

# Executive Master's Degree MBA in Sports Entities Management

M B A S E M

Endorsed by the NBA





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

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 60 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: university graduates and sports professionals who want to broaden their knowledge and skills related to sport management and everything that surrounds it

Website: [www.techitute.com/us/school-of-business/professional-master-degree/mba-sports-entities-management](http://www.techitute.com/us/school-of-business/professional-master-degree/mba-sports-entities-management)

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# 01 Welcome

Sport is a transversal discipline that has grown both nationally and internationally in recent years, becoming an economic sector with a significant impact on GDP. For this reason, expert professionals are needed who have detailed knowledge of the sports environment, its players, basic applicable regulations, as well as all the other areas that have an impact on sports, such as finance, law, marketing, communication, events or new trends. Therefore, this program will provide you with a general overview of sports management that you can apply to this global and interesting sector. And all this, in a flexible way, as it is taught in a 100% online format.



**MBA in Sports Entities Management**  
**TECH Global University**



“

*The sports industry requires highly qualified sports and business professionals. If you want to progress in this field, do not miss the opportunity to study at 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 centre 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 Global 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:



### 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"*



### 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.

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 training 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

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

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 Global University community.

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

# 04 Objectives

This program is designed to strengthen management and leadership skills in sports management as well as developing new competencies and skills that will be essential for professional development. After the program, students will be equipped to make global decisions with an innovative perspective and an international vision.



“

*One of our fundamental objectives is to help you develop essential skills for sports management with a strategic and innovative vision”*

TECH makes the objectives of its students its own.  
We work together to achieve them.

The MBA in Sports Entities Management will enable the students to:

01

Impart knowledge about the sports environment and market

04

Prepare to be managers, leaders and future administrators of sports entities

02

Undertake the professional development necessary to work in the sports industry

03

Become a successful sports manager

05

Gain knowledge about the global market, through the practical experiences of the professionals who form the faculty





06

Understand that sport is an economic and business sector which is different from any other sector, with its own particular features and considerations

08

Acquire knowledge of the international sports ecosystem



09

Understand the different stakeholders involved in sport at a global level

07

Understand the legal considerations for the sports sector

10

Understand the existing labor relations in the sports world

11

Learn about strategy in sports

13

Understand the importance of communication in sports



12

Acquire knowledge of sports marketing and the creation and development of a marketing plan

14

Get to know the steps and stages for the realization of a sports event

15

Gain insights into sports jurisdiction

17

Develop an interest in innovation and new trends in sports management



16

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

18

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

# 05 Skills

After passing the assessments of the MBA in Sports Entities Management, the professional will have acquired the necessary competencies for excellent and up-to-date practice based on the most innovative teaching methodology.





“

*This program will help you acquire the skills you need to excel in your daily work”*

01

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

02

Understand the management methods and contractual relationships relating to sports

03

Resolve conflicts that arise among the various parties involved in the sports sector

04

Address issues related to the formalization of the employment contract, its peculiarities in terms of rights and obligations of the parties, the possible vicissitudes arising from the contractual relationship and the special considerations for the employment relationship of athletes and other professionals in terms of suspension or termination of the contract

05

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



06

Manage a soccer club

08

Deal with the main scourges that threaten sport and its integrity: violence, corruption and doping

09

Properly carry out a marketing plan with all its stages

07

Carry out financial department tasks

10

Inspire individuals and teams in competitive environments such as sports to move forward with a strategic vision



06

# Structure and Content

The MBA in Sports Entities Management is a tailor-made program that is taught 100% online so that you can choose the time and place that best suits your availability, schedule, and interests. A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a project manager.





“

*Our syllabus has been designed to meet quality criteria and students' educational needs"*

## Syllabus

This MBA in Sports Entities Management from TECH Global University is an intensive program that prepares you to face challenges and business decisions in the sports environment. Its content is designed to promote the development of managerial skills that enable more rigorous decision making in uncertain environments.

Over the course of 1,500 hours, you will analyze a plethora of practical cases through individual work, achieving profound insights that will be very useful for your daily work. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree deals with different areas of the sports industry in depth and is designed to provide managers with an understanding of Sports Entities Management from a strategic, international and innovative perspective.

