telephones, suggestion box, etc.), characteristics of the training room (location, lighting, windows, doors, mirrors, floor, storage, etc.), selection and purchase of training equipment, organization of equipment and space, equipment for personal training at home, maintenance of the material and installation, among other issues. In addition, strategies will be proposed on how to develop the psychological approach during personal therapy, due to the existence of factors that favor a negative intrinsic or extrinsic influence during the process, conditioning the final result.

To acquire the most complete education in this field, you should enroll in this very complete program which, being 100% online, you will be able to perfectly combine with the rest of your obligations. In this way, the student will be able to choose where or when to study, without any fixed schedule to determine his or her level of participation.

This **Postgraduate Certificate in Coaching and Sports Business for Physicians** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ The development of numerous case studies presented by specialists in personal training
- ♦ The graphic, schematic and practical contents of the course are designed to provide all the essential specialization required for professional practice
- ♦ Exercises where the self-assessment process can be carried out to improve learning
- ♦ Algorithm-based interactive learning system for decision-making
- ♦ Special emphasis on innovative methodologies in Coaching and Sports Business for Physicians
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Immerse yourself in the study of this high-level Postgraduate Certificate and improve your skills in Sports Rehabilitation"*

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*This Postgraduate Certificate is the best investment you can make in the selection of a refresher program for two reasons: in addition to updating your knowledge in Coaching and Sports Business for Physicians, you will obtain a degree from TECH Global University"*

*The Postgraduate Certificate allows you to exercise in simulated environments that provide an immersive learning program in order to learn in real situations.*

*This 100% online Postgraduate Certificate will allow you to combine your studies with your professional work while increasing your knowledge in this field.*

It includes, in its teaching staff, professionals belonging to the field of Sports Rehabilitation, who pour into this education the experience of their work, in addition to recognized specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the physician must try to solve the different professional practice situations that arise throughout the program. To do so, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts in Coaching and Sports Business for Physicians.





# 02 Objectives

The main objective of this program is the development of theoretical and practical learning, so that the physician can master in a practical and rigorous way the Coaching and Sports Business for Physicians.







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*Our goal is to achieve academic excellence  
and help you achieve professional success.  
Don't hesitate any longer and join us”*



## General Objectives

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- ◆ Acquire specialized knowledge in sports rehabilitation, injury prevention and functional recovery
- ◆ Assess the athlete from the point of view of physical, functional and biomechanical condition to detect aspects that hinder recovery or favor relapses in the injury
- ◆ Design both specific readaptation and recovery work, as well as individualized integral work
- ◆ Evaluate and monitor the evolutionary process of recovery and/or rehabilitation of an athlete's or user's injury
- ◆ Acquire skills and abilities in readaptation, prevention and recovery, increasing professional possibilities as a personal trainer
- ◆ Differentiate from an anatomical point of view the different parts and structures of the human body
- ◆ Improve the injured athlete's physical condition as part of the integral work with the objective of achieving a better and more efficient recovery after the injury
- ◆ Use coaching techniques to address general psychological aspects of the athlete or injured subject that favor an effective approach from the personal training work
- ◆ Understanding marketing as a key tool for success in personal training in the field of rehabilitation, prevention and functional recovery







## Specific Objectives

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- ◆ Acquire and understand the different healthy habits and lifestyles, as well as their implementation possibilities
- ◆ Apply motivational strategies to achieve better results in the process of sports rehabilitation and functional recovery
- ◆ Plan and design spaces that favor a better development of the specific personal training work to be performed
- ◆ Understand the personal training process where the relationship with the client and the *feedback* provided by the client are fundamental to the process

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*The sports field requires trained professionals, and we give you the keys to position yourself among the professional elite”*



03

# Course Management

This teaching team, experts in Sports Rehabilitation, have extensive prestige in the profession and are professionals with years of teaching experience who have come together to help students give a boost to their profession. To this end, they have developed this Postgraduate Certificate with recent updates on the subject that will allow for education and increase skills in this sector.





“

*Learn from the best professionals and  
become a successful professional yourself”*

## International Guest Director

Isaiah Covington is a highly skilled performance coach with extensive experience in treating and addressing various injuries in elite athletes. In fact, his professional career has been directed to the **NBA**, one of the most important sports leagues around the world. He is the **performance coach of the Bolton Celtics**, one of the most important teams in the Eastern Conference and with the greatest projection in the United States.

