

# Professional Master's Degree

## MBA in Sports Entities Management

Endorsed by the NBA





## Professional Master's Degree MBA in Sports Entities Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/physiotherapy/professional-master-degree/master-mba-sports-entities-management](http://www.techtute.com/us/physiotherapy/professional-master-degree/master-mba-sports-entities-management)

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# 01

# Introduction

Injuries in athletes are very common, especially in these days when athletes are constantly required to excel. This has made it essential to have certain specialized knowledge, focused on the sports field, its players, basic application regulations, as well as all the areas that have an impact on this field. Therefore, a program focused on the MBA in Sports Entities Management focused on physiotherapists has been carried out. In this way, we have a syllabus designed to build a logical and orderly thinking on the part of the student for a better understanding of this area.





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*Understand the different actors that are part of the sport at both international and national level to enhance your professional profile"*

Sports physiotherapy is a specialty that is responsible for improving the muscular condition of the athlete, through massages to unload or tone, depending on what is needed. The professional can work on a preventive and post-injury basis. Therefore, it becomes a key element to ensure the excellent health of any athlete. In this sense, it is important to mention that sport in general has a great impact worldwide, becoming an economic sector with a great impact on the GDP of many countries.

In view of the above, it is essential for professionals specialized in this field to know all the areas that have an impact on sports, such as finance, law, marketing, communication, among others. For this reason, a program has been developed that focuses on these aspects to build a logical and orderly vision. In this way, it differs from other programs due to the relationship between the different topics of the modules at a theoretical and practical level.

Similarly, the program contains sports-legal content, where topics of interest such as corruption, violence, precautionary measures, among others, that exist in sport will be addressed. Leaving room for interpretation and analysis of certain practices harmful to the athlete, such as doping and betting.

A 100% online program that allows students to take it comfortably, wherever and whenever they want. All you need is a device with an Internet connection to take your career one step further. A modality according to the current times with all the guarantees to position the professional in a highly demanded sector. In addition, graduates will have the opportunity to access an exclusive set of 10 complementary Masterclasses, taught by a renowned professor renowned internationally in the Management of Corporate Associations, within the field of sports.

This **MBA in Sports Entities Management** contains the most complete and up-to-date scientific program on the market. The most important features include:

- The development of numerous practical cases presented by specialists in Sports Entities Management
- The graphic, schematic and practical contents of the course are designed to provide all the essential information 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 personal training
- 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



*Do you want to enhance your skills in the Management of Corporate Associations in sport? Now you can thanks to 10 additional Masterclasses, designed by a specialist in this subject"*

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*Delve into your knowledge in Sports Entities Management with an immersive program designed to prepare you for real-life situations”*

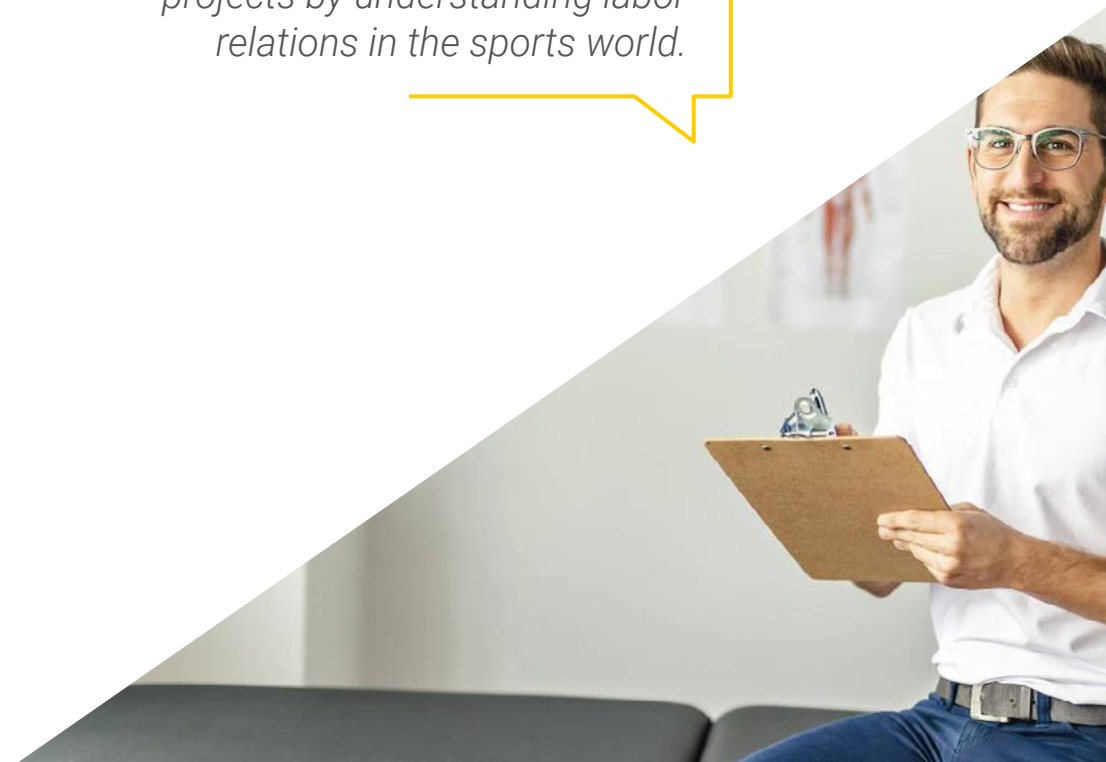
The program’s teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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 education programmed to prepare for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Enhance leadership skills within a sports organization and learn how to properly manage people in this sector.*

*Learn how to manage your projects by understanding labor relations in the sports world.*



# 02 Objectives

The MBA in Sports Entities Management is designed to update the knowledge of professionals on a very complete and well-structured subject. In this way, academic excellence is guaranteed, which is essential to comply with the professional profile required by the different physiotherapy centers at an international level. Based on the above, upon completion of the program, the student will understand the different actors that are part of the sport in all its areas. In view of the above, TECH establishes the following general and specific objectives to guarantee the satisfaction of the future graduate.







