

# Advanced Master's Degree MBA in Sports Management

A M D M B A S M

Endorsed by the NBA





## Advanced Master's Degree MBA in Sports Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-mba-sport-management](http://www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-mba-sport-management)

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# 01

# Welcome

The sports sector is one of the industries with the greatest international impact. With fans all over the world, the business network that is formed around sport is one of the most profitable, both in terms of games and advertising. As a result, its management has become a complex task that requires professionals with extensive experience and, above all, knowledge in different areas: finance, law, marketing, communication, international regulations, labor relations, etc. All these areas, applied to the field of sports, are essential for those who wish to enter a highly competitive sector that generates millions of dollars. For this reason, TECH has developed this specific program on sports management that is aimed, in particular, at business professionals, people with extensive knowledge on a business level who require in-depth training in sports management.



Advanced Master's Degree MBA in Sports Management  
TECH Technological University



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*Knowing the particularities of sports management will allow you to develop the necessary skills to become a successful sports manager. So don't miss the opportunity to improve your skills in this field with TECH”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills training.





“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success”*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the Best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you a program of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

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By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years*

**02**

### Develop a strategic and global vision of companies

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TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision*

**03**

### Consolidate the student's senior management skills

---

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases*

**04**

### Take on new responsibilities

---

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to learn with a team of world renowned teachers*

# 04 Objectives

The main objective of this Advanced Master's Degree MBA in Sports Management at TECH is to offer business professionals the necessary training to successfully progress in a globalized sector with great international influence such as sports management. Therefore, thanks to the completion of this program, students will obtain a global and strategic vision of Sports Management which will be essential in helping them stand out in a highly competitive industry.







“

*A first-class program that will allow you to successfully enter into the field of sports business management”*

TECH makes the goals of their students their own goals too.  
We work together to achieve them.

The **Advanced Master's Degree MBA in Sports Management** will enable students to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Develop the skills required to manage business activities strategically

02

Develop strategies to carry out decision-making in a complex and unstable environment

03

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

05

Design innovative strategies and policies to improve management and business efficiency



06

Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

08

Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

09

Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate a suitable image of our company

07

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

10

Provide specialist training to professionals prepared to work in the sports industry



11

Become a successful sports manager

14

Understand that sport is an economic and business sector different from any other sector, with its distinctive features and particularities

12

Train directors, leaders and future managers of sports entities



13

Understand the international market thanks to the practical experience of professionals who form part of the teaching staff

15

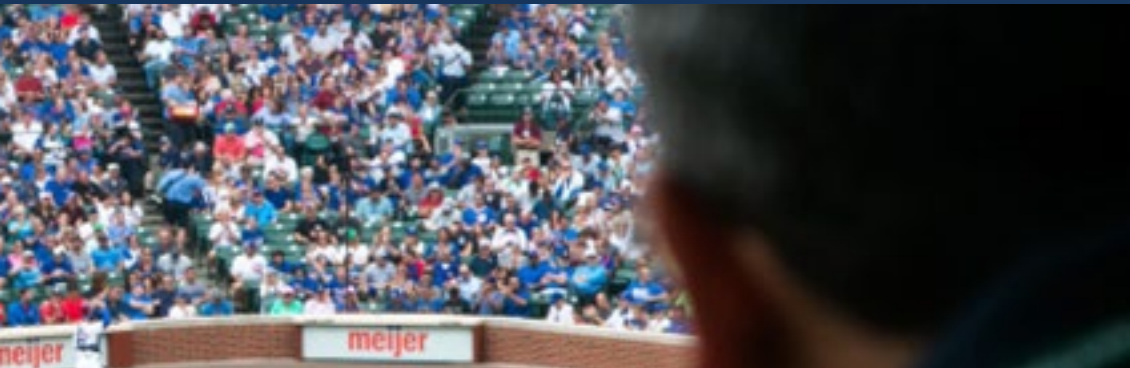
Understand the different individuals who form a part of sport on an international level

16

Understand the working relationships that exist in the world of sport

18

Understand the steps and stages in putting on a sporting event



19

Promote leadership skills within a sporting entity and know how to properly manage people in this sector

17

Understand the importance of communication in sport

# 05 Skills

The Advanced Master's Degree MBA in Sports Management is a high-level academic program created to improve the qualification level of business professionals. Upon finishing the program, the student will have acquired the necessary skills to be competitive in the field of sports management. This will allow them to improve the future of their business and, above all, will guarantee it has an outstanding reputation, to the point where it becomes an internationally renowned company.







