

# Postgraduate Certificate

## Management of Professional Athlete's Assets

Endorsed by the NBA





## Postgraduate Certificate Management of Professional Athlete's Assets

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

Website: [www.techtute.com/us/sports-science/postgraduate-certificate/management-professional-athletes-assets](http://www.techtute.com/us/sports-science/postgraduate-certificate/management-professional-athletes-assets)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 18*

05

Methodology

---

*p. 22*

06

Certificate

---

*p. 30*

# 01

# Introduction

The diligent management of an employee's assets is always something of significant importance, but in the case of elite athletes it becomes a transcendental factor given the brevity of their professional career. For this reason, it is advisable to keep up to date in advanced asset preservation strategies, especially after the athlete's retirement. Sports professionals will find this and more in this program, in which they will learn in depth about the structural risks that may arise and the most appropriate contingency plans for emergency cases. Focusing also on the generation of business after the sports activity, this program will be taught in a convenient online format.





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*Get up to date on the latest asset preservation strategies to protect the assets of the elite athlete”*

The professional activity of an elite athlete has the potential to generate a large annual income, significantly higher than that of workers in other sectors. However, on many occasions they adapt their lifestyle to such earnings and, when the time comes for them to retire, the increase in their wealth slows down considerably. This causes numerous difficulties for athletes in meeting their expenses and tax obligations, putting their assets at serious risk.

Therefore, proper advice on responsible wealth management is vital to ensure their future and, in many cases, that of the family unit. That is why sports professionals who specialize in this area are gaining in importance, both to take care of their own assets and to provide valuable advice to other sportsmen and women.

Therefore, students of this Postgraduate Certificate will delve into the profitability and financial freedom of athletes before and after their sporting career. To this end, they will proceed to identify the dangers or economic challenges that await them after retirement, analyzing the most appropriate contingency plans for these situations. In the same way, emphasis will be placed on the figure of the family protocol and its possibilities to preserve the athlete's assets.

This necessary specialization will be available to students in the most advanced Virtual Campus on this subject, where they will find an extensive digital library of multimedia resources and a teaching team that will ensure their progress in the program.

This **Postgraduate Certificate in Management of Professional Athlete's Assets** contains the Scientific most complete and up-to-date educational program on the market. Its most notable features are:

- ♦ The development of case studies presented by experts in medical management
- ♦ The graphic, schematic and practical contents of the book provide Legal and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*A perfect opportunity to become the go-to professional for designing contingency plans against threats of asset impairment"*

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*If you're looking to take a closer look at an athlete's possibilities as an entrepreneur after retirement, this is the program for you"*

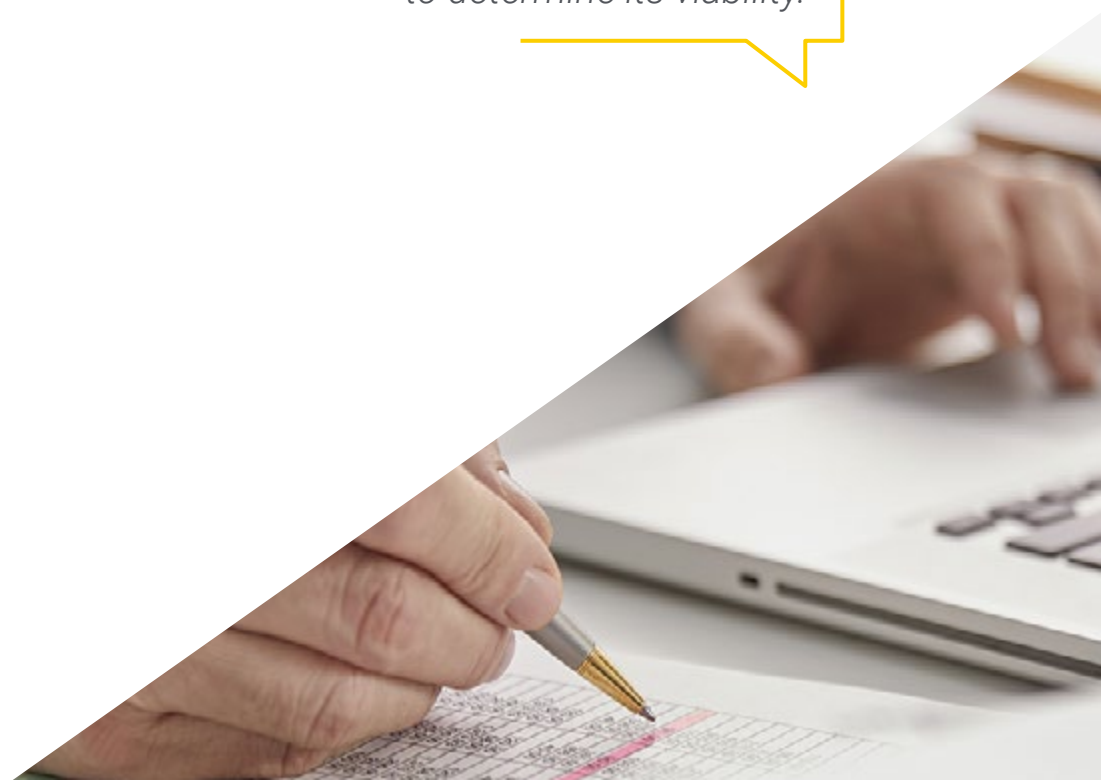
The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

