Professional Master's Degree

MBA in Sports Entities Management





Professional Master's Degree

MBA in Sports Entities Management

» Modality: online

» Duration: 12 months

» Certificate: TECH Technological University

» Dedication: 16h/week

» Schedule: at your own pace

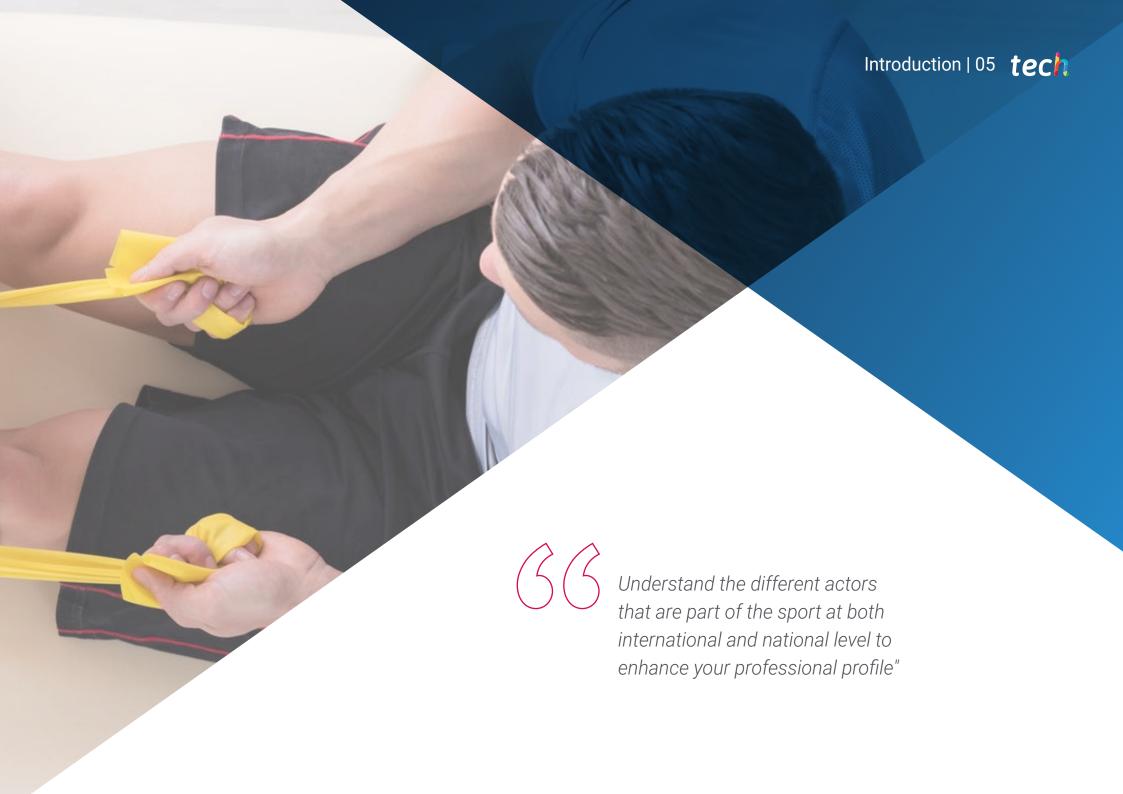
» Exams: online

Website: www.techtitute.com/pk/physiotherapy/professional-master-degree/master-mba-sports-entities-management

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tech 06 | Introduction

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

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

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

A 100% online Professional Master's Degree that provides the student with the ease of being able to study it comfortably, wherever and whenever they want. All you need is a device with internet access to take your career one step further. A modality according to the current times with all the guarantees to position the engineer in a highly demanded sector.

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

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



Understand sport in an economic and business sector different from any other, with its specificities and particularities, to manage your professional projects"



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

The program's teaching staff includes professionals from 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 training programmed to train 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 student will be assisted by an innovative interactive video system created by renowned and experienced experts.