“

*Develop the necessary skills to triumph  
in the field of sports management”*

01

Manage a company as a whole, applying leadership techniques that influence the employees' performance, in such a way that the company's objectives are achieved

02

Be part of and lead the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

04

Correctly manage teams to improve productivity and, therefore, the company's profits

05

Control the company's logistics processes, as well as purchasing and procurement

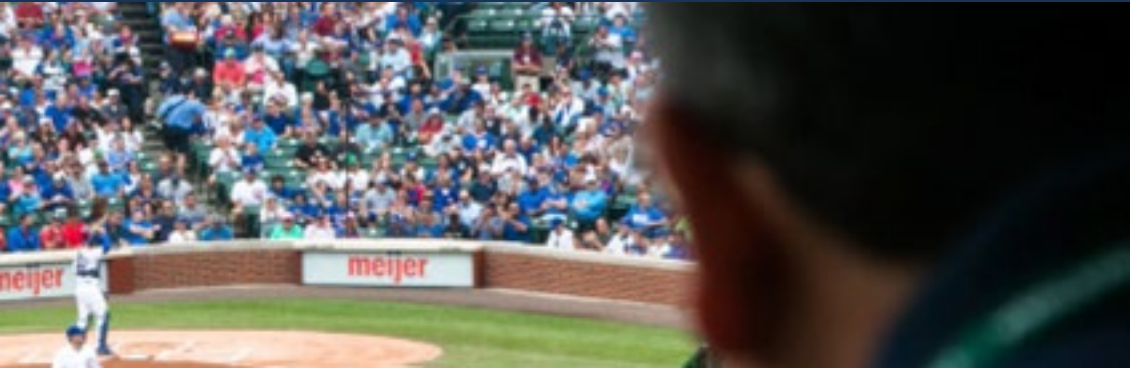


06

Delve into the new business models associated with information systems

08

Focus on innovation in all processes and areas of the business



09

Lead the different projects in a company

07

Apply the most appropriate strategies to support E-commerce of the company's products

10

Commit to sustainably developing the company, avoiding environmental impacts

11

Have a general vision of the sporting environment, both national and international, as well as knowledge of all the areas that make up sports management: legal, financial, strategic, events, marketing and communication

12

Understand the management methods and contractual relationships arising from the practice of sports

13

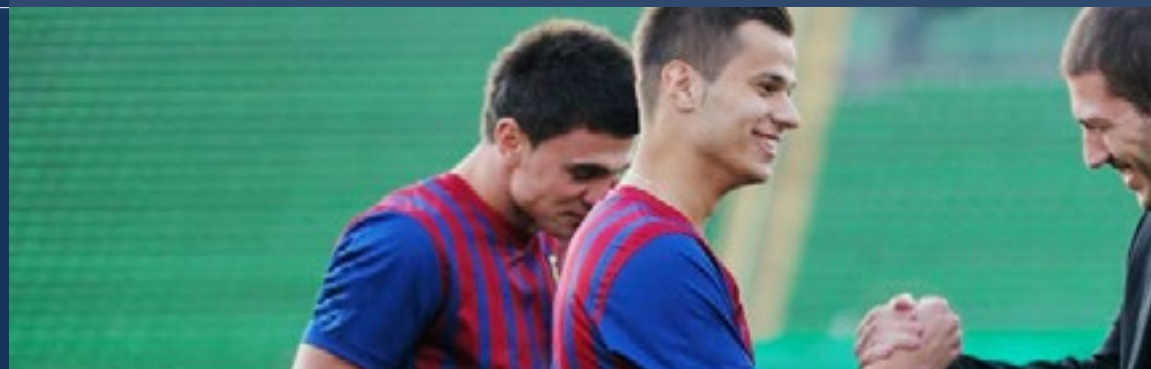
Resolve conflicts that arise between different subjects involved in the sports sector

