

# Postgraduate Certificate Strategic Planning in Sports Organizations

Endorsed by the NBA



**tech** global  
university



## Postgraduate Certificate Strategic Planning in Sports Organizations

- » 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/strategic-planning-sports-organizations](http://www.techtute.com/us/sports-science/postgraduate-certificate/strategic-planning-sports-organizations)

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01

# Introduction

Sport is a transversal discipline that in recent years has grown both nationally and internationally, becoming an economic sector with a great impact on the GDP. For this reason, specialized professionals are needed, who have specific knowledge of the sports environment, its actors, basic regulations, as well as all the areas that have an impact on sports, such as Strategic Planning in Sports Organizations.





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*The Postgraduate Certificate provides simulated environments, that provide immersive education programmed to learn in real situations”*

This program describes a global vision of the sports business, with special emphasis on the strategic planning sector. Students will obtain the necessary knowledge to be able to develop their full potential within the sports sector, delving into the business and investment operations within sports entities.

After a brief introduction on the definition and typology of the different planning and analysis strategies in professional sports, the student will be able to go into the analysis of the purchase and sale operations of sports entities, analyzing the different options that can be found on the market.

The bulk of the following lessons will focus on business management and development, from which an overview of all aspects related to internal management, sports management, types of income or new business models in the sports sector will be presented.

Finally, there will be a practical approach to different business models in international sport. One of the characteristics that differentiate this program from others is the relationship between the different topics of the modules at a theoretical level, but above all at a practical level so that the student obtains real examples of Strategic Planning in Sports Organizations, as well as from the professional world of sports, resulting in the student being able to build knowledge in the most complete way.

This **Postgraduate Certificate in Strategic Planning in Sports Organizations** contains the most complete and up-to-date scientific program on the market. The most important features include:

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



*Immerse yourself in this  
Postgraduate Certificate and  
improve your skills in Strategic  
Planning in Sports Organizations"*



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*This Postgraduate Certificate is the best investment you can make when selecting a refresher program, for two reasons: in addition to updating your knowledge as a personal trainer, you will obtain a qualification from TECH Global University"*

Its teaching staff includes professionals belonging to the field of sports sciences, who bring to this program the experience of their work, as well as recognized specialists from leading companies 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 throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system developed by renowned and experienced experts in Strategic Planning in Sports Organizations.

*This Postgraduate Certificate is a must for professionals who want to achieve success in the world of sports performance.*

*The most up-to-date academic program provided by outstanding teachers experienced in the world of sports and academia.*



# 02

# Objectives

The main objective of this program is the development of theoretical and practical learning, so that the sports science professional can master in a practical and rigorous way the new developments in Strategic Planning of Sports Organizations.







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



## General Objectives

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





## Specific Objectives

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- ◆ Learn about strategy in sports
- ◆ Identify a follow-up path for the sports organization
- ◆ Structure and make strategic plans for the growth of sports organizations. sports organizations

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

03

# Course Management

Sport is a transversal discipline that in recent years has grown both nationally and internationally, becoming an economic sector with a great impact on the GDP.

The teaching team, experts in Sports Management, has a wide prestige in the profession and are professionals with years of teaching experience who have joined forces to help you give a boost to your profession. To this end, they have developed this Postgraduate Certificate with recent updates on the subject that will allow you to train and increase your skills in this sector.







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

## 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

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*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 Quality 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 Programme (FIFA Female Leadership Development Programme)
- ♦ 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

### 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

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*Our teaching team will provide you with all their knowledge so that you are up to date with the latest information on the subject"*