It is a plan designed for students, focused on their professional development and preparing them to achieve excellence in the field of business management and administration. A program that understands students' needs and those of their company, with innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is divided into 10 modules:

<b>Module 1</b>	Introduction to Sports Law and Management
<b>Module 2</b>	Organizational Structure of Global Sport
<b>Module 3</b>	Strategic Planning in Sports Organizations
<b>Module 4</b>	Financial Management and Tax Considerations in Sports
<b>Module 5</b>	Marketing and Communication in Sports
<b>Module 6</b>	Organization of Sports Events
<b>Module 7</b>	New Trends in Sports: Big Data & eSports
<b>Module 8</b>	Leadership and People Management in Sports



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

TECH offers the possibility of taking this program completely online. Over the course of the 12 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

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

**1.1.** The Sports Environment

1.1.1. Historical Background of Sports Law

**Module 2.** Organizational Structure of International Sport

2.1. Federations

2.2. International Sports Organization

2.3. Sport in the European Union

2.4. Other Organizations Outside the Federative Pyramid: Examples of Basketball and Paddleball

2.5. International Conflict Resolution Formulas

**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 Considerations in Sports

4.1. Introduction to Sports Finance	4.2. Interpretation of Financial Reports	4.3. Budget Production and Control: Income Sources and Regulation	4.4. Investment Projects Appraisal: Elaboration and Possible Structure of a Feasibility Plan
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**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's Sports
5.9. Sports Marketing and Other Areas	5.10. Trends in Sports Marketing		

**Module 6. Organization of Sports Events**

6.1. Introduction to Sports Events	6.2. Origin and History of Sports Events	6.3. Management of Sports Events	6.4. Planning as a Success Factor
6.5. General Plan for the Sports Event	6.6. Forms of Income	6.7. Sponsorships	6.8. Communication
6.9. Sports Tourism and Local Promotion	6.10. Success Stories of Sports Events		

**Module 7. New Trends in Sports: Big Data & eSports**

7.1. Introduction to the Use of Big Data in Sport: Current Linkages 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 Excellence in the Material and its Sampling	7.8. Introduction to e-Sports
7.9. 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

8.9. Communicative Skills

8.10. Pressure Management



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





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

Our MBA in Sports Entities Management is a program aimed at university graduates in the field of sport, who want to broaden their knowledge and skills in relation to Sports Entities Management and everything that surrounds it. This program uses a multidisciplinary approach for students who have a diverse set of academic profiles and represent multiple nationalities.





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*Our students are committed people who are seeking improved career prospects and, therefore, do not hesitate to put all their efforts into furthering their professional development"*