14

Address issues related to the conclusion of the employment contract, its specificities in terms of rights and obligations of the parties, the possible complications arising from the contractual relationship and the specificities of the employment relationship of athletes and other professionals in terms of suspension or termination of the contract

15

Have in-depth knowledge of athletes' collective rights, such as collective bargaining, social security and occupational health and safety



16

Manage a football club

18

Combat the major issues that threaten sport and its integrity: violence, corruption and doping



19

Properly carry out a marketing plan with all its phases

17

Carry out financial department tasks

20

Inspire people and teams in such a competitive environment as sport, so that they can progress with a strategic vision

06

# Structure and Content

The Advanced Master's Degree MBA in Sports Management is a program aimed at professionals in the business field who have experience of Sports Management or who want to direct their career towards this field. Its 100% online format is made especially easy for those who have to combine their study time with other daily commitments, whether they be professional or personal. For this reason, is it a unique opportunity for people who need to self-manage their learning experience.





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*A very well-structured syllabus that will facilitate your learning and will guide you through the most innovative concepts of sports management”*

## Syllabus

The Advanced Master's Degree in MBA in Sports Management from TECH Global University is an intense program that prepares you to face business challenges and decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, you will analyze a multitude of practical cases through individual work, achieving high quality learning that you will be able to later transfer to your daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in MBA in Sports Management deals extensively with the main areas of business and is designed to specialize executives who understand Sports Management from a strategic, international, and innovative perspective.

A plan designed for students, focused on improving their career and preparing them to achieve excellence in sports management and administration. A program that understands both your and your company's needs through innovative content based on the latest trends, and is supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

This Advanced Master's Degree takes place over 24 months and is divided into 18 modules:

<b>Module 1</b>	Leadership, Ethics, and CSR.
<b>Module 2</b>	Strategic Management and Executive Management
<b>Module 3</b>	People and Talent Management
<b>Module 4</b>	Economic and Financial Management
<b>Module 5</b>	Operations and Logistics Management
<b>Module 6</b>	Information Systems Management
<b>Module 7</b>	Commercial Management, Marketing and Corporate Communications
<b>Module 8</b>	Innovation and Project Management
<b>Module 9</b>	Strategic Planning in Sports Organizations
<b>Module 10</b>	Financial Management and Tax Aspects in Sport
<b>Module 11</b>	Marketing and Communication in Sport
<b>Module 12</b>	Organization of Sporting Events
<b>Module 13</b>	New Trends in Sport: Big Data & e-Sports
<b>Module 14</b>	Leadership and People Management in Sport



### Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 24 months of learning, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap towards success*

**Module 1. Leadership, Ethics, and CSR.**

**1.1. Globalization and Governance**

- 1.1.1. Globalization and Trends: Internationalization of Markets
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability or Accounts Performance

**1.2. Leadership**

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

**1.3. Business Ethics**

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

**1.4. Sustainability**

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs

**1.5. Corporate Social Responsibility**

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

**Module 2. Strategic Direction and Executive Management**

**2.1. Organizational Analysis and Design**

- 2.1.1. Organizational Culture
- 2.1.2. Organizational Analysis
- 2.1.3. Designing the Organizational Structure

**2.2. Corporate Strategy**

- 2.2.1. Corporate-Level Strategy
- 2.2.2. Types of Corporate-Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

**2.3. Strategic Planning and Formulation**

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

**2.4. Strategy Models and Patterns**

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Corporate Strategy: Methodology
- 2.4.3. Growing and Consolidating the Corporate Strategy

**2.5. Strategic Management**

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. The Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