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

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

*A complete Postgraduate Certificate with which you will identify the legal problems of athletes from the beginning to the end of their career.*

*You will analyze the advantages and disadvantages of the family protocol as an instrument of asset preservation to determine its viability.*





# 02 Objectives

This Postgraduate Certificate focuses on an area of great interest within the sports sphere, which is why its objectives revolve around providing the student with the most recent and effective tools with the potential to ensure the preservation of the athlete's assets. It is also a fully comprehensive specialization, since the profitability of sportsmen and women will be analyzed both while they are active and after their activity has ceased. On this last point, the program will focus on the alternatives that will allow the athlete to continue generating profits.







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*You will determine the best investment options for the professional athlete by achieving the objectives of the program"*



## General Objectives

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- ♦ Update legal knowledge on the commercial aspects of Sports Law
- ♦ Delve into the main commercial contracts related to sports
- ♦ Consolidate knowledge on the employment relationship of professional sportsmen and women
- ♦ Identify the characteristics of taxation from the double perspective of the legal entity and the physical individual
- ♦ Analyze the application of Criminal Law in the field of sports
- ♦ Examine the concept of Sports Justice and its performance in the sports field
- ♦ Update legal knowledge on the management of the assets of professional sportsmen and women





## Specific Objectives

- Analyze the stages and challenges of an athlete's economic life
- Identify investment options
- Concrete a contingency plan
- Propose a family business protocol
- Identify the structural and cyclical risks of asset management
- Assess investment proposals in accordance with the contingency plan
- Examine the opportunity of the retired athlete's entrepreneurial life

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*Only 180 hours separate you from the most comprehensive specialization on the relationship between athletes and their agents, focusing on the key legal issues”*

03

# Course Management

The importance of such a program has prompted TECH to invest heavily in its teaching staff. The University has incorporated renowned experts specialized in Asset Management, with experience in the banking sector, where they have maximized the benefits of the elite athlete's assets. In addition, they have developed an extensive research career, so they have all the requirements to launch the careers of graduates.



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*Prestigious teachers with experience in Wealth Management and in the banking sector will give you the keys to the most effective strategies in this area"*



## Management



### Dr. Fraile Fernández, Rosa

- Researcher and expert in Financial and Tax Law
- Professor of Financial and Tax Law at Rey Juan Carlos University
- Professor of Advanced Taxation of Legal Entities at UNIR
- President of the Scientific Committee of the Sports and Compliance Congress of the University of Malaga
- Doctor in Law by the Rey Juan Carlos University
- Master's Degree in Business Law and International Litigation from the Rey Juan Carlos University
- Degree in Law from Rey Juan Carlos University
- Degree in Business Administration and Management from Rey Juan Carlos University
- President of the scientific committee of the Sports and Compliance Congress at the University of Malaga and of the Taxation and Sports Congress at the University of Alcalá
- Member of: Research and Sport Network of the Consejo Superior de Deportes and Research Team in Competitive Concurrence Research Projects

## Professors

### Dr. Martín Casero, David

- ♦ Director of Business Development of Abogados Arroyo Romero
- ♦ Purchasing Director of the Spanish Episcopal Conference
- ♦ Financial Director and Manager of the Publishing Houses of the Spanish Episcopal Conference
- ♦ Project Director at Capgemini Consulting and 2.C Consulting
- ♦ Senior Manager of the Finance and Performance Management division of Accenture
- ♦ PhD in Business Administration from the Polytechnic University of Madrid
- ♦ Degree in Mathematical Sciences from the Autonomous University of Madrid
- ♦ Master's Degree in Real Estate from the Colegio Oficial de Agentes de la Propiedad Inmobiliaria of Madrid
- ♦ Master's Degree in Banking and Finance by IEB
- ♦ Executive Master in International Purchasing Management (MIP) by IQS
- ♦ Executive MBA from IESE