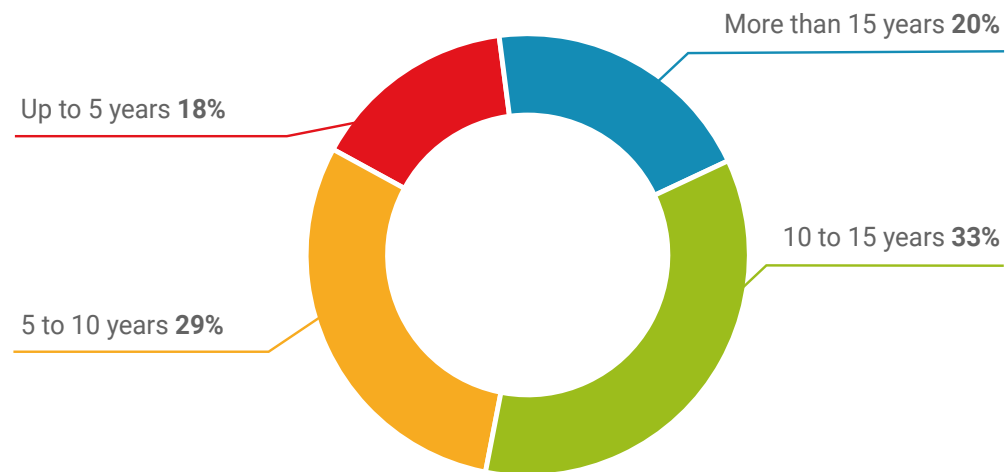
### Average Age

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

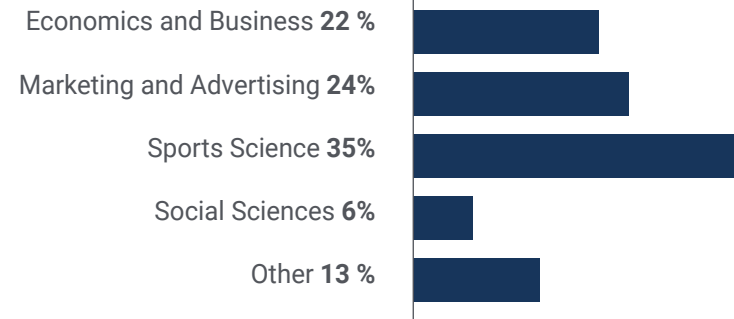
### Years of Experience

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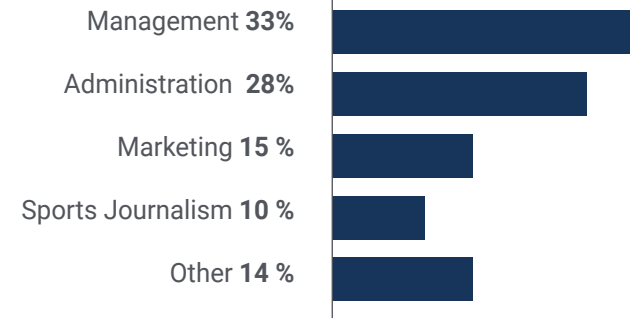
### Training

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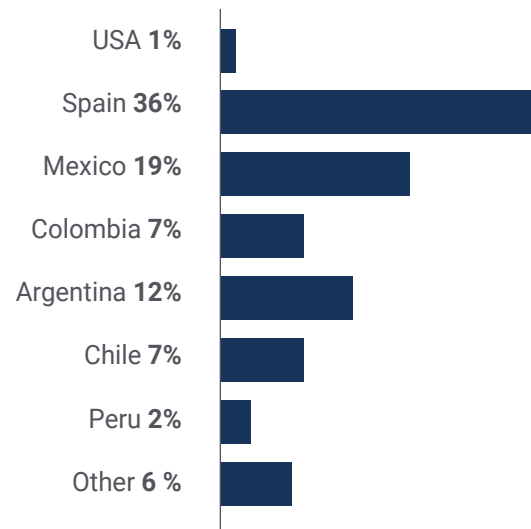
### Academic Profile

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## Geographical Distribution

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## Jaime Trigueros

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**Sport Manager**

*"In TECH I have found a unique opportunity to broaden my expertise in Sports Entities Management, a profession that has always attracted me. Therefore, thanks to their online methodology, I was able to continue studying while working, and I have achieved the long-awaited career change I had been looking for"*

09

# Course Management

The teaching staff includes leading experts in Sports Entities Management, who bring their professional experience to this program. Furthermore, other renowned specialists in related disciplines participate in its design and preparation, making it a unique and highly enriching educational experience for students.



“

*Our teaching team has designed  
an academic program tailored to  
your needs”*

## 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 arena.





## 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, Michigan
- Bachelor's degree in Marketing and Business from Eastern Michigan University

“

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

## Management



### Ms. Bellver Alonso, Reyes

- ♦ Sports Law Attorney and Founding Partner at Bellver Sports - Legal Boutique
- ♦ Founder and president of the Leadership Woman Football platform
- ♦ Founding member and president of the Sports Law Association of Madrid
- ♦ Coordinator of the International Association WISLaw - Women in Sports Law, in Spain
- ♦ Member and founding member of the Spanish Association for Ethical Standards in Sport
- ♦ Degree in Law with a specialization in European Union Law from CEU San Pablo University
- ♦ Master's Degree in International Relations from CEU San Pablo University, Madrid
- ♦ Master's Degree in Business Taxation by ICADE
- ♦ Master's Degree in Sports Law from the University of Lleida
- ♦ Miki Roqué "Peace through Sport" Award 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 lawyers in the Sports Law sector

## Professors

### 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

- ◆ Attorney specialized in Sports Law at Club Inter Movistar Futsal
- ◆ FBPA Level II Basketball Coach
- ◆ Attorney at Samsung Electronics Iberia
- ◆ Degree in Law from the University of Oviedo
- ◆ Specialization in Sports Law at San Pablo CEU University - Madrid
- ◆ Master's Degree in Sport and Entertainment Markets and Industry at ISDE
- ◆ Official Master's Degree in Sports Law at the INEFC
- ◆ Master's Degree in Access to the Legal Profession and Business Law at San Pablo CEU University

### Mr. Valiño, 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 Tennis 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 indoor soccer and chess schools and sports clubs
- ◆ 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

