

Postgraduate Diploma

Sports Organization Management and Strategic Planning

Endorsed by the NBA





Postgraduate Diploma

Sports Organization Management and Strategic Planning

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 24 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/physiotherapy/postgraduate-diploma/postgraduate-diploma-sports-organization-management-strategic-planning

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

Professional athletes work very hard to achieve excellent results in their disciplines. They also apply different sports strategies to adopt the latest advances in fields such as technology that can help them improve their training. Therefore, it is necessary to have programs that provide quality and in-depth content that allows them to learn about the global sports ecosystem. Each topic was designed based on building a logical and orderly knowledge on the part of the student for a better understanding and assimilation of the contents in order to be able to successfully apply sports management at a practical level.





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*Awaken your interest in innovation
and the use of new trends in
sports planning and organization”*

Sport has become 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 who have specific knowledge of the sports environment are needed, its actors, basic applicable regulations, as well as all the areas that have an impact on sports, such as finance, law, marketing, communication, events and new trends.

In view of the above, physiotherapists must be up to date in this field in order to guarantee their good performance in any situation in a sports organization. This makes this Postgraduate Diploma program stand out from the rest of the programs on the market. The topics of the modules at a theoretical level, but above all at a practical level, allow the student to obtain real examples of Sports Organization Management and Strategic Planning, as well as of the professional world of sports, resulting in the student being able to build knowledge in the most complete way.

A 100% online Postgraduate Diploma 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 **Postgraduate Diploma in Sports Organization Management and Strategic Planning** 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 Sports Organization Management and Strategic Planning
- ♦ 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
- ♦ Access to content from any fixed or portable device with an Internet connection



Develop your knowledge in this field of management and sports planning by assessing practical case studies presented by specialists"

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The Postgraduate Diploma in Sports Organization Management and Strategic Planning will help you achieve success in your profession”

The most up-to-date academic program taught by extraordinary teachers experienced in the world of sports and academics.

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

The program's teaching staff includes professionals from the sector who contribute their work experience to this 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.



02 Objectives

The program is designed to meet the professional objectives of future graduates, in a theoretical-practical way, understanding perfectly the new forms of sports business and the most innovative planning techniques. In this way, academic excellence is guaranteed, which is essential to comply with the professional profile required by the different physiotherapy centers at an international level. In view of the above, TECH establishes the following general and specific objectives to guarantee the satisfaction of the future graduate.





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*Learn about strategies in sport
and contribute your vision to
this professional field”*



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
- 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

“ *Increase your skills with
a quality program and
give your career a boost* ”





Specific objectives

Module 1. Organizational Structure of Global Sport

- ♦ Gain knowledge about the international sports ecosystem
- ♦ Understand the different actors involved in sports at international level

Module 2. Strategic Planning in Sports Organizations

- ♦ Learn about strategy in sports

Module 3. Financial Management and Tax Aspects in Sports

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

Module 4. New Trends in Sports: Big Data and Sports

- ♦ Get to know the methodology for data analysis, its phases and strategy
- ♦ Understand the communication Applied to Big Data. In Search of the excellence of the material and its sample

03

Course Management

Always offering an education at the height of the latest demands of the labor market, TECH offers its students the opportunity to have a team of highly trained professionals with multiple years of experience for the development of this Postgraduate Diploma program. In this way, students have the guarantees they need to specialize at an international level in a booming sector that will catapult them to professional success.



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Learn from the best in the sports field and boost your professional performance at a global level”

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.



Dr. Burlingame, Brad

- 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 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

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. Barras, 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

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 Ramos, 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

04

Structure and Content

Having a program that guarantees the professional development of TECH students is fundamental to improve their professional performance. Consequently, the syllabus of the Postgraduate Diploma in Sports Organization Management and Strategic Planning has been developed with great care and focused on covering all the demands of a sector in constant growth. In each module, the student will understand essential concepts such as the importance of communication in sports or understand the new forms of sports business, as well as the most innovative techniques.



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

Module 1. Organizational Structure of Global Sport

- 1.1. International Sports Organization
- 1.2. Sport in the European Union

Module 2. Strategic Planning in Sports Organizations

- 2.1. Introduction to Strategic Planning and Analysis in Professional Sport
- 2.2. Purchase and Sale of Sports Entities
- 2.3. Soccer Club Management
- 2.4. Structure and Sports Planning
- 2.5. Business Development and Operation of Stadiums
- 2.6. Brand Development and Commercial Rights
- 2.7. TV Rights
- 2.8. Internationalization of Sports Entities
- 2.9. Holding Companies and Investment Funds
- 2.10. Practical Business Models

Module 3. Financial Management and Tax Aspects in Sports

- 3.1. Introduction to Sports Finance
- 3.2. Interpretation of Financial Reports
- 3.3. The General Accounting Plan (GAAP) of Sports Entities. Balance Sheet Structure
- 3.4. Intangible Assets and their Appraisal
- 3.5. Income Statement Structure
- 3.6. Budget Production and Control. Income Sources and Regulation
- 3.7. Investment and Financing Mechanisms in Sports. Sponsorship, Patronage and Other Figures
- 3.8. Investment Projects Appraisal. Elaboration and Possible Structure of a Feasibility Plan
- 3.9. An Approach to Tax and Estate Planning for Athletes
- 3.10. An Approach to Taxation of Sports Entities





Module 4. New Trends in Sports: Big Data and Sports

- 4.1. Introduction to the Use of Big Data in Sport. Current Links and Scenarios
- 4.2. Data Analysis Methodology. Phases and Strategies
- 4.3. Open Data Providers and Sources
- 4.4. Payment Data Providers and Sources
- 4.5. Reports and Infographics: Vital Importance of the Sample
- 4.6. Data Processing Tools
- 4.7. Communication Applied to Big Data. In Search of the Excellence of the Material and its Sample
- 4.8. e-Sports Management

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

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.