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

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







tech 10 | Objectives



General Objectives

- 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 administrators of sports entities
- Knowledge of the national and international 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

Module 1. Introduction to Sports Law and Management

• Obtain a legal basis for the sports sector

Module 2. Organizational Structure of National and International Sport

- Knowledge of the national and international sports ecosystem
- Understand the different actors involved in the sport at both the international and national levels

Module 3. Labor Relations in Sports

Understand the labor relations in the sports world

Module 4. Strategic Planning in Sports Organizations

Learn about strategy in sports

Module 5. Financial Management and Tax Aspects in Sports

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

Module 6. Sports Jurisdiction

• Have a vision of the sports jurisdiction

Module 7. Marketing and Communication in Sports

- Gain Knowledge of Sports Marketing and the Creation and Development of a Marketing Plan
- Understand the importance of communication in sports

Module 8. Organization of Sports Events

• Gain knowledge of the steps and stages for the realization of a sports event

Module 9. New Trends in Sports: Big Data and Sports

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

Module 10. Leadership and People Management in Sports

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



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





tech 14 | Skills

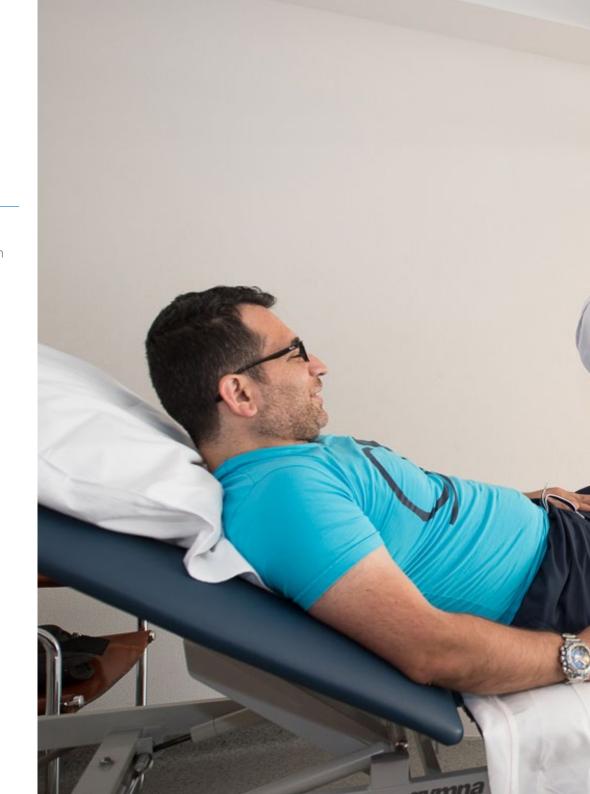


General Skills

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



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







Specific Skills

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





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

Mr. Bars García, Pedro J.