**2.6. Implementing and Executing Strategy**

- 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
- 2.6.2. Strategic Alignment and Supervision
- 2.6.3. Continuous Improvement Approach

**2.7. Executive Management**

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

**2.8. Analyzing and Solving Cases/Problems**

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision-Making

**Module 3. People and Talent Management**
**3.1. Organizational Behavior**

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

**3.2. Strategic People Management**

- 3.2.1. Job Design, Recruitment, and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

**3.3. Management and Leadership Development**

- 3.3.1. Managerial Skills: 21st Century Skills and Abilities
- 3.3.2. Non-Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

**3.4. Change Management**

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

**3.5. Negotiation and Conflict Management**

- 3.5.1. Negotiation Objectives: Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

**3.6. Executive Communication**

- 3.6.1. Performance Analysis
- 3.6.2. Leading Change: Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

**3.7. Team Management and People Performance**

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Managerial Meetings: Planning and Time Management

**3.8. Knowledge and Talent Management**

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

**Module 4. Economic and Financial Management**
**4.1. Economic Environment**

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

**4.2. Executive Accounting**

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision-Making

**4.3. Budget and Management Control**

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

**4.4. Corporate Tax Responsibility**

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Country-Case Approach

**4.5. Corporate Control Systems**

- 4.5.1. Types of Control
- 4.5.2. Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

**4.6. Financial Management**

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

**4.7. Financial Planning**

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

**4.8. Corporate Financial Strategy**

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

**4.9. Macroeconomic Context**

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

**4.10. Strategic Financing**

- 4.10.1. Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

**4.11. Money and Capital Markets**

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

**4.12. Analyzing and Solving Cases/Problems**

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

## Module 5. Operations and Logistics Management

### 5.1. Operations Management

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

### 5.2. Purchasing Management

- 5.2.1. Stocks Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

### 5.3. Supply Chain Management (I)

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

### 5.4. Supply Chain Management (II) Implementation

- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

### 5.5. Logistical Processes

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs and Tools
- 5.5.4. After-Sales Service

### 5.6. Logistics and Customers

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting and Replacement

### 5.7. International Logistics

- 5.7.1. Customs, Export and Import Processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

### 5.8. Competing through Operations

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

## Module 6. Information Systems Management

### 6.1. Information Systems Management

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

### 6.2. Information Technology and Business Strategy

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

### 6.3. IS Strategic Planning

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

### 6.4. Information Systems and Business Intelligence

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

### 6.5. New ICT-Based Business Models

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

### 6.6. e-Commerce

- 6.6.1. e-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in e-Commerce
- 6.6.3. e-Commerce as an Opportunity for Internationalization

### 6.7. e-Business Strategies

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

### 6.8. Digital Business

- 6.8.1. Mobile e-Commerce
- 6.8.2. Design and Usability
- 6.8.3. e-Commerce Operations



**Module 7. Commercial Management, Marketing and Corporate Communications**
**7.1. Commercial Management**

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

**7.2. Marketing**

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables

**7.3. Strategic Marketing Management**

- 7.3.1. Sources of Innovation
- 7.3.2. Current Trends in Marketing
- 7.3.3. Marketing Tools
- 7.3.4. Marketing Strategy and Communication with Customers

**7.4. Digital Marketing Strategy**

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

**7.5. Sales and Communication Strategy**

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

**7.6. Corporate Communication**

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Competencies and Responsibilities

**7.7. Corporate Communication Strategy**

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity

**Module 8. Innovation and Project Management**
**8.1. Innovation**

- 8.1.1. Macro Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

**8.2. Innovation Strategies**

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

**8.3. Business Model Design and Validation**

- 8.3.1. The Lean Start-up Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

**8.4. Project Management**

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

### Module 9. Strategic Planning in Sports Organizations

9.1. Introduction to Planning and Strategic Analysis in Professional Sport	9.2. Sales and Purchasing of Sports Entities	9.3. Football Club Management	9.4. Sports Structure and Planning
9.5. Business Development and Stadium Exploitation	9.6. Business Development and Commercial Rights	9.7. TV Rights	9.8. Internationalization of Sports Entities
9.9. Business holding and investment funds	9.10. Business Practice Models		