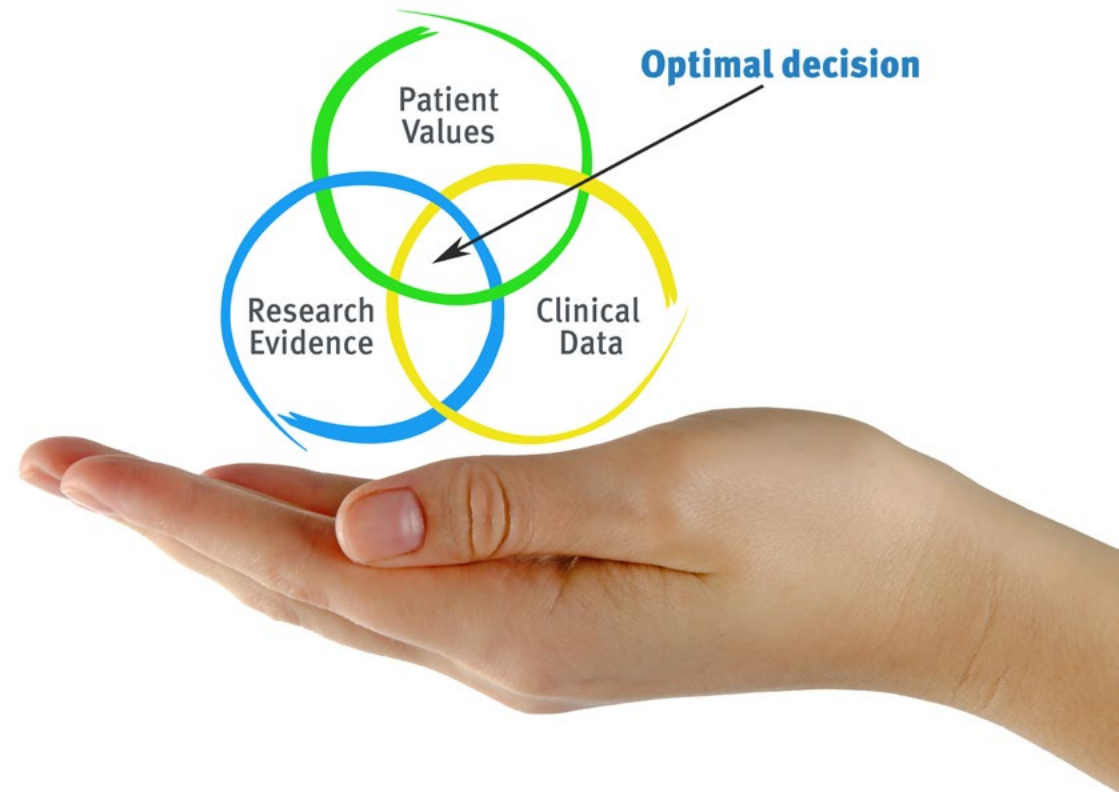
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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”

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. Gérvás, 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.

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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.



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.



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

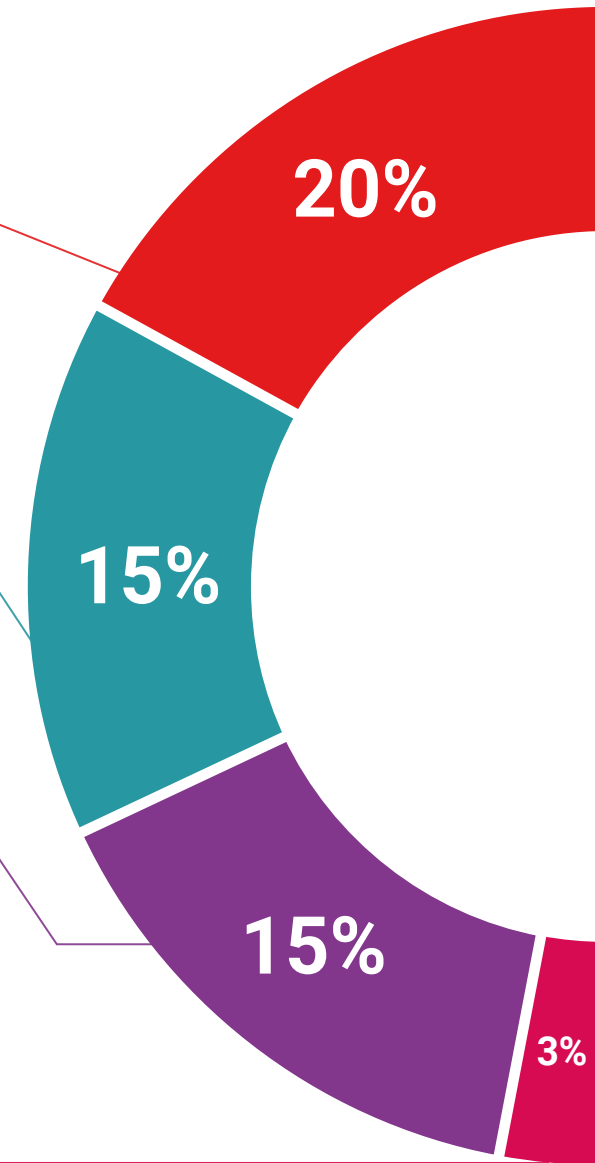
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