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*There is a need for sports professionals in physiotherapy trained in all aspects. With TECH you will get the tools to become an elite expert”*



## General Objectives

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- ◆ Provide knowledge about the environment and the sports market
- ◆ Train professionals prepared to work in the sports industry
- ◆ Become a successful sports manager
- ◆ Educate managers, leaders and future managers of sports entities
- ◆ Gain knowledge about the global market, with practical experiences of the professionals who make part of the faculty
- ◆ Understand that sport is an economic and business sector different from any other sector, with its specificities and particularities





## Specific Objectives

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### **Module 1. Introduction to Sports Law and Management**

- ◆ Obtain a legal basis for the sports sector

### **Module 2. Organizational Structure of Global Sport**

- ◆ Gain knowledge about the global sports ecosystem
- ◆ Understand the different actors involved in the sport at a global level

### **Module 3. Strategic Planning in Sports Organizations**

- ◆ Learn about strategy in sports

### **Module 4. Financial Management and Tax Aspects in Sports**

- ◆ Understand the new forms of sports business, as well as the most innovative techniques

### **Module 5. Marketing and Communication in Sports**

- ◆ Gain knowledge of sports marketing and the creation and development of a marketing plan
- ◆ Understand the importance of communication in sports

### **Module 6. Organization of Sports Events**

- ◆ Get to know the steps and stages for the realization of a sports event
- ◆ Prepare students to organize efficient and successful sports events from planning to final evaluation

### **Module 7. New Trends in Sports: Big Data and Sports**

- ◆ Awaken interest in innovation and new trends in the Management of Sports Entities

### **Module 8. Leadership and People Management in Sports**

- ◆ Enhance leadership skills within a sports organization and learn how to properly manage people in this sector

### Module 9. Leadership, Ethics and Social Responsibility in Companies

- ♦ Analyze the impact of globalization on corporate governance and corporate social responsibility
- ♦ Evaluate the importance of effective leadership in the management and success of businesses
- ♦ Define cross-cultural management strategies and their relevance in diverse business environments
- ♦ Develop leadership skills and understand the current challenges facing leaders
- ♦ Determine the principles and practices of business ethics and their application in corporate decision making
- ♦ Structure strategies for implementing and improving sustainability and social responsibility in business

### Module 10. People and Talent Management

- ♦ Determine the relationship between strategic direction and human resources management
- ♦ Gain an in-depth knowledge about the skills required for the effective management of human resources by competencies
- ♦ Delve into the methodologies for performance evaluation and performance management
- ♦ Integrate innovations in talent management and their impact on employee retention and loyalty
- ♦ Develop strategies for motivation and development of high-performance teams
- ♦ Propose effective solutions for change management and conflict resolution in organizations



**Module 11. Economic and Financial Management**

- ♦ Analyze the macroeconomic environment and its influence on the international financial system
- ♦ Define information systems and Business Intelligence for financial decision making
- ♦ Differentiate key financial decisions and risk management in financial management
- ♦ Evaluate strategies for financial planning and obtaining business financing

**Module 12. Commercial Management and Strategic Marketing**

- ♦ Structure the conceptual framework and the importance of commercial management in companies
- ♦ Delve into the fundamental elements and activities of marketing and their impact on the organization
- ♦ Determine the stages of the strategic marketing planning process
- ♦ Evaluate strategies to improve corporate communication and the digital reputation of the company

**Module 13. Executive Management**

- ♦ Define the concept of General Management and its relevance in business management
- ♦ Assess the roles and responsibilities of the manager in the organizational culture
- ♦ Analyze the importance of operations management and quality management in the value chain



*Develop essential skills for the management of sports entities with a strategic and innovative vision"*

# 03 Skills

This program complies with the structure to ensure that the student can solve problems related to the Management of Sports Entities in the area of Physiotherapy, following a unique methodology and with the support of the experts who have developed it. TECH guarantees students quality content that meets their expectations, giving them the opportunity to excel in their field. After passing the assessments on the program, the professional will have acquired the skills required for quality up-to-date practice based on the most innovative teaching methodology.





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*You will be able to excel in your professional duties by fulfilling a program focused on the national and international market"*



## General Skills

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- ♦ Acquire knowledge based on the most current scientific evidence with full applicability in the practical field
- ♦ Master all the most advanced methods in Sports Entities Management

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*Increase your skills with our high-quality program and give your career a boost”*







## Specific Skills

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- ♦ Gain knowledge about the global market, with practical experiences of the professionals who are part of the faculty
- ♦ Have a vision of the sports jurisdiction
- ♦ Gain knowledge about the global sports ecosystem
- ♦ Enhance leadership skills within a sports organization and learn how to properly manage people in this sector

# 04

# Course Management

In its maxim of offering an elite education for all, TECH counts on renowned professionals so that the student acquires a solid knowledge in Sports Entities Management. Therefore, this program has a highly qualified team with extensive experience in the sector, which will offer the best tools for students to develop their skills during the course. In this way, students have the guarantees they need to specialise at an international level in a booming sector that will catapult them to professional success.





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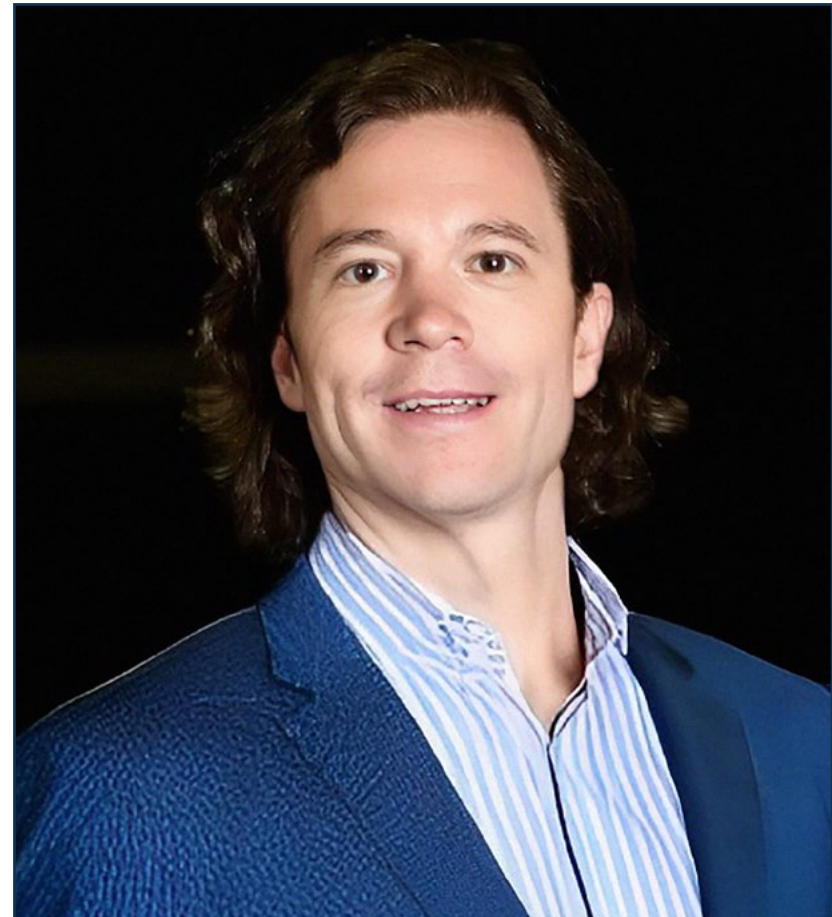
*It has the support of a group of experts at all times and endorses your knowledge from their experience”*

## International Guest Director

Brad Burlingame is an outstanding professional with an established career in the **sports industry**, where he has made a significant mark internationally. With more than 15 years of experience in **corporate partnership management**, he has proven to be an exceptional leader in generating revenue through innovative strategies and the creation of strategic alliances.

As such, he has served as **Director of Partnership Sales at the Dallas Cowboys Football Club**, one of the most prestigious sports organizations in the world. Here, during his career, he has led teams dedicated to exceeding financial goals, establishing the club as the undisputed leader in sponsorship revenue in the **National Football League (NFL)**. In fact, his ability to take full advantage of intellectual property rights, the team's extensive television and radio network, as well as digital and social platforms, has been instrumental in maintaining the club's leading position in the marketplace.

He has also been **Manager of Corporate Alliances at the Miami Heat basketball team**, as well as Sales **Manager at Palace Sports & Entertainment**, accumulating extensive experience in the professional sports industry. In this sense, his ability to develop innovative ideas that drive sponsors' business, as well as his focus on leading results-oriented teams, have positioned him as a key figure in the global sports sales field.



## Mr. Burlingame, Brad

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- Senior Director of Corporate Partnership Sales, Dallas Cowboys Football Club, Texas, United States
- Manager of Corporate Alliances at Miami Heat, Florida
- Sales Manager at Palace Sports & Entertainment, Michigan
- Bachelor's degree in Marketing and Business from Eastern Michigan University

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*Thanks to TECH you will be able to learn with the best professionals in the world"*

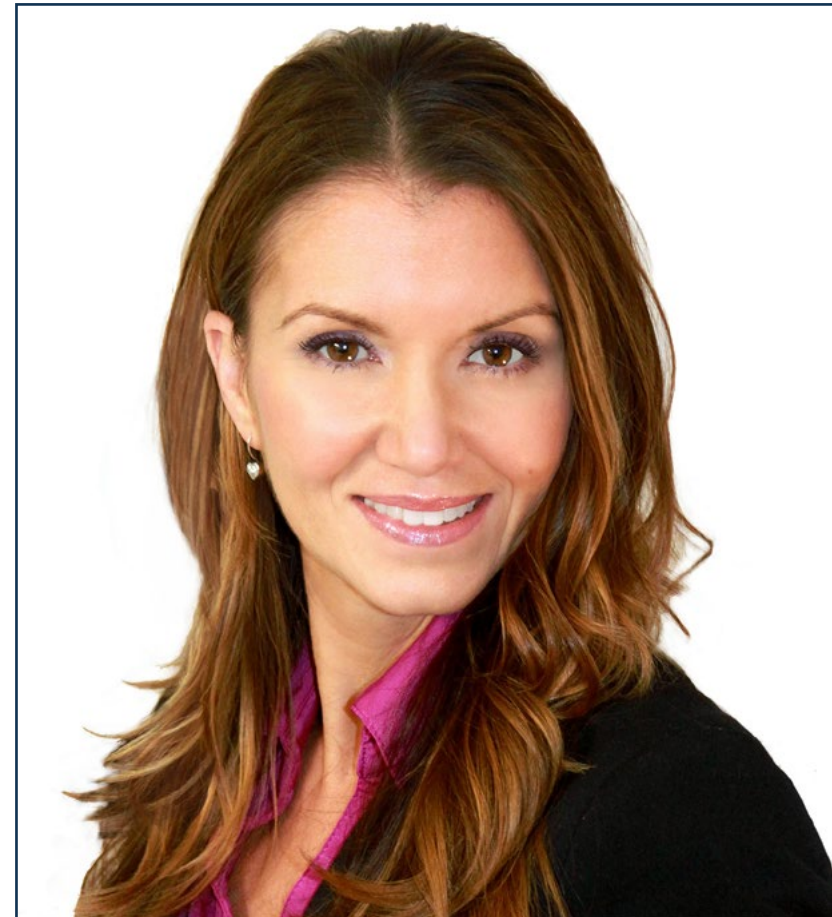
## International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in **technology recruitment and strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as **NBCUniversal and Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and HR Managers to meet operational and strategic hiring objectives. In particular, she aims to build diverse, inclusive and high-performing teams that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for amplifying Mastercard's employer brand and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in Organizational Communication from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, integrate technologies into recruitment processes and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented wellness programs that have significantly increased employee satisfaction and retention.



## Ms. Dove, Jennifer

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- Vice President, Talent Acquisition, Mastercard, New York, United States
- Director of Talent Acquisition, NBCUniversal, New York, United States
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

“

*TECH counts with a distinguished and specialized group of International Guest Directors, with important leadership roles in top companies in the global market”*

## International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of cloudsservices and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.





## Mr. Gauthier, Rick

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- Regional IT Director - Amazon, Seattle
- Senior Program Manager at Amazon
- Vice President, Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College



*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*

## International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent advocate for innovation and change in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become true market leaders, focused on their customers and the digital world.

The strategies designed by Arman have a latent impact, as they have enabled several corporations to improve the experiences of consumers, staff and shareholders alike. The success of this expert is quantifiable through tangible metrics such as CSAT, employee engagement in the institutions where he has practiced and the growth of the EBITDA financial indicator in each of them.

Also, in his professional career, he has nurtured and led high-performance teams that have even received awards for their transformational potential. With Shell, specifically, the executive has always set out to overcome three challenges: meeting customers' complex decarbonization demands supporting a "cost-effective decarbonization" and overhauling a fragmented data, digital and technology landscape. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the business applications of Artificial Intelligence, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in IoT and Salesforce.



## Mr. Arman, Romi

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- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD



*Do you want to refresh your knowledge with the highest quality education? TECH offers you the most up-to-date content in the educational market, designed by authentic experts internationally renowned"*

## International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates and vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including marketing, media analytics, measurement and attribution. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award, the Search Leadership Award, the Lead Generation Export Program Award and the Export Lead Generation Program Award and the EMEA Best Sales Model Award**.

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as Senior Industry Analyst, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the macroeconomic and political/regulatory factors affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by building valuable customer relationships and working seamlessly with people at all levels of an organization, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



## Mr. Arens, Manuel

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- Global Procurement Manager at Google, Mountain View, United States
- Senior Manager, B2B Analytics and Technology at Google, United States
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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*Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"*

## International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a significant impact on the **Fashion environment**. Throughout his successful career he has developed different tasks related to Products, Merchandising and Communication. All of this linked to with prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptability to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness,, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of Marketing strategies for apparel and accessories. His tactics have also focused on the retail environment and consumer needs and behavior. In this

La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments..

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. He has been in charge of creating effective calendars for buying and selling campaigns.

He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPIs).



## Mr. La Sala, Andrea

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- Global Brand and Merchandising Director at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce & Gabbana
- Brand Manager at Sergio Tacchini S.p.A
- Market Analyst at Fastweb
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

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*The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, up to date and based on the latest scientific evidence. What are you waiting for to enroll?"*

## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as Walmart and Red Bull. Likewise, this expert stands out for his vision to identify emerging technologies that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a pioneer in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on gathering information and generating concrete actions from them.

One of his most outstanding projects in recent years has been the Walmart Data Cafe platform, the largest of its kind in the world that is anchored in the cloud aimed at Big Data analysis. In addition, he has held the position of **Director of Business Intelligence at Red Bull**, covering areas such as Sales, Distribution, Marketing and Supply Chain Operations. His team was recently recognized for its constant innovation regarding the use of Walmart Luminat's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the University of Berkeley, in the United States, and the University of Copenhagen, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a born leader of the new global economy, centered on the drive for data and its infinite possibilities.





## Mr. Gram, Mick

- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Cafe
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Business Intelligence Director at Capgemini
- ♦ Chief Analyst at Nordea
- ♦ Chief Business Intelligence Consultant for SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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*Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors”*

## International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in overseeing logistics and creative workflows across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production strategies in paid media, resulting in a marked improvement which has resulted in company's conversion rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and digital property campaigns. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for television commercials and trailers.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in communication and storytelling.. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of Artificial Intelligence in business.. Therefore, his professional profile stands as one of the most relevant in the current field of Marketing and Digital Media.



## Mr. Stevenson, Scott

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- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California, United States
- Bachelor's Degree in Telecommunications from the University of Florida

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*Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you through the entire learning process”*

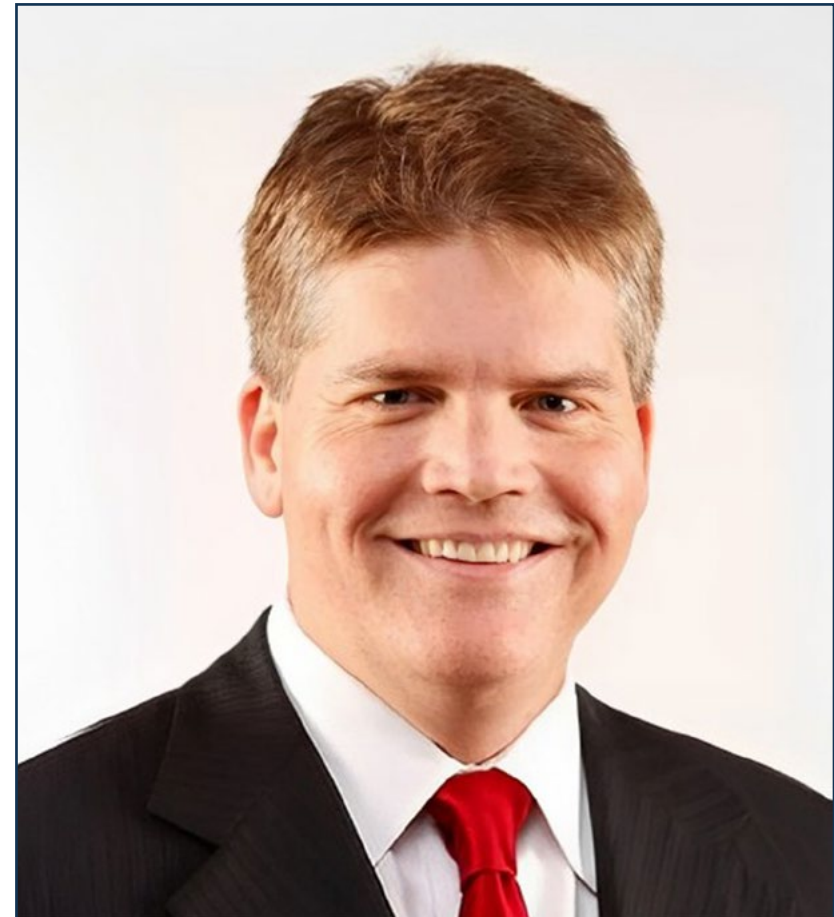
## International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his strategic leadership and ability to drive change and innovation in world-class sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact at NASCAR**, based in Florida, USA. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including Senior **Vice President of Strategic Development and General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development to entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top sports franchises. As Executive Vice President of the Chicago Bulls and Chicago White Sox franchises, he has demonstrated his ability to drive business and strategic success in the world of professional sports..

Finally, it is worth noting that he began his career in sports while working in New York as a senior strategic analyst for Roger Goodell in the National Football League (NFL) and, prior to that, as a Legal Intern with the United States Football Federation.



## Mr. Nyquist, Eric

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- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR, United States
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College

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*Thanks to this 100% online university qualification, you will be able to balance your studies with your daily obligations, under the guidance of the leading international experts in the field you are interested in. Enroll now!”*

## Management



### Ms. Bellver Alonso, Reyes

- ♦ Advisor of the FIFA Professional Football Department
- ♦ Trustee of the Foundation for Diversity
- ♦ Lawyer in Sports Law and Founding Partner of Bellver Sports-Legal Boutique
- ♦ Founder and President of the Leadership Woman Football platform
- ♦ Founding Partner and President of the Sports Law Association of Madrid
- ♦ Coordinator of the International Association WISLaw-Women in Sports Law Spain
- ♦ Member and Founding Member of the Spanish Association for Ethical Quality in Sport
- ♦ Master's Degree in International Relations, Universidad CEU San Pablo. Madrid
- ♦ Master's Degree in Business Taxation by ICADE
- ♦ Master's Degree in Sports Law from the University of Lleida
- ♦ Degree in Law with a specialization in European Union Law from CEU San Pablo University. Madrid
- ♦ Miki Roqué Paz Award through Sport for her associative work, training and improvement of the Sports Sector, especially in gender issues and defense of women in sport
- ♦ Certified by FIFA through its FIFA Female Leadership Development Program
- ♦ Included in the prestigious international list Who's Who Legal (WWL: Sports & Entertainment), as one of the leading Women Lawyers in the Sports Law Sector

## Professors

### Dr. Valiño Arcos, Alejandro

- ♦ Professor at the Law School of the University of Valencia
- ♦ President of the Court of Sports of the Valencian Community
- ♦ President of the Competition Committee of the Tennis Federation of the Valencian Community
- ♦ Sporting Director of Tenis Sporting Club
- ♦ Alternate Judge of the Provincial Court of Valencia with more than a hundred of Resolutions as Rapporteur
- ♦ PhD in Law from the University of Valencia
- ♦ Degree in Law from the University of Valencia
- ♦ Author of books, articles and reviews on legal matters (Roman Law, Ancient History, History and current affairs of Valencian Foral Law, Spanish Civil Law, Sports Law, Comparative Law and European Private Law)
- ♦ Research activity in Italian universities (Siena and Pavia), Germany (Freiburg, Göttingen, Münster and Bonn), Austria (Salzburg) and Uruguay (Montevideo)

### Mr. Bars García, Pedro J.

- ♦ Senior Tax Advisor at Sayma Consultants Madrid
- ♦ Coordinator and promoter of schools and sports clubs in the field of futsal and chess
- ♦ Director of several chess schools and coordinator of chess promotion campaigns in collaboration with the Municipal Sports Board of Valladolid City Council
- ♦ FEDA national chess instructor and regional indoor soccer instructor
- ♦ Author of several publications in the field of taxation and accounting

### Dr. Rubio, Francisco

- ♦ Alternate Judge of the Provincial Court of Badajoz
- ♦ Professor in various academic institutions of subjects related to labor law and social security
- ♦ Mediator of the Court of Arbitration for Sport (CAS)
- ♦ Arbitrator on the Committee of Experts in the Sports and Entertainment Industry of the European Association of Arbitration
- ♦ Consultant and academic advisor at Lemat Attorneys
- ♦ PhD in Law from the University of Extremadura
- ♦ Degree in Law from the University of Extremadura
- ♦ Master's Degree in Sports Law from the University of Lleida

### Ms. Díaz Marí, Montse

- ♦ Legal Advisor at DiazMari
- ♦ Lawyer at Samsung Electronics Iberia
- ♦ Master's Degree in Sport and Entertainment Markets and Industry of Law at ISDE
- ♦ Official Master's Degree in Sports Law from the INEFC
- ♦ Master's Degree in Access to the Legal Profession and Business Law at San Pablo CEU University
- ♦ Master's Degree in Sports Law from San Pablo University CEU

**Ms. Esperidião Hasenclever, Mônica**

- ♦ Chief Marketing Officer y director of the LWF Academy
- ♦ Founder and CEO of Women Experience Sports
- ♦ Executive Director at LVN Sport
- ♦ Head of Sports Marketing and Sponsorships at Telefónica Vivo
- ♦ Degree in Business Administration from Universidade Presbiteriana Mackenzie in Sao Paulo, Brazil
- ♦ Post-Graduation in Sports Management Anhembi Morumbi University of Sao Paulo, Brazil
- ♦ Master's Degree in Sports Marketing at the Real Madrid University School of the European University

**Mr. Novo, Andrés**

- ♦ Head of Institutional Marketing and Events at the PRISA Group
- ♦ Event Production Manager at Innevento and Innevento Sports
- ♦ Field manager, logistics assistant, team manager and ceremonial and protocol manager at MicFootball
- ♦ Degree in Audiovisual Communication from the University of the Basque Country
- ♦ Degree in Advertising and Public Relations from the University of the Basque Country

**Mr. González Graña, Carlos**

- ♦ Founder and Managing Director at Callander Sport & Business
- ♦ Co-Founder and Chief Operating Officer at Business Hub Innovation
- ♦ Partner of the professional sports area at Raheem GL Business Club
- ♦ Commercial Director of the Sports Area at Riskmedia Insurance Brokers
- ♦ Law degree from the University of La Coruña
- ♦ Specialization in Labor and Sports Law





**Ms. Carmona Ramos, Sara**

- ◆ Host of the Analytics and Big Data section of the program "El Día Después" on Movistar Plus
- ◆ Academic Director of the Master's Degree in Sports Marketing, Digital Environments and eSports at the San Antonio Catholic University of Murcia
- ◆ Sports coverage of La Liga matches for the Atresmedia group
- ◆ Host of the live Sports Statistics and Big Data section of "Deportes Valladolid" on Castilla y León TV
- ◆ Graduate in Journalism from the University of Valladolid
- ◆ Expert in Sports Data Analytics and Big Data at the University of Valladolid

**Ms. Pascual, Mónica**

- ◆ EO and Founder of Making Talent Happen
- ◆ Handling GSE Manager in Swissport Handling Madrid UTE
- ◆ I&D&i Manager and Project Manager at Inpropack
- ◆ Creator of the podcast "Imparables"
- ◆ Author of the blog "Mentalidad Imparable" in Diario AS
- ◆ Degree in Industrial Engineering at Alfonso X El Sabio University
- ◆ Master's Degree in International Patent Law at the School of Industrial Organization
- ◆ Expert in Mediation at the Higher Institute of Law and Economy

# 05

## Structure and Content

The program has been designed to meet the requirements demanded of physiotherapists in the MBA in Sports Entities Management. In this way, a study plan has been established whose modules offer a broad perspective of the steps and stages for the realization of a sports event, having a vision of the sports jurisdiction. All this, from a global perspective for the sake of its application at an international level, incorporating all the fields of work involved in professional development in this type of work environment.



“

*We have the most complete and up-to-date scientific program on the market. We want to provide you with the best education"*

## Module 1. Introduction to Sports Law and Management

- 1.1. The Sports Environment
  - 1.1.1. Historical Background of Sports Law
- 1.2. Regional Sports Regulations
- 1.3. Regulations Related to Sports Facilities
- 1.4. Management and Legal Aspects Derived from the Organization of Sport Events: Civil and Criminal Liability
- 1.5. Broadcasting of Sports Events. Legal Aspects
- 1.6. Sports Contracts: Outline of the Sports Contractual Structure
- 1.7. Sports Intermediation
- 1.8. Governance in Sports Entities

## Module 2. Organizational Structure of Global Sport

- 2.1. Sports Clubs and Sports Corporations
- 2.2. Federations
- 2.3. Leagues
- 2.4. Superior Sports Council
- 2.5. International Sports Organization
- 2.6. Sport in the European Union
- 2.7. Other Organizations Outside the Federative Pyramid: Examples in Basketball and Paddleball
- 2.8. Conflict Resolution Formulas at the National Level

## Module 3. Strategic Planning in Sports Organizations

- 3.1. Introduction to Strategic Planning and Analysis in Professional Sport
- 3.2. Purchase and Sale of Sports Entities
- 3.3. Soccer Club Management
- 3.4. Structure and Sports Planning
- 3.5. Business Development and Operation of Stadiums
- 3.6. Brand Development and Commercial Rights
- 3.7. TV Rights
- 3.8. Internationalization of Sports Entities
- 3.9. Holding Companies and Investment Funds
- 3.10. Practical Business Models



#### Module 4. Financial Management and Tax Aspects in Sports

- 4.1. Introduction to Sports Finance
- 4.2. Interpretation of Financial Reports
- 4.3. The General Accounting Plan (GAAP) of Sports Entities. Balance Sheet Structure
- 4.4. Intangible Assets and their Appraisal
- 4.5. Income Statement Structure
- 4.6. Budget Production and Control. Income Sources and Regulation
- 4.7. Investment and Financing Mechanisms in Sports. Sponsorship, Patronage and Other Figures
- 4.8. Investment Projects Appraisal. Elaboration and Possible Structure of a Feasibility Plan
- 4.9. An Approach to Tax and Estate Planning for Athletes
- 4.10. An Approach to Taxation of Sports Entities

#### Module 5. Marketing and Communication in Sports

- 5.1. Introduction to Sports Marketing
- 5.2. Marketing Plan
- 5.3. Branding and Brand Development
- 5.4. Sports Sponsorship
- 5.5. Ambush Marketing
- 5.6. Communication in Sport
- 5.7. Digital Marketing and Sports
- 5.8. Specialization in Women Sports
- 5.9. Sports Marketing and Other Areas
- 5.10. Trends in Sports Marketing

#### Module 6. Organization of Sports Events

- 6.1. Introduction to the Organization of Sports Events
- 6.2. Types of Events
- 6.3. Planning and Management of Sports Events
- 6.4. Business Plan and Sponsorships
- 6.5. Communication
- 6.6. Security at Sports Events
- 6.7. Execution and Production of Sports Events
- 6.8. Protocol at Sports Events
- 6.9. Sports Tourism and Local Promotion
- 6.10. Analysis and Closing of Sports Events

#### Module 7. New Trends in Sports: Big Data and Sports

- 7.1. Introduction to the Use of Big Data in Sport. Current Links and Scenarios
- 7.2. Data Analysis Methodology. Phases and Strategies
- 7.3. Open Data Providers and Sources
- 7.4. Payment Data Providers and Sources
- 7.5. Reports and Infographics: Vital Importance of the Sample
- 7.6. Data Processing Tools
- 7.7. Communication Applied to Big Data. In Search of the Excellence of the Material and its Sample
- 7.8. Introduction to e-Sports
- 7.7. e-Sports Management
- 7.10. Legal and Regulatory Aspects of e-Sports

### Module 8. Leadership and People Management in Sports

- 8.1. Leadership Styles
- 8.2. Managerial Skills
- 8.3. Entrepreneurship
- 8.4. HR and Talent Management
- 8.5. Team Management
- 8.6. Coaching Applied in Sports
- 8.7. Negotiation
- 8.8. Conflict Resolution
- 8.8. Communicative Skills
- 8.10. Pressure Management

### Module 9. Leadership, Ethics and Social Responsibility in Companies

- 9.1. Globalization and Governance
  - 9.1.1. Governance and Corporate Governance
  - 9.1.2. Fundamentals of Corporate Governance in Companies
  - 9.1.3. The Role of the Board of Directors in the Framework of Corporate Governance
- 9.2. Cross-Cultural Management
  - 9.2.1. Concept of Cross-Cultural Management
  - 9.2.2. Contributions to the Knowledge of National Cultures
  - 9.2.3. Diversity Management
- 9.3. Business Ethics
  - 9.3.1. Ethics and Morality
  - 9.3.2. Business Ethics
  - 9.3.3. Leadership and ethics in companies
- 9.4. Sustainability
  - 9.4.1. Sustainability and Sustainable Development
  - 9.4.2. The 2030 Agenda
  - 9.4.3. Sustainable Companies
- 9.5. Corporate Social Responsibility
  - 9.5.1. International Dimensions of Corporate Social Responsibility
  - 9.5.2. Implementing Corporate Social Responsibility
  - 9.5.3. The Impact and Measurement of Corporate Social Responsibility

- 9.6. Responsible Management Systems and Tools
  - 9.6.1. CSR: Corporate Social Responsibility
  - 9.6.2. Essential Aspects for Implementing a Responsible Management Strategy
  - 9.6.3. Steps for the Implementation of a Corporate Social Responsibility Management System
  - 9.6.4. CSR Tools and Standards
- 9.7. Multinationals and Human Rights
  - 9.7.1. Globalization, Multinational Companies and Human Rights
  - 9.7.2. Multinational Companies and International Law
  - 9.7.3. Legal Tools for Multinationals on Human Rights
- 9.8. Legal Environment and Corporate Governance
  - 9.8.1. International Rules on Importation and Exportation
  - 9.8.2. Intellectual and Industrial Property
  - 9.8.3. International Labor Law

### Module 10. People and Talent Management

- 10.1. Human Resources Management by Competencies
  - 10.1.1. Potential Analysis
  - 10.1.2. Remuneration Policy
  - 10.1.3. Career/Succession Planning
- 10.2. Performance Evaluation and Performance Management
  - 10.2.1. Performance Management
  - 10.2.2. Compliance Management: Objectives and Process
- 10.3. Innovation in Talent and People Management
  - 10.3.1. Strategic Talent Management Models
  - 10.3.2. Talent Identification, Training and Development
  - 10.3.3. Loyalty and Retention
  - 10.3.4. Proactivity and Innovation
- 10.4. Motivation
  - 10.4.1. The Nature of Motivation
  - 10.4.2. Expectations Theory
  - 10.4.3. Needs Theory
  - 10.4.4. Motivation and Financial Compensation
- 10.5. Developing High Performance Teams
  - 10.5.1. High-Performance Teams: Self-Managed Teams

- 10.5.2. Methodologies for Managing High-Performance Self-Managed Teams
- 10.6. Change Management
  - 10.6.1. Change Management
  - 10.6.2. Type of Change Management Processes
  - 10.6.3. Stages or Phases in Change Management
- 10.7. Executive Communication
  - 10.7.1. Internal and External Communication in the Business Environment
  - 10.7.2. Communication Departments
  - 10.7.3. The Person in Charge of Communication in the Company. The Profile of the Dircom
- 10.8. Productivity, Attraction, Retention and Activation of Talent
  - 10.8.1. Productivity
  - 10.8.2. Talent Attraction and Retention Levers

## Module 11. Economic and Financial Management

- 11.1. Economic Environment
  - 11.1.1. Macroeconomic Environment and the National Financial System
  - 11.1.2. Financial Institutions
  - 11.1.3. Financial Markets
  - 11.1.4. Financial Assets
  - 11.1.5. Other Financial Sector Entities
- 11.2. Executive Accounting
  - 11.2.1. Basic Concepts
  - 11.2.2. The Company's Assets
  - 11.2.3. Company's Liabilities
  - 11.2.4. The Net Worth of the Company
  - 11.2.5. The Profit and Loss Statement
- 11.3. Information Systems and Business Intelligence
  - 11.3.1. Fundamentals and Classification
  - 11.3.2. Phases and Methods of Cost Allocation
  - 11.3.3. Choice of Cost Center and Impact
- 11.4. Financial Management
  - 11.4.1. The Company's Financial Decision

- 11.4.2. Financial Department
- 11.4.3. Cash Surplus
- 11.4.4. Risks Associated with Financial Management
- 11.4.5. Financial Risk Management
- 11.5. Financial Planning
  - 11.5.1. Definition of Financial Planning
  - 11.5.2. Actions to be Taken in Financial Planning
  - 11.5.3. Creation and Establishment of Business Strategy
  - 11.5.4. The Cash Flow Table
  - 11.5.5. The Working Capital Table
- 11.6. Corporate Financial Strategy
  - 11.6.1. Corporate Strategy and Sources of Financing
  - 11.6.2. Financial Products for Corporate Financing
- 11.7. Strategic Financing
  - 11.7.1. Self-Financing
  - 11.7.2. Equity Capital Growth
  - 11.7.3. Hybrid Resources
  - 11.7.4. Financing through Intermediaries
- 11.8. Financial Analysis and Planning
  - 11.8.1. Balance Sheet Analysis
  - 11.8.2. Profit and Loss Statement Analysis
  - 11.8.3. Profitability Analysis
- 11.9. Analyzing and Solving Cases/Problems
  - 11.9.1. Financial Information of Industria de Diseño y Textil, S.A. (INDITEX)

## Module 12. Commercial Management and Strategic Marketing

- 12.1. Commercial Management
  - 12.1.1. Conceptual Framework of Commercial Management
  - 12.1.2. Commercial Strategy and Planning
  - 12.1.3. The role of Sales Managers
- 12.2. Strategic Marketing Management
  - 12.2.1. The Concept of Strategic Marketing
  - 12.2.2. Concept of Strategic Marketing Planning
  - 12.2.3. Stages in the Process of Strategic Marketing Planning

- 12.3. Managing Digital Campaigns
  - 12.3.1. What is a Digital Advertising Campaign?
  - 12.3.2. Steps to Launching an Online Marketing Campaign
  - 12.3.3. Mistakes in Digital Advertising Campaigns
- 12.4. Sales Strategy
  - 12.4.1. Sales Strategy
  - 12.4.2. Sales Methods
- 12.5. Corporate Communication
  - 12.5.1. Concept
  - 12.5.2. Importance of Communication in an Organization
  - 12.5.3. Type of Communication in the Organization
  - 12.5.4. Functions of Communication in the Organization
  - 12.5.5. Elements of Communication
  - 12.5.6. Communication Problems
  - 12.5.7. Communication Scenarios
- 12.6. Digital Communication and Reputation
  - 12.6.1. Online Reputation
  - 12.6.2. How to Measure Digital Reputation?
  - 12.6.3. Online Reputation Tools
  - 12.6.4. Online Reputation Reporting
  - 12.6.5. Online Branding

## Module 13. Executive Management

- 13.1. General Management
  - 13.1.1. The Concept of General Management
  - 13.1.2. The Role of the CEO
  - 13.1.3. The CEO and their Responsibilities
  - 13.1.4. Transforming the Work of Management
- 13.2. Manager Functions: Organizational Culture and Approaches
  - 13.2.1. Manager Functions: Organizational Culture and Approaches
- 13.3. Operations Management
  - 13.3.1. The Importance of Management
  - 13.3.2. The Value Chain

- 13.3.3. Quality Management
- 13.4. Public Speaking and Spokesperson Training
  - 13.4.1. Interpersonal Communication
  - 13.4.2. Communication Skills and Influence
  - 13.4.3. Communication Barriers
- 13.5. Personal and Organizational Communication Tools
  - 13.5.1. Interpersonal Communication
  - 13.5.2. Interpersonal Communication Tools
  - 13.5.3. Communication in the Organization
  - 13.5.4. Tools in the Organization
- 13.6. Communication in Crisis Situations
  - 13.6.1. Crisis
  - 13.6.2. Stages of a Crisis
  - 13.6.3. Messages: Contents and Timing
- 13.7. Preparation of a Crisis Plan
  - 13.7.1. Analysis of Potential Problems
  - 13.7.2. Planning
  - 13.7.3. Personnel Adaptation
- 13.8. Emotional Intelligence
  - 13.8.1. Emotional Intelligence and Communication
  - 13.8.2. Assertiveness, Empathy, and Active Listening
  - 13.8.3. Self-Esteem and Emotional Communication
- 13.9. Personal Branding
  - 13.9.1. Strategies for Personal Brand Development
  - 13.9.2. Personal Branding Laws
  - 13.9.3. Tools for Creating Personal Brands





06

# 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.





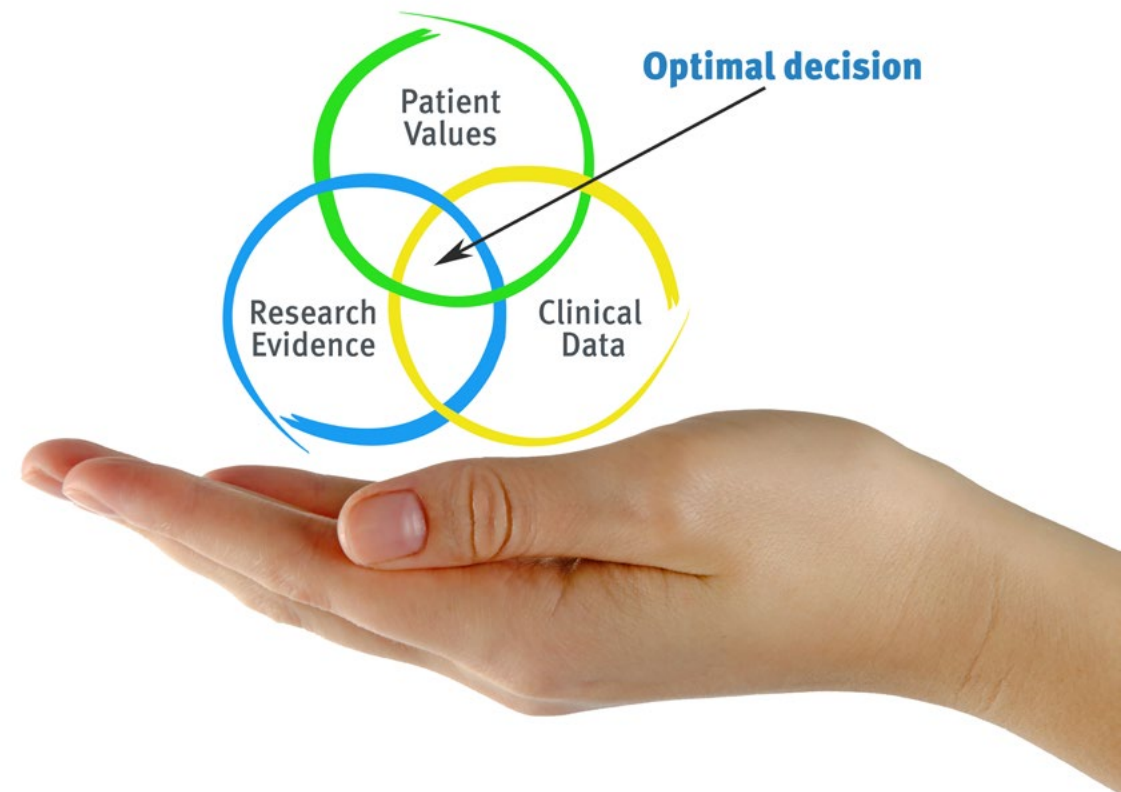
“

*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. Physiotherapists/kinesiologists 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 of professional physiotherapy practice.

“

*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. Physiotherapists/kinesiologists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process has a clear focus on practical skills that allow the physiotherapist/kinesiologist 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.



*The physiotherapist/kinesiologist will learn through real cases and by solving 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 we trained more than 65,000 physiotherapists/kinesiologists with unprecedented success in all clinical specialties, regardless of the workload. 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.

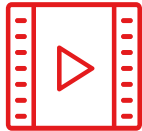
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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 our 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 really 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.



#### Physiotherapy Techniques and Procedures on Video

TECH brings students closer to the latest techniques, the latest educational advances and to the forefront of current Physiotherapy techniques and procedures. 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 them as many times as you want.



#### Interactive Summaries

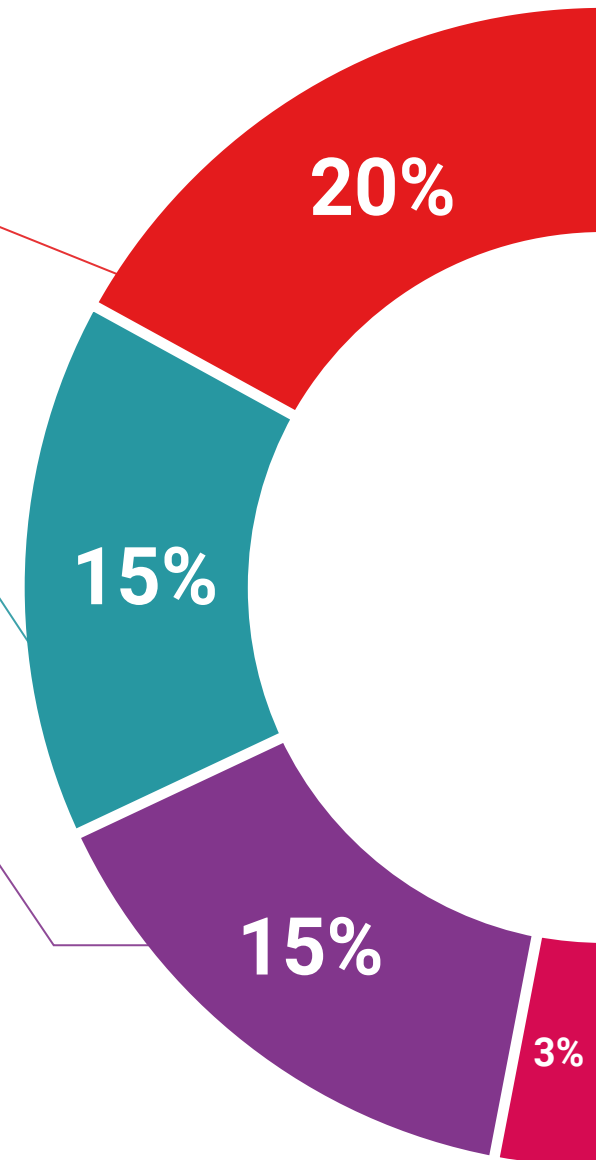
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".

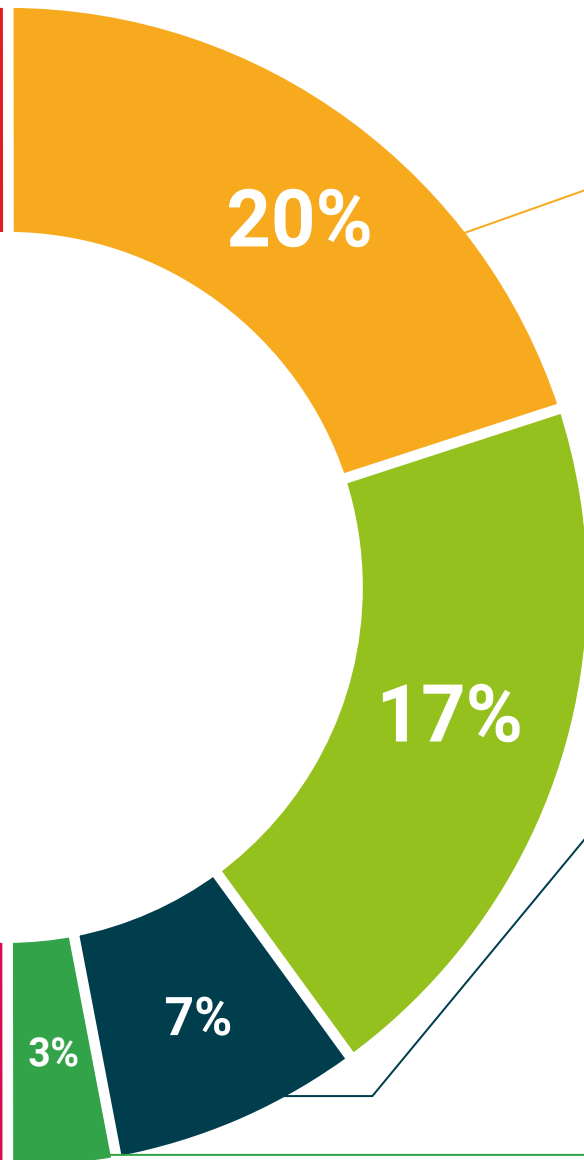


#### Additional Reading

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.







**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



**Classes**

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



07

# Certificate

The MBA in Sports Entities Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma issued by TECH Global University.



“

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

This private qualification will allow you to obtain a **MBA in Sports Entities Management** 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** private qualification 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: **Professional Master's Degree in MBA in Sports Entities Management**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning



## Professional Master's Degree

MBA in Sports Entities Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

# Professional Master's Degree

## MBA in Sports Entities Management

Endorsed by the NBA