### Dr. Fernández Fernández, José Luis

- ♦ President and Founding Partner of the Instituto para la Formación, Crecimiento y Desarrollo (Institute for Training, Growth and Development)
- ♦ Dr. Paz Varela
- ♦ Professor at Comillas Pontifical University ICAI-ICADE
- ♦ Director of the Ethics of the Professions Collection of Desclée De Brouwer Publishing House
- ♦ Director of the Iberdrola Chair of Economic and Business Ethics
- ♦ Judicial Expert in Compliance certified by ASCOM
- ♦ PhD in Philosophy from Universidad Pontificia Comillas ICAI-ICADE

- ♦ MBA from ICADE
- ♦ Member of: Corporate Social Responsibility Commission of AECA, Advisory Board of the Social Business Consultancy of ICADE, Advisory Board of ASCOM and ICCP

### Dr. Álvarez de Linera Granada, Pablo

- ♦ Of Counsel of Andersen
- ♦ Partner of Garrigues & Andersen
- ♦ Partner at Garrigues Abogados y Asesores Tributarios
- ♦ Lawyer at Arthur Andersen
- ♦ Lawyer at GTA Villamagna Abogados
- ♦ Vice President of the Spain-Mexico Council
- ♦ Advisor to the Spanish-Arab Institute Foundation of the Ministry of Foreign Affairs and the Arab League
- ♦ PhD in Law from UDIMA
- ♦ Law Degree from the University of Oviedo
- ♦ Degree in Economics and Business Administration by University of Oviedo
- ♦ Master's Degree in Cinema, Television and Audiovisual Media from the University Rey Juan Carlos

### D. Sanz Torró, Vicente

- ♦ Managing Partner of Sanz Soler & Mann Legal and Tax
- ♦ Director of Sanz Torró SLP
- ♦ Partner of Andersen Legal & Tax and Co-Director of the Tax Department
- ♦ Professor of Financial Law at the University of Valencia
- ♦ Professor of the Department of Economics and Social Sciences of the Polytechnic University of Valencia



- ♦ Degree in Law from the University of Valencia
- ♦ Degree in Economics and Business Administration by Valencia University
- ♦ Master's Degree in Taxation from the College of Economists of Valencia
- ♦ Member of: ICAV, COEV, AEDAF and REAF

#### Mr. Matilla Alcudia, Antonio

- ♦ Head of the Business Area of Professional athletes and Valuable Groups of Private Banking at CaixaBank
- ♦ Director of the Collectives, Prescribers and International Client Center Department at Barclays Bank
- ♦ Commercial Director of the Mortgage Department and Commercial Agents at Bancaja
- ♦ Degree in Economics and Business Administration from CUNEF (Madrid Complutense University)
- ♦ Postgraduate degree in Financial Advice from Pompeu Fabra University
- ♦ Asset Management by CISI

#### Mr. Velasco Jiménez, Ignacio

- ♦ Head of Wealth Advisory Department at CaixaBank
- ♦ Director of ALTIUM Strategic Client Accounts at CaixaBank
- ♦ Degree in Economics and Business Administration from Complutense University of Madrid
- ♦ Master's Degree in Taxation and Tax Consultancy from the Centro de Estudios Financieros
- ♦ Postgraduate degree in Financial Advice from Pompeu Fabra University
- ♦ Member of: EFPA Spain

#### Dr. Velasco Fernández, Fernando

- ♦ Researcher and Professor of Intelligence Studies
- ♦ Professor of Intelligence Studies, Rey Juan Carlos University





- ♦ PhD in Philosophy from the University of Salamanca
- ♦ Degree in Moral Sciences from the Higher Institute of Moral Sciences of the Comillas Pontifical University
- ♦ Degree in Philosophy from the Comillas Pontifical University

**Dr. Arroyo Romero, Francisco Javier**

- ♦ Founding Partner and Director of Bufete Arroyo Romero
- ♦ Professor of Procedural Law at the Rey Juan Carlos University
- ♦ Legal advisor to the Spanish Rugby Federation
- ♦ Doctor in Law by the Rey Juan Carlos University
- ♦ Law Degree from the Complutense University of Madrid

**Dr. Messía de la Cerda Ballesteros, Jesús Alberto**

- ♦ Researcher and Professor of Civil Law
- ♦ Professor of Civil Law at the Rey Juan Carlos University
- ♦ Delegate of Data Protection at the Rey Juan Carlos University
- ♦ PhD in Civil Law from the Complutense University of Madrid
- ♦ Law Degree from the Complutense University of Madrid
- ♦ Member of: Data Protection Council of the Community of Madrid



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

# 04

## Structure and Content

The syllabus of this program has been designed following the highest educational standards promoted by TECH at an international level. In this regard, each and every one of the topics has been meticulously supervised by the teaching team in order to ensure that the contents do not leave behind a single key idea. In addition, it is a truly efficient educational experience, since the Postgraduate Certificate uses *Relearning* as a methodological substrate for students to quickly internalize the concepts based on repetition.