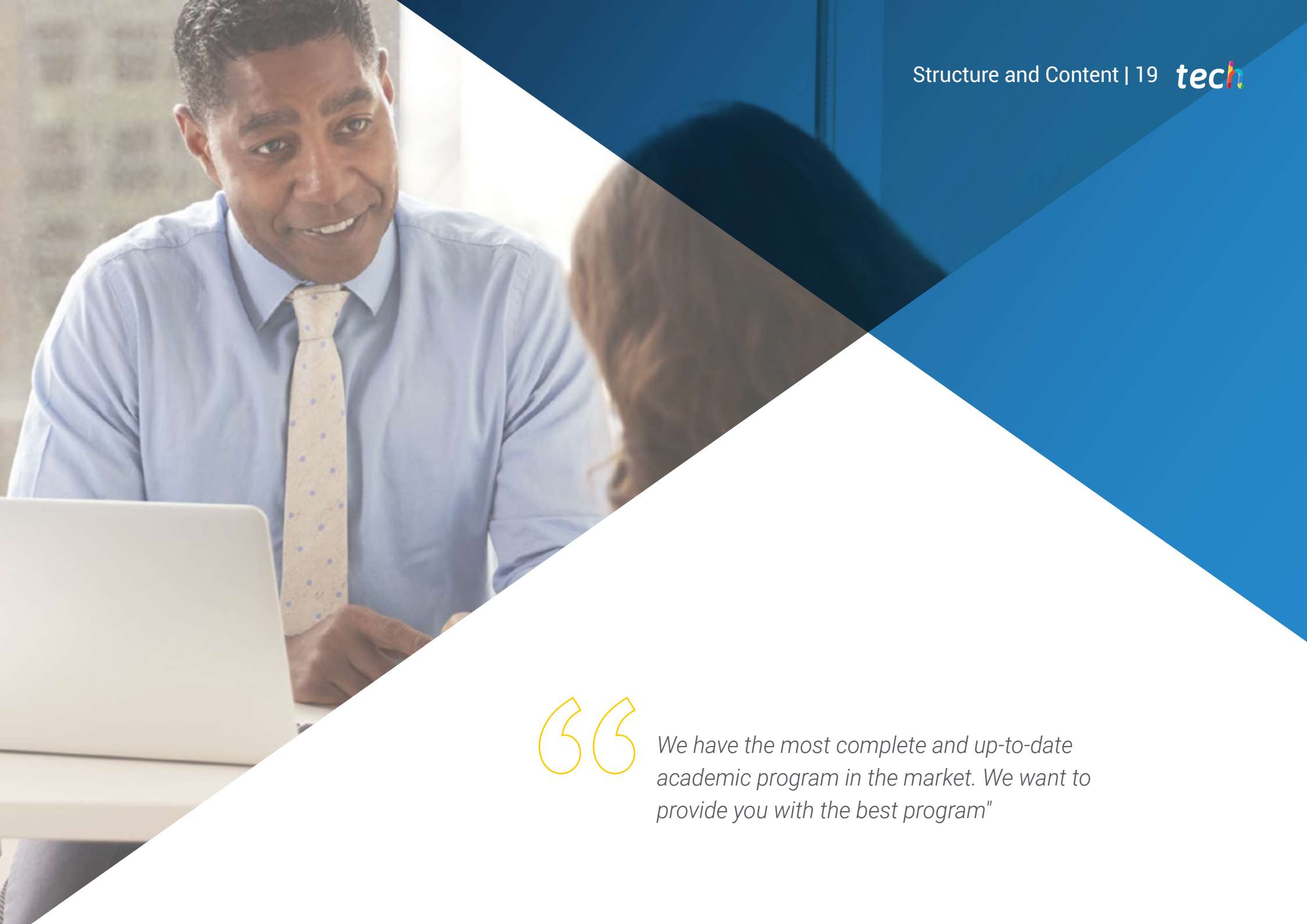
# 04

# Structure and Content

The structure of the contents has been designed by a team of professionals knowledgeable about the implications of studying in daily practice, aware of the relevance of quality specialization in Strategic Planning in Sports Organizations; and committed to quality teaching through new educational technologies.







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

## Module 1. Strategic Planning in Sports Organizations

- 1.1. Introduction to Strategic Planning and Analysis in Professional Sport
- 1.2. Purchase and Sale of Sports Entities
- 1.3. Soccer Club Management
- 1.4. Structure and Sports Planning
- 1.5. Business Development and Operation of Stadiums
- 1.6. Brand Development and Commercial Rights
- 1.7. TV Rights.
- 1.8. Internationalization of Sports Entities
- 1.9. Holding Companies and Investment Funds
- 1.10. Practical Business Models







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

# 04 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 train 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 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 training, 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

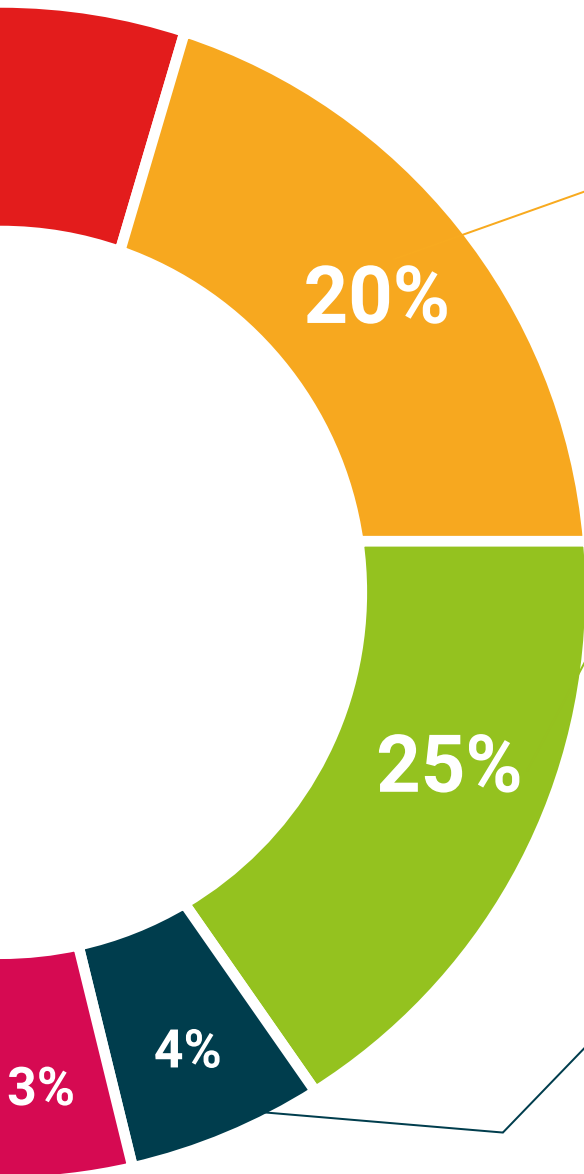
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Strategic Planning in Sports Organizations guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.







*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 Strategic Planning in Sports Organizations** 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 Strategic Planning in Sports Organizations**

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 Global University will make the necessary arrangements to obtain it, at an additional cost.





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Strategic Planning  
in Sports Organizations

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- » Exams: online

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