**Ms. Esperidião Hasenclever, Mônica**

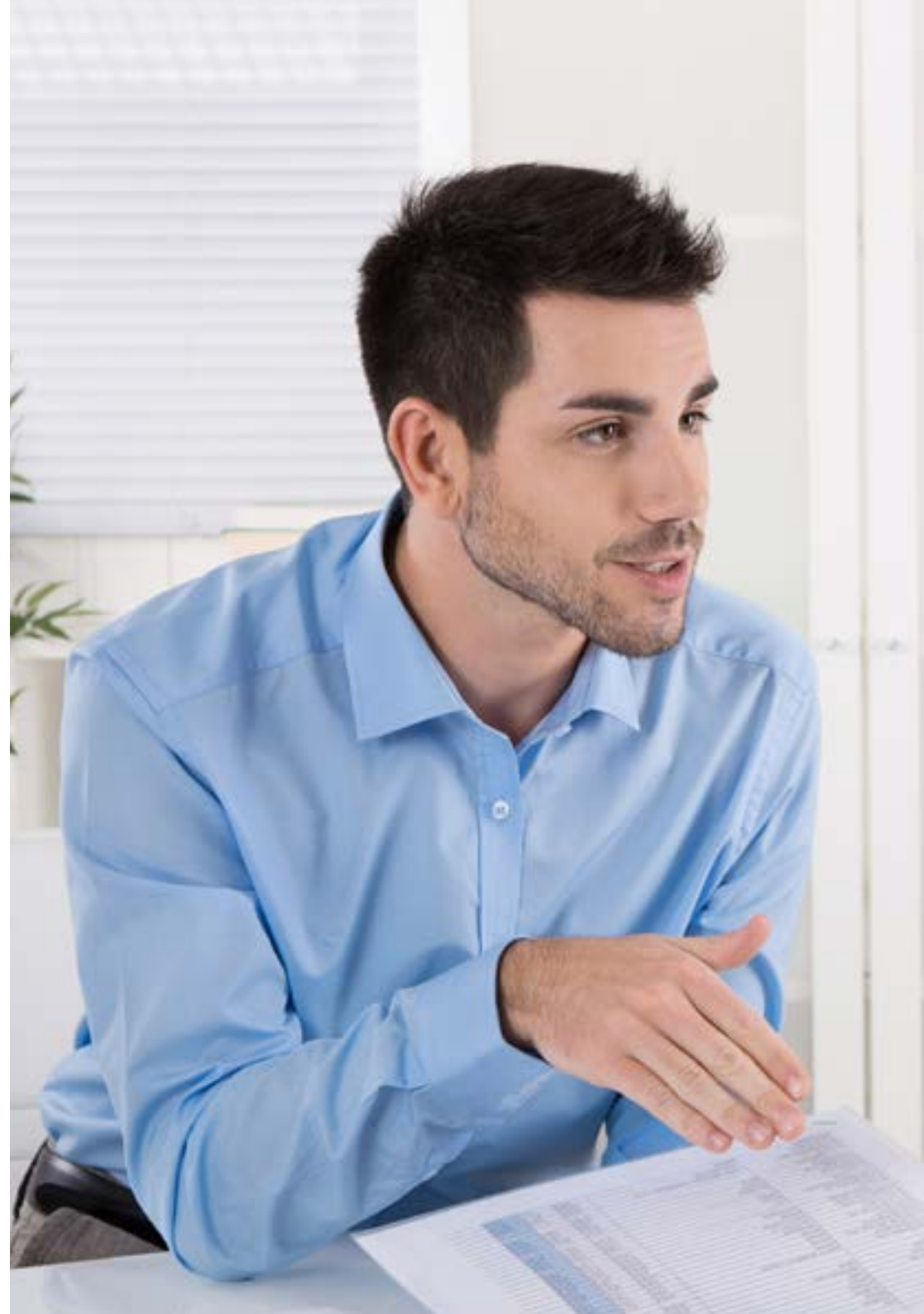
- ◆ Chief Marketing Officer and director of the LWF Academy
- ◆ Founder and CEO of Women Experience Sports
- ◆ Executive Director at LVN Sport
- ◆ Head of Sports Marketing and Sponsorships at Telefónica Vivo
- ◆ Degree in Business Administration from Mackenzie Presbyterian University in Sao Paulo, Brazil
- ◆ Post-Graduation in Sports Management Anhembi Morumbi University in Sao Paulo, Brazil
- ◆ Master's Degree in Sports Marketing from 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, 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**

- ◆ CEO 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

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# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

For that reason, we put all our efforts and tools at your disposal so that you can acquire the necessary skills and abilities that will allow you to achieve that change.