### Module 10. Financial Management and Tax Aspects in Sport

10.1. Introduction to Finances in Sport	10.2. Interpretation of Financial Reports	10.3. The PGC of Sports Entities. Balance Structure	10.4. Intangible Assets and Their Value
10.5. Structure of the Income Statement	10.6. Drafting and Control of Budgets Income Sources and Regulation	10.7. Investment Mechanisms and Financing in Sports Sponsorship, Patronage and Other Figures	10.8. Appraisal of Investment Projects Preparation and Possible Structure of a Feasibility Plan
10.9. An Approach to Tax and Estate Planning for Sports People	10.10. An Approach to the Taxation of Sports Entities		

### Module 11. Marketing and Communication in Sport

11.1. Introduction to Sports Marketing	11.2. Marketing Plan	11.3. Branding and Brand Development	11.4. Sports Sponsorship
11.5. Ambush Marketing	11.6. Communication in Sport	11.7. Digital Marketing and Sport	11.8. Specialization in Women's Sports
11.9. Sports Marketing and Other Areas	11.10. Digital Marketing Trends		

**Module 12. Organization of Sporting Events**

12.1. Introduction to the Organization of Sporting Events	12.2. Types of Events	12.3. Planning and Management of Sports Events	12.4. Business Plan and Sponsorship
12.5. Communication	12.6. Security at Sports Events	12.7. Execution and Production of Sporting Events	12.8. Protocol at Sports Events
12.9. Sports Tourism and Local Promotion	12.10. Analysis and Closing of Sporting Events		

**Module 13. New Trends in Sport: Big Data & e-Sports**

13.1. Introduction to the Use of Big Data in Sport Current Links and Scenarios	13.2. Methodology of Data Analysis Phases and Strategies	13.3. Open Data Providers and Sources	13.4. Payment Data Providers and Sources
13.5. Reports and Infographics: Vital Importance of the Sample	13.6. Tools for Data Handling	13.7. Communication Applied to Big Data in Search of Material and Sample Excellence	13.8. Introduction to Electronic Sports
13.9. e-Sports Management	13.10. Legal Aspects and Regulators of Electronic Sports		

**Module 14. Leadership and People Management in Sport**

14.1. Leadership Styles	14.2. Managerial Skills	14.3. Entrepreneurship	14.4. HR and Talent Management
14.5. Team Management	14.6. Coaching Applied to Sports	14.7. Negotiation	14.8. Conflict Resolution
14.9. Communicative Skills	14.10. Pressure Management		

07

# 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"*



## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*



*This program prepares you to face business challenges in uncertain environments and achieve business success*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*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*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### 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".



### 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.



08

# Our Students' Profiles

TECH's students are people with a higher level education who, aware of the importance of specialization in order to improve their work, are constantly updating their knowledge. In this way, throughout their careers these students improve their competencies and skills so as to keep up with the changes that occur in any professional field and, therefore, they are able to stand out from their closest competitors due to their outstanding quality and efficiency..