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

tech 20 | Course Management

Ms. Esperidião Hasenclever, Mônica

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

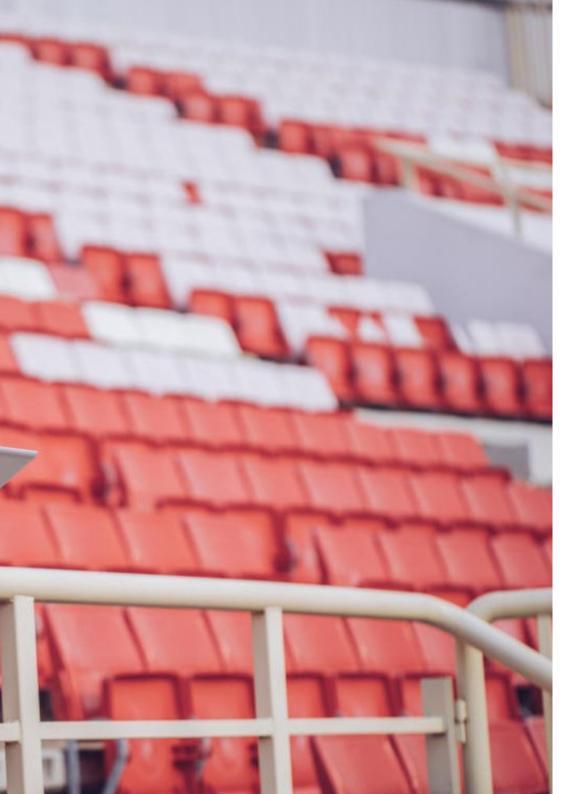
Mr. Novo, Andrés

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

Mr. González Graña, Carlos

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





Course Management | 21 tech

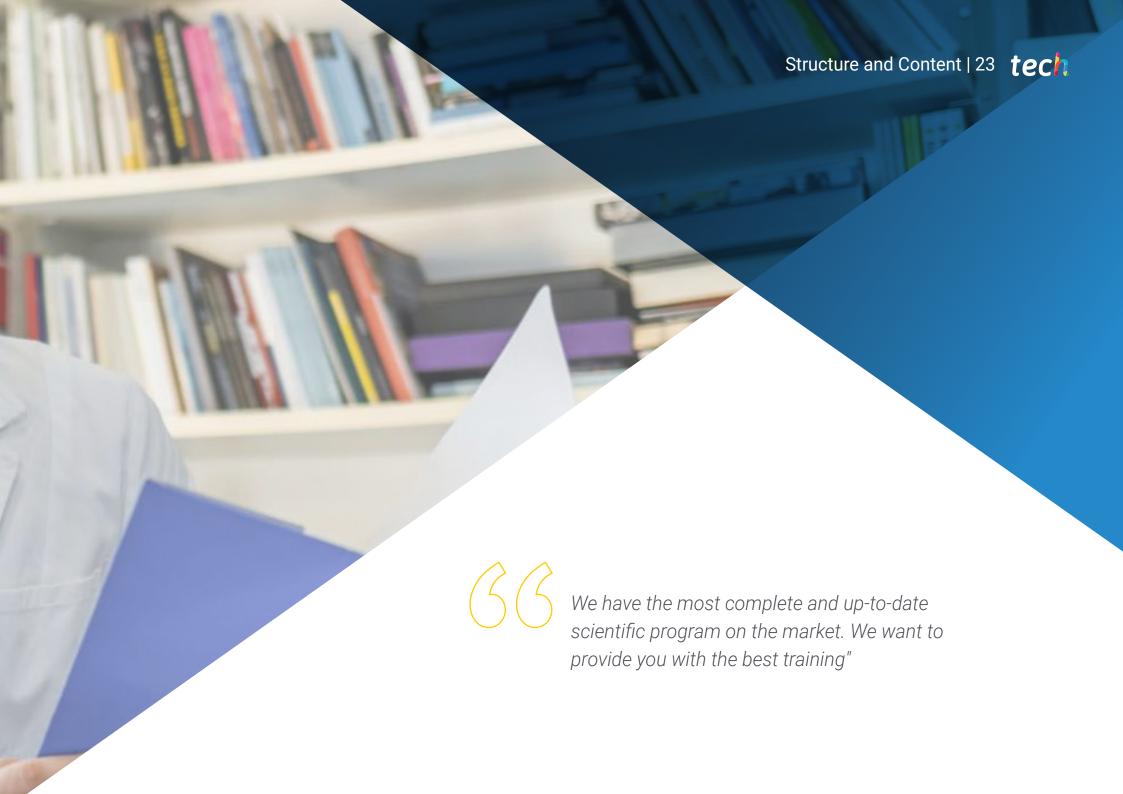
Ms. Carmona, Sara

- 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





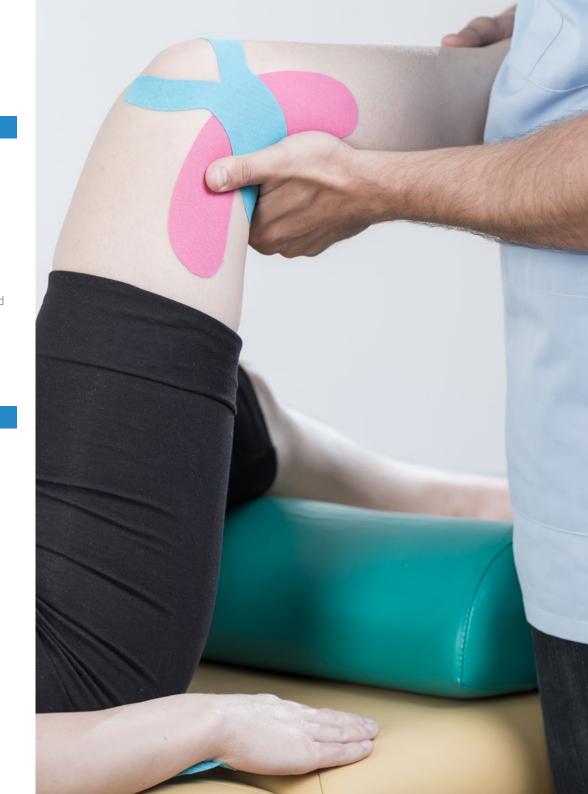
tech 24 | Structure and Content

Module 1. Introduction to Sports Law and Management

- 1.1. The Sports Environment
 - 1.1.1. Historical Background of Sports Law
- 1.2. State Sports Regulations
 - 1.2.1. Sports License
 - 1.2.2. Sports Disciplinary Regime. Special Reference to the Fight against Doping
- 1.3. Regional Sports Regulations
- 1.4. Regulations Related to Sports Facilities
- 1.5. Introduction to Sports Management and Forms of Sports Management in Spain
- 1.6. Management and Legal Aspects Derived from the Organization of Sport Events: Civil and Criminal Liability
- 1.7. Broadcasting of Sports Events. Legal Aspects
- 1.8. Sports Contracts: Outline of the Sports Contractual Structure
- 1.9. Sports Intermediation
- 1.10. Governance in Sports Entities

Module 2. Organizational Structure of National and International Sport

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



Module 3. Labor Relations in Sports

- 3.1. Legal Framework for Professional Sports
- 3.2. Professional Athletes
- 3.3. Trainers
- 3.4. Referees and Sports Judges
- 3.5. Athlete's Employment Contracts
- 3.6. Rights and Responsibilities
- 3.7. Collective Bargaining Agreement
- 3.8. Temporary Assignments and Transfers
- 3.9. Contract Termination
- 3.10. Social Security

Module 4. Strategic Planning in Sports Organizations

- 4.1. Introduction to Strategic Planning and Analysis in Professional Sport