“

*This program will have a significant impact on your career, as it will allow you to acquire the necessary skills to successfully develop in the leadership and management of sports events"*

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

This MBA in Sports Entities Management from TECH Global University is an intensive program that prepares you to face challenges and business decisions in the field of sports. The main objective is to promote personal and professional growth, therefore, helping you to succeed.

If students seek self improvement, positive professional change and an opportunity to network with the best, this is the program for them.

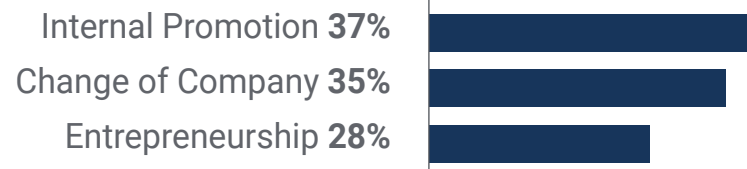
*Achieve the professional change you deserve thanks to the educational support offered by TECH.*

*To achieve a positive change in your career, you need to obtain specific skills that will allow you to stand out from the rest of the competition.*

#### When the change occurs



#### Type of change





## Salary increase

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This program represents a salary increase of more than **25.22%** for our students



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# Benefits for Your Company

The MBA in Sports Entities Management helps to optimize the organization's talent through the specialization of high-level leaders. It is a challenge that involves a great effort, but it will bring you the necessary benefits to shine in your profession and achieve improvements in your organization. Furthermore, participating in this program is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.





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*Our superior program will enable you to  
bring a fresh vision to your business”*

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

**01**

### **Intellectual Capital and Talent Growth**

Bring new concepts, strategies and perspectives to the company that can bring about relevant organizational change.

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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**

Be able to make decisions in times of uncertainty and crisis, helping the organization to 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 of the world economy.



05

### **Project Development**

Be able to work on a real project or develop new projects in the R&D or Business Development area of your company.

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06

### **Increased Competitiveness**

Be equipped with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

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



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

This program will allow you to obtain your **Executive Master's Degree diploma in 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.

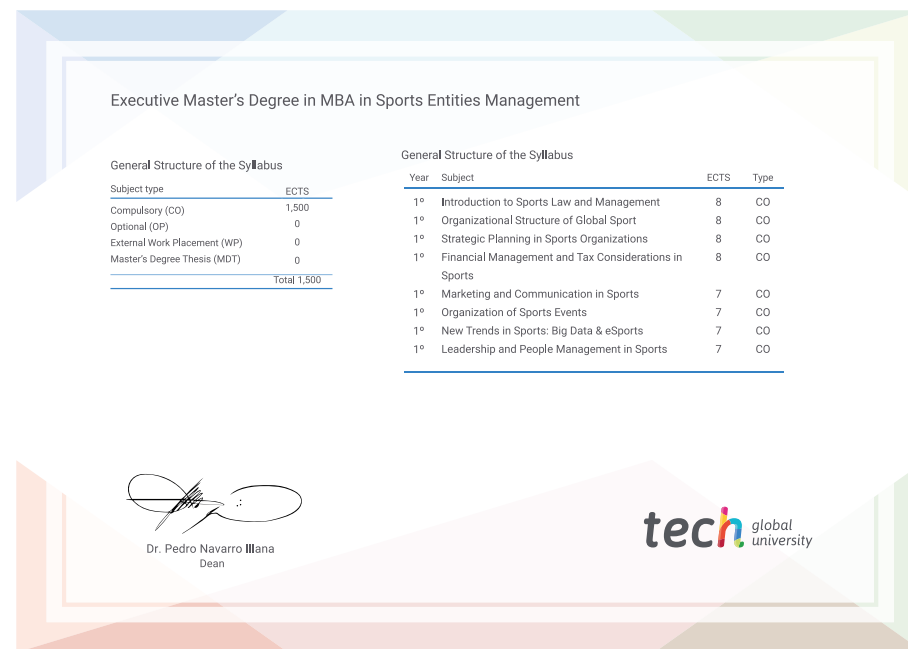
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in MBA in Sports Entities Management**

Modality: **online**

Duration: **12 months**

Accreditation: **60 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.





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

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree MBA in Sports Entities Management

Endorsed by the NBA