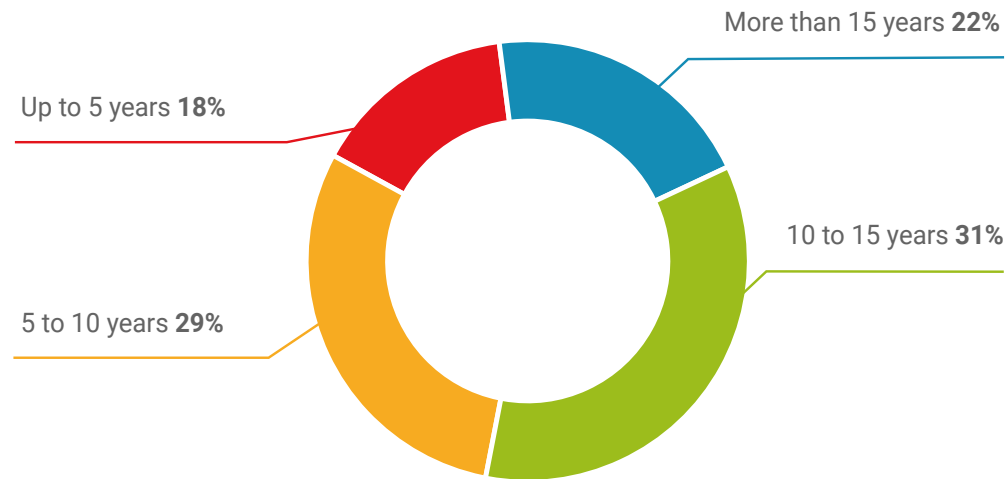
“

*TECH students are people who believe in higher education as a way of improving their skills and employability”*

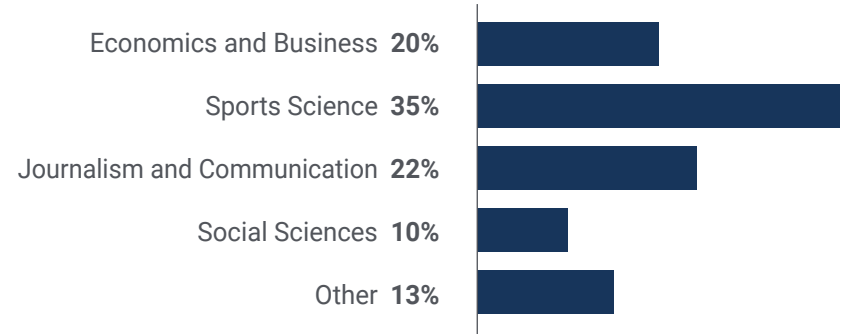
### Average Age

Between **35** and **45** years old

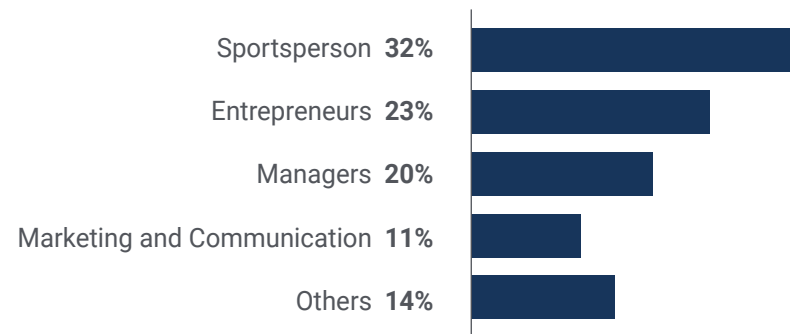
### Years of Experience



### Training

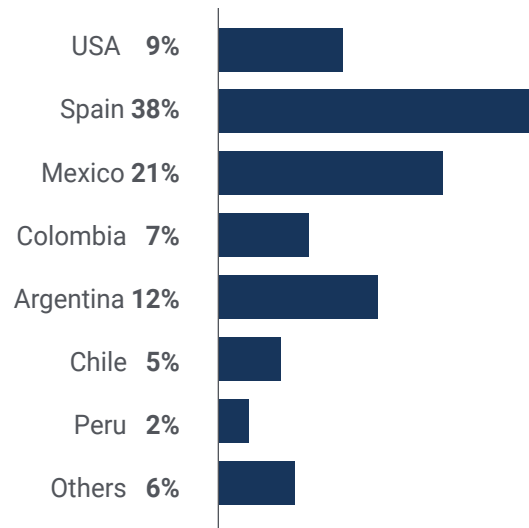


### Academic Profile



## Geographical Distribution

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## Ignacio Ramírez

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Sports Manager

*"Sport has been one of my biggest hobbies since I was a child. I always knew that I wanted to work professionally in sport and a sporting injury led me on my path towards sports management. Although I have now been in the sector for a few years, I needed to improve my skills in this field and, luckily, at TECH I found the best program currently available. In addition, its 100% online format has been essential for me to be able to combine my studies with the rest of my commitments"*

09

# Course Management

The teachers of this program are professionals with extensive experience in sports management, who bring all their knowledge to this program, both acquired through study and from their own experience. Undoubtedly, these professors have invested their time and effort into this syllabus in order to offer students the most innovative concepts and strategies that will mark a difference in the quality of their professional development. A unique opportunity to study with the best and to learn from all their wisdom in this field.