- 4.2. Purchase and Sale of Sports Entities
- 4.3. Soccer Club Management
- 4.4. Structure and Sports Planning
- 4.5. Business Development and Operation of Stadiums
- 4.6. Brand Development and Commercial Rights
- 4.7. TV Rights
- 4.8. Internationalization of Sports Entities
- 4.9. Holding Companies and Investment Funds
- 4.10. Practical Business Models

Module 5. Financial Management and Tax Aspects in Sports

- 5.1. Introduction to Sports Finance
- 5.2. Interpretation of Financial Reports
- 5.3. The General Accounting Plan (GAAP) of Sports Entities. Balance Sheet Structure
- 5.4. Intangible Assets and their Appraisal
- 5.5. Income Statement Structure
- 5.6. Budget Production and Control. Income Sources and Regulation
- 5.7. Investment and Financing Mechanisms in Sports. Sponsorship, Patronage and Other Figures
- 5.8. Investment Projects Appraisal. Elaboration and Possible Structure of a Feasibility Plan
- 5.9. An Approach to Tax and Estate Planning for Athletes
- 5.10. An Approach to Taxation of Sports Entities

Module 6. Sports Jurisdiction

- 6.1. Introduction to the So-Called Sports Jurisdiction
- 6.2. Sources of Sports Jurisdiction in Spain
- 6.3. Bodies with Sports Jurisdiction in Spain
- 6.4. Proceedings for the Exercise of Sports Jurisdiction in Spain
- 6.5. Precautionary Measures and Appeals in the Spanish Sports Jurisdiction
- 6.6. Violence in Sports in Spain
- 6.7. Integrity in Sports in Spain
- 6.8. Corruption in Sports in Spain
- 6.9. Doping in Sports in Spain
- 6.10. The Scourges of Sport at the International Level: Doping, Fixing and Betting

tech 26 | Structure and Content

Module 7. Marketing and Communication in Sports

- 7.1. Introduction to Sports Marketing
- 7.2. Marketing Plan
- 7.3. Branding and Brand Development
- 7.4. Sports Sponsorship
- 7.5. Ambush Marketing
- 7.6. Communication in Sport
- 7.7. Digital Marketing and Sports
- 7.8. Specialization in Women Sports
- 7.9. Sports Marketing and Other Areas
- 7.10. Trends in Sports Marketing