His work in such a demanding league has made him specialize in maximizing the **physical and mental potential** of the players. His past experience with other teams, such as the Golden State Warriors and the Santa Cruz Warriors, has been key. This has also allowed him to work on sports injuries, focusing on the **prevention and rehabilitation** of the most common injuries in elite athletes.

In the academic field, his interest has focused on the field of kinesiology, exercise science and high performance sport. All of this has led him to excel prolifically in the NBA, working day-to-day with some of the top basketball players and coaching staffs from around the world.





## Dott. Covington, Isaiah

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- Performance coach of the Golden State Warriors
- Head Performance Coach of the Santa Cruz Warriors
- Performance Coach at Pacers Sports & Entertainment
- B.S. in Kinesiology and Exercise Science from the University of Delaware
- Specialization in Training Management
- Master's degree in Kinesiology and Exercise Science from Long Island University
- Master's Degree in Performance Sport from Australian Catholic University

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*Thanks to TECH you will  
be able to learn with the  
world's best professionals”*

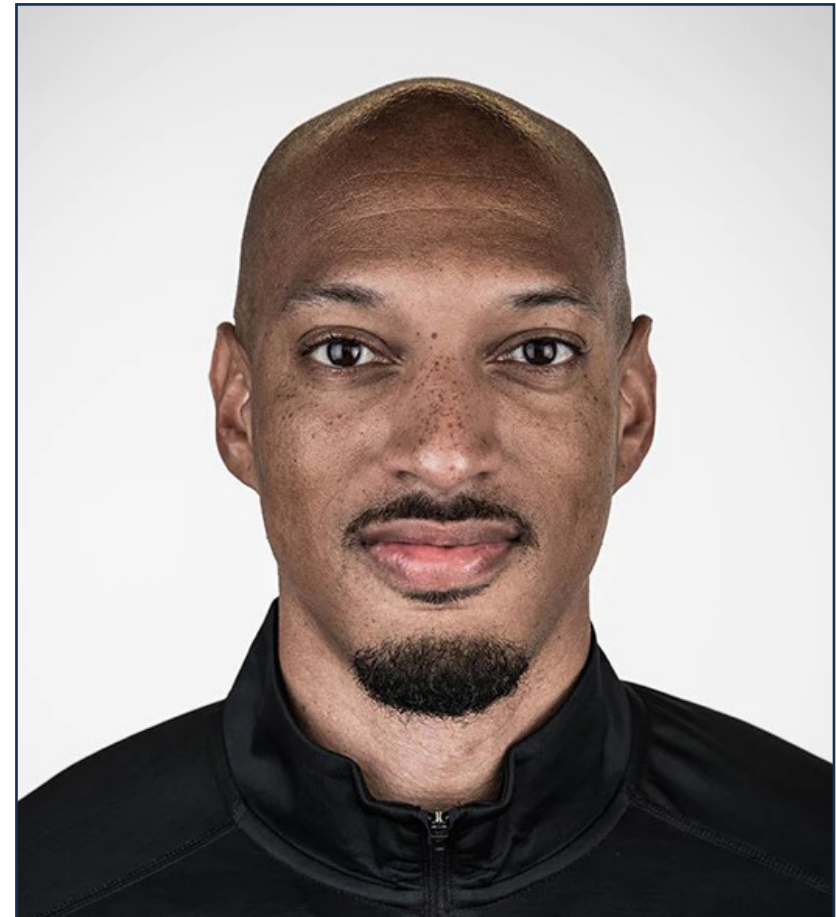
## International Guest Director

Dr. Charles Loftis is a renowned specialist who serves as a **sports performance therapist** for the **Portland Trail Blazers in the NBA**. His impact on the world's premier basketball league has been significant, bringing distinguished expertise in creating strength and conditioning programs.

Prior to joining the Trail Blazers, he was the head strength and conditioning coach for the Iowa Wolves, implementing and overseeing the development of a comprehensive player program. In fact, his experience in the sports performance field began with the establishment of XCEL Performance and Fitness, of which he was the founder and head coach. There, Dr. Charles Loftis worked with a wide range of athletes to develop strength and conditioning programs, in addition to working on the **prevention and rehabilitation of sports injuries**.