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*This syllabus does not leave behind a single key idea; it incorporates everything from the role of the family council in relation to the athlete to the concept of Economic Intelligence”*

## Module 1. Management of Professional Athlete's Assets

- 1.1. Assets Management
  - 1.1.1. Asset management: preservation as a goal
  - 1.1.2. Specialty in sport: sporting career, time and projection
  - 1.1.3. Team decisions: investment conditional on taxation
  - 1.1.4. Profitability and financial freedom before and after sport
- 1.2. The life of the athlete: Economic and sporting stages and challenges
  - 1.2.1. The passage from growing athletes to their professionalization
  - 1.2.2. The people and decisions that must accompany the athlete
  - 1.2.3. The economic and sporting challenges and their effects
  - 1.2.4. Athletes facing their retirement: assets, taxation and future
- 1.3. Identification of the athletes' legal problems from the beginning to the end of their career
  - 1.3.1. The athlete's personal relationships
  - 1.3.2. Athletes and their family environment: legal decisions
  - 1.3.3. Athlete and agent: relevant issues
  - 1.3.4. Athletes and their club: contractual framework
  - 1.3.5. Sporting decisions and their legal significance
  - 1.3.6. Legal mechanisms for the preservation of their assets
  - 1.3.7. The abandonment of the sport practice: problems that arise
- 1.4. Good governance in sport and its impact on the preservation of the athlete's assets
  - 1.4.1. The relationship between the athlete and the club
  - 1.4.2. The principles of good governance and their impact on the athlete
  - 1.4.3. Regulatory compliance and its impact on sporting relationships
  - 1.4.4. Ethics in good governance and its consequences
  - 1.4.5. Good governance, the athlete and the new Sports Law
- 1.5. The athlete as an entrepreneur
  - 1.5.1. The athlete and the company: common objectives
  - 1.5.2. The athlete's business decisions: aspects
  - 1.5.3. Sports Business Owner's Advisory Team
  - 1.5.4. Preservation of the athlete's assets as an entrepreneur
  - 1.5.5. The generation of business and its professionalization away from sport







- 1.6. Principles of the family business applicable to the athlete
  - 1.6.1. Vision of the athlete as a family entrepreneur
  - 1.6.2. Applicable family business principles
  - 1.6.3. Economic intelligence as a principle
- 1.7. Family protocol as an instrument for the preservation of the sportsman's patrimony I
  - 1.7.1. Protocol as an asset preservation contract
  - 1.7.2. Athlete's cohabitation in the family protocol
  - 1.7.3. Contingency problems of the athlete-entrepreneur in the protocol
- 1.8. Family protocol as an instrument for the preservation of the athlete's Assets II
  - 1.8.1. Succession of the athlete as an entrepreneur in the family protocol
  - 1.8.2. Family council and its role in the case of an athlete-entrepreneur
  - 1.8.3. Good governance in the family protocol of a sportsman or sportswoman
- 1.9. Taxation and its impact on the preservation of the athlete's assets
  - 1.9.1. Athlete's contract and its initial tax consequences
  - 1.9.2. Management of the assets from a tax perspective
  - 1.9.3. Income obtained by the athlete and its tax valuation
  - 1.9.4. Appropriate tax vehicles for athletes according to their life trajectory
  - 1.9.5. Tax decisions that contribute to the preservation of assets
  - 1.9.6. Case studies of the most common problems of a fiscal nature
- 1.10. The business life of the retired athlete
  - 1.10.1. Athletes and their retirement. Physical, psychological and economic problems
  - 1.10.2. The retired athlete's life: the change of occupation
  - 1.10.3. The athlete as an entrepreneur
  - 1.10.4. Other sporting challenges for the retired athlete: casuistry
  - 1.10.5. Profitability of the preparation for retirement: the athlete's team
  - 1.10.6. Proposals for a better adaptation to the time of retirement

**“** You will have access to a library of multimedia resources 7 days a week, 24 hours a day”

# 05 Methodology

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

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







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

### 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.

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



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The case method is the most widely used learning system in the best faculties in the world. 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 will have to combine all their knowledge and research, and 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 8 different teaching elements in each lesson.

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

*In 2019, we obtained the best learning results of all online universities in the world.*

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

Our university is the only one in the world authorized to employ 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 enabled 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 education, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



#### Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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 situation. Cases that are presented, analyzed, and supervised by the best 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.





# 06 Certificate

The Postgraduate Certificate in Management of Professional Athlete's Assets guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This program will allow you to obtain your **Postgraduate Certificate in Management of Professional Athlete's Assets** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Postgraduate Certificate in Management of Professional Athlete's Assets**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*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.



## Postgraduate Certificate Management of Professional Athlete's Assets

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



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