A black and white photograph showing three people from a different perspective, looking down and to the right, presumably at a computer screen. The image is partially obscured by a dark blue diagonal overlay on the right side of the page.

“

*A first-class teaching staff that has selected the most relevant information to offer you a quality specialization program"*

## Management



### Ms. Bellver Alonso, Reyes

- ◆ Lawyer
- ◆ Founder and Member of Bellver Sports Legal Boutique
- ◆ Founder and President of Leadership Woman Football Platform
- ◆ Degree in Law with Major in European Law
- ◆ Master's Degree in International Relations from the San Pablo CEU University of Madrid
- ◆ Master's Degree in Business Taxation from ICADE
- ◆ Master's Degree in Sports Law from the University of Lleida
- ◆ Founding member and current president of the Madrid Association of Sports Law
- ◆ Spokesperson and Founding Member of the Spanish Association of Ethics Quality in Sport
- ◆ Coordinator of the International Association WISLaw-Women in Sports Law, in Spain

## Professors

### Ms. Carmona, Sara

- ◆ Sports Journalist and Big Data Expert Analyst
- ◆ Graduate in Journalism from the Faculty of Philosophy and Literature of Valladolid (UVA)
- ◆ Expert in Sports Data Analysis and Big Data from the University of Valladolid
- ◆ Coach: Degree in Soccer Sports Technician Level 1
- ◆ Soccer analyst for the 360° Analyst Objective Course. Analysis and Scouting
- ◆ Academic Director of the Master's Degree in Sports Marketing, Digital Environments and Esports at UCAM

### Ms. Díaz Mari, Montse

- ◆ Specialist Lawyer in Sports Law
- ◆ Basketball Coach-Level II FBPA
- ◆ Master's Degree in Sports and Entertainment Markets and Industry-ISDE Residency in Miami
- ◆ Master's Degree in Sports Law from INEFC- Lérida
- ◆ Master's Degree Access to the Legal Profession and Business Law, San Pablo University CEU, Madrid
- ◆ Degree in Sports Law from San Pablo University, CEU, Madrid
- ◆ Degree in Law from the University of Oviedo

**Mr. Barras, Pedro J.**

- ◆ Lawyer
- ◆ Tax Advisor
- ◆ Postgraduate Diploma and Master's Degree in Sports Law

**Ms. Esperidiao, Mónica**

- ◆ Expert in Sports Marketing, CMO Leadership Woman Football
- ◆ Founder & CEO of Women Experience Sports. Madrid
- ◆ Executive Director Madrid
- ◆ Master's Degree in Sports Marketing, Real Madrid University School, European University
- ◆ Postgraduate Degree in Sports Management from the Sao Paulo Anhembi Morumbi University

**Mr. González Graña, Carlos**

- ◆ Managing partner at Callander Sports & Business
- ◆ Degree in Law (UDC)
- ◆ Founder and Managing Director of Callander Sports & Business
- ◆ Cofounder and Operations Manager of Business Hub Innovation
- ◆ Member of Professional Sport Area Raheem GL Business Club

**Mr. Novo, Andrés**

- ◆ Marketing and Events in PRISA Group
- ◆ Assistant Director of Agur San Mames Production
- ◆ Director of Local Red Bull Cliff Diving Bilbao Production (2014)
- ◆ Creator and Director of the Bilbao Triathlon (2011, 2012, 2013 and 2014)

**Ms. Pascual, Mónica**

- ◆ Founder & CEO of Making Talent Happen
- ◆ Industrial Engineer
- ◆ Creator of the IMPARABLES Podcast
- ◆ Author of the blog Mentalidad Imparable in AS newspaper
- ◆ High-performance coach for elite athletes and businesses
- ◆ Mental Preparation Program for Elite Athletes
- ◆ Unstoppable Teams in Business Program
- ◆ Mindfulness Program for Sportspeople
- ◆ La Liga Sports Coach for Trainers and Managers

**Dr. Rubio, Francisco**

- ◆ 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
- ◆ Consultant & Academic Council Member at Lemat Abogados
- ◆ Mediator of the Court of Arbitration for Sport (CAS)
- ◆ Referee Committee of Experts in the Sports and Entertainment Industry. European Arbitration Association

**Dr. Valiño Arcos, Alejandro**

- ◆ PhD in Law from the University of Valencia with Outstanding Award
- ◆ University Professor Faculty of Law University of Valencia (from 17th July 2002 to 1st February 2009)
- ◆ University Senior Professor Faculty of Law University of Valencia
- ◆ Degree in Law from the University of Valencia

# 10

# Impact on Your Career

TECH Technological University offers its students this Advanced Master's Degree MBA in Sports Management, with which they will be able to make a radical change in their career. It is a unique opportunity to improve on a professional level, achieving superior knowledge that will be fundamental to achieve the growth of sports companies in any field. In this way, students will be able to develop successfully in a growing sector that needs professionals with extensive experience and qualifications.



“

*This Advanced Master's Degree will be a leg up in your professional career, as you will be able to acquire the most essential knowledge in order to be successful in sports management"*

## Are you ready to take the leap? Excellent professional development awaits you

The Advanced Master's Degree in MBA in Sports Management from TECH Technological University is an intense program that prepares students to face business challenges and decisions both nationally and internationally. The main objective is to promote your personal and professional growth. Helping you achieve success.

Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

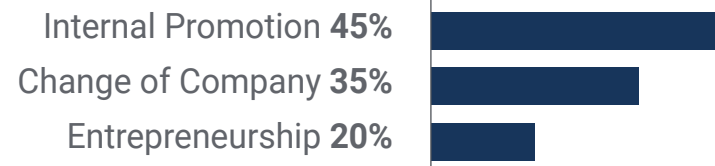
*Get the job opportunity you want by improving your training in TECH*

*Completing this program will allow you to turn your career around in a positive way*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **25%** for our students.



11

# Benefits for Your Company

The Advanced Master's Degree MBA in Sports Management is a unique study opportunity for business professionals who want to expand their professional scope into the sports sector. Therefore, upon completing this program, they will be able to competitively manage a top-level sports company, providing not only all their business knowledge, but also the most specific knowledge on Sports Management. In addition, the student will be able to join TECH's educational community and access a powerful network of contacts in which to find future professional partners, clients or suppliers.







“

*It provides sports entities with professionals who have the training of a top-level manager”*

Developing and retaining talent in companies is the best long-term investment.

01

### Intellectual Capital and Talent Growth

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization

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02

### Retaining High-Potential Executives to Avoid Talent Drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company

03

### Building Agents of Change

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles

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04

### Increased International Expansion Possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy



05

### Project Development

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company

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06

### Increased Competitiveness

This Advanced Master's Degree will equip our students with the necessary skills to take on new challenges, thereby driving the organization forward

# 12 Certificate

This Advanced Master's Degree MBA in Sports Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree issued by TECH Technological University.





“

*Successfully complete this program  
and receive your university diploma  
without travel or laborious paperwork”*

This **Advanced Master's Degree in MBA in Sports Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** diploma issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Advanced Master's Degree in MBA in Sports Management**

Official N° of hours: **3,000 h.**

**Endorsed by the NBA**



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



## Advanced Master's Degree MBA in Sports Management

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**



# Advanced Master's Degree MBA in Sports Management

Endorsed by the NBA