Module 8. Organization of Sports Events

- 8.1. Introduction to the Organization of Sports Events
- 8.2. Types of Events
- 8.3. Planning and Management of Sports Events
- 8.4. Business Plan and Sponsorships
- 8.5. Communication
- 8.6. Security at Sports Events
- 8.7. Execution and Production of Sports Events
- 8.8. Protocol at Sports Events
- 8.9. Sports Tourism and Local Promotion
- 8.10. Analysis and Closing of Sports Events





Structure and Content | 27 tech

Module 9. New Trends in Sports: Big Data and Sports

- 9.1. Introduction to the Use of Big Data in Sport. Current Links and Scenarios
- 9.2. Data Analysis Methodology. Phases and Strategies
- 9.3. Open Data Providers and Sources
- 9.4. Payment Data Providers and Sources
- 9.5. Reports and Infographics: Vital Importance of the Sample
- 9.6. Data Processing Tools
- 9.7. Communication Applied to Big Data. In Search of the Excellence of the Material and its Sample
- 9.8. Introduction to e-Sports
- 9.9. e-Sports Management
- 9.10. Legal and Regulatory Aspects of e-Sports

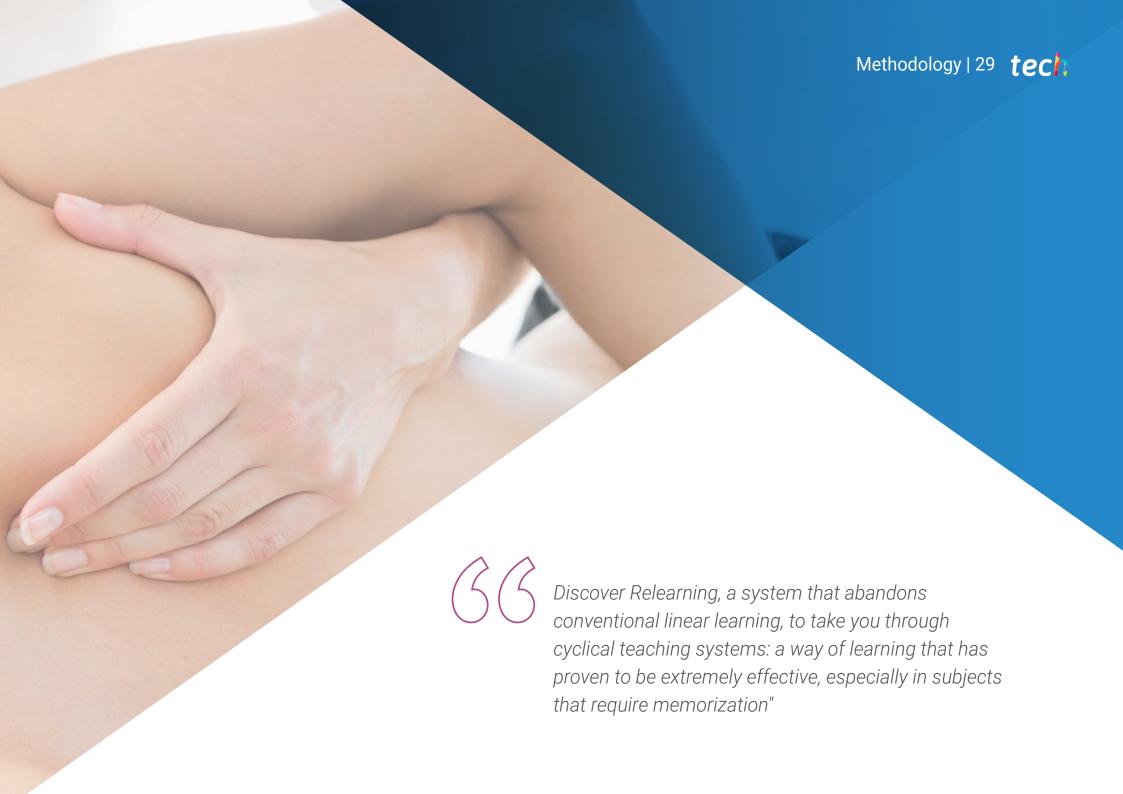
Module 10. Leadership and People Management in Sports

- 10.1. Leadership Styles
- 10.2. Managerial Skills
- 10.3. Entrepreneurship
- 10.4. HR and Talent Management
- 10.5. Team Management
- 10.6. Coaching Applied in Sports
- 10.7. Negotiation
- 10.8. Conflict Resolution
- 10.9. Communicative Skills
- 10.10. Pressure Management



Have a unique experience in your professional career by taking a program backed by the experience of a great teaching staff"



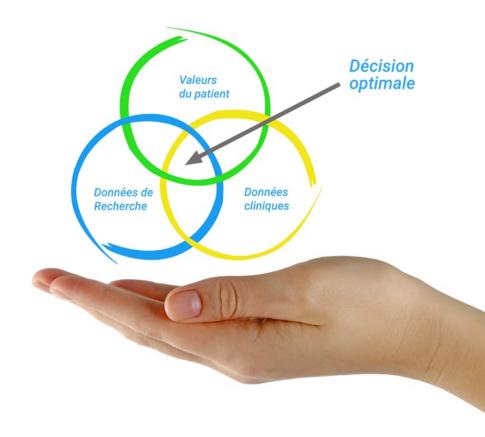


tech 30 | Methodology

At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Physiotherapists/kinesiologists learn better, faster, and more sustainably over time.

With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions of professional physiotherapy practice.



Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method"

The effectiveness of the method is justified by four fundamental achievements:

- 1. Physiotherapists/kinesiologists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
- 2. The learning process has a clear focus on practical skills that allow the physiotherapist/kinesiologist to better integrate into the real world.
- 3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
- **4.** Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.





Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

The physiotherapist/kinesiologist will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.



Methodology | 33 tech

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we trained more than 65,000 physiotherapists/kinesiologists with unprecedented success in all clinical specialties, regardless of the workload. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

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

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by our learning system is 8.01, according to the highest international standards.

tech 34 | Methodology

This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is really specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Physiotherapy Techniques and Procedures on Video

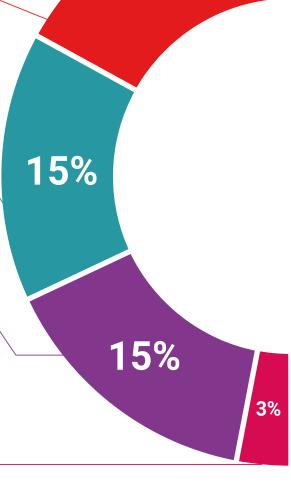
TECH brings students closer to the latest techniques, the latest educational advances and to the forefront of current Physiotherapy techniques and procedures. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch them as many times as you want.



Interactive Summaries

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

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





Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

Expert-Led Case Studies and Case Analysis

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



Testing & Retesting

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



Classes

There is scientific evidence on the usefulness of learning by observing experts.

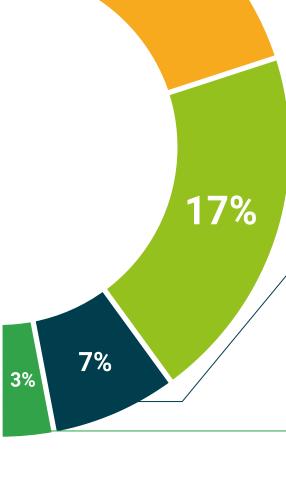
The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Quick Action Guides

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





20%





tech 38 | Certificate

This **MBA** in **Sports Entities 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 **Professional Master's Degree** diploma issued by **TECH Technological University** via tracked delivery*.

The certificate issued by TECH Technological University will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.



Title: **Professional Master's Degree MBA in Sports Entities Management**Official N° of Hours: **1,500 h.**

Endorsed by the NBA





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

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



Professional Master's Degree MBA in Sports Entities Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