His academic background in the field of chemistry and biology gives him a unique perspective on the science behind sports performance and physical therapy. As such, he holds CSCS and RSCC designations from the National Strength and Conditioning Association (NSCA), which recognize his knowledge and skills in the field. He is also certified in PES (Performance Enhancement Specialist), CES (Corrective Exercise Specialist) and dry needling.

All in all, Dr. Charles Loftis is a vital member of the NBA community, working directly with both the strength and performance of elite athletes as well as the necessary prevention and rehabilitation of various sports injuries.



## Dr Loftis, Charles

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- Head strength and conditioning coach for the Iowa Wolves
- Founder and head coach at XCEL Performance and Fitness
- Head performance coach for the Oklahoma Christian University men's basketball team
- Physical Therapist at Mercy
- Doctor of Physical Therapy from Langston University
- B.S. in Chemistry and Biology from Langston University

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*Thanks to TECH you will be able to learn with the world's best professionals”*



## Management



### **Dr. González Matarín, Pedro José**

- ♦ Doctor in Health Sciences
- ♦ Degree in Physical Education Teacher
- ♦ Master's Degree in Functional Recovery in Physical Activity and Sport
- ♦ Master's Degree in Regeneration Medicine
- ♦ Master's Degree in Physical Activity and Health
- ♦ Master in Dietetics and Diet Therapy
- ♦ Postgraduate in Obesity
- ♦ Postgraduate in Nutrition and Dietetics
- ♦ Postgraduate Degree in Genomic Medicine, Pharmacogenetics and Nutrigenetics
- ♦ Associate Professor Doctor and Private University (DEVA)
- ♦ PDI collaborator at UNIR, VIU, UOC and TECH



04

# Structure and Content

The structure of the contents has been designed by a team of professionals knowledgeable about the implications of the program in daily practice, aware of the current relevance of quality education in the field of Sports Rehabilitation, and committed to quality teaching through new educational technologies.



TRAINER



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*We have the most complete and up-to-date academic program in the market. We want to provide you with the best training"*

## Module 1. Coaching and Sport Business

- 1.1. The Beginning of the Personal Trainer
- 1.2. Coaching for the Personal Trainer
- 1.3. Establishing Healthy Lifestyle Habits
  - 1.3.1. Basic Fundamentals of Physical Exercise
  - 1.3.2. Acute Exercise Responses
  - 1.3.3. Health Effects of Exercise
    - 1.3.3.1. Resistance
    - 1.3.3.2. Strength and Power
    - 1.3.3.3. Balance
  - 1.3.4. Health Effects of Exercise
    - 1.3.4.1. Physical Health
    - 1.3.4.2. Mental Health
- 1.4. Need for Behavioral Changes
- 1.5. The Personal Trainer and the Relationship with the Client
- 1.6. Motivational Tools
  - 1.6.1. Appreciative Exploration
  - 1.6.2. Motivational Interview
  - 1.6.3. Building Positive Experiences
- 1.7. Psychology for the Personal Trainer
- 1.8. Personal Trainer's Career Path
- 1.9. Design and Maintenance and Material Installations
- 1.10. Legal Aspects of Personal Training







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*A unique, key, and decisive  
training experience to boost your  
professional development”*

# 05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





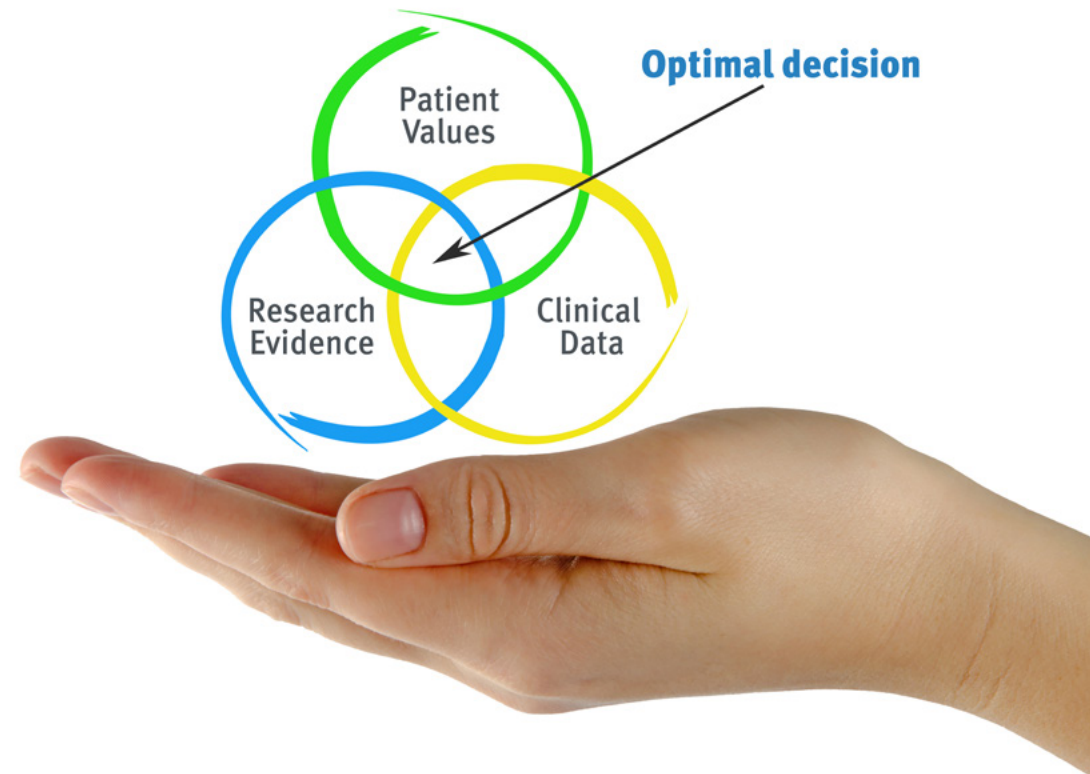
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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the physician's professional practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.





## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

*Professionals will learn through real cases and by resolving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 250,000 physicians have been trained with unprecedented success in all clinical specialties regardless of surgical load. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Surgical Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances and to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



#### Interactive Summaries

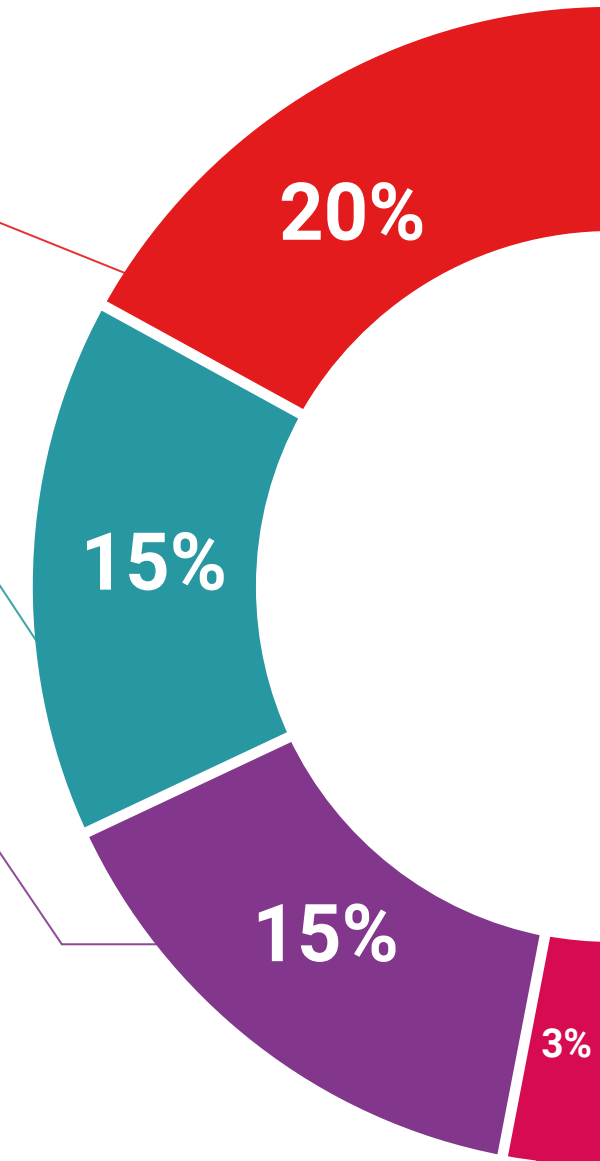
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







# 06 Certificate

The Postgraduate Certificate in Coaching and Sports Business for Physicians guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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*Successfully complete this program and  
receive your university qualification without  
having to travel or fill out laborious paperwork”*



This program will allow you to obtain your **Postgraduate Certificate in Coaching and Sports Business for Physicians** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Coaching and Sports Business for Physicians**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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**tech** global  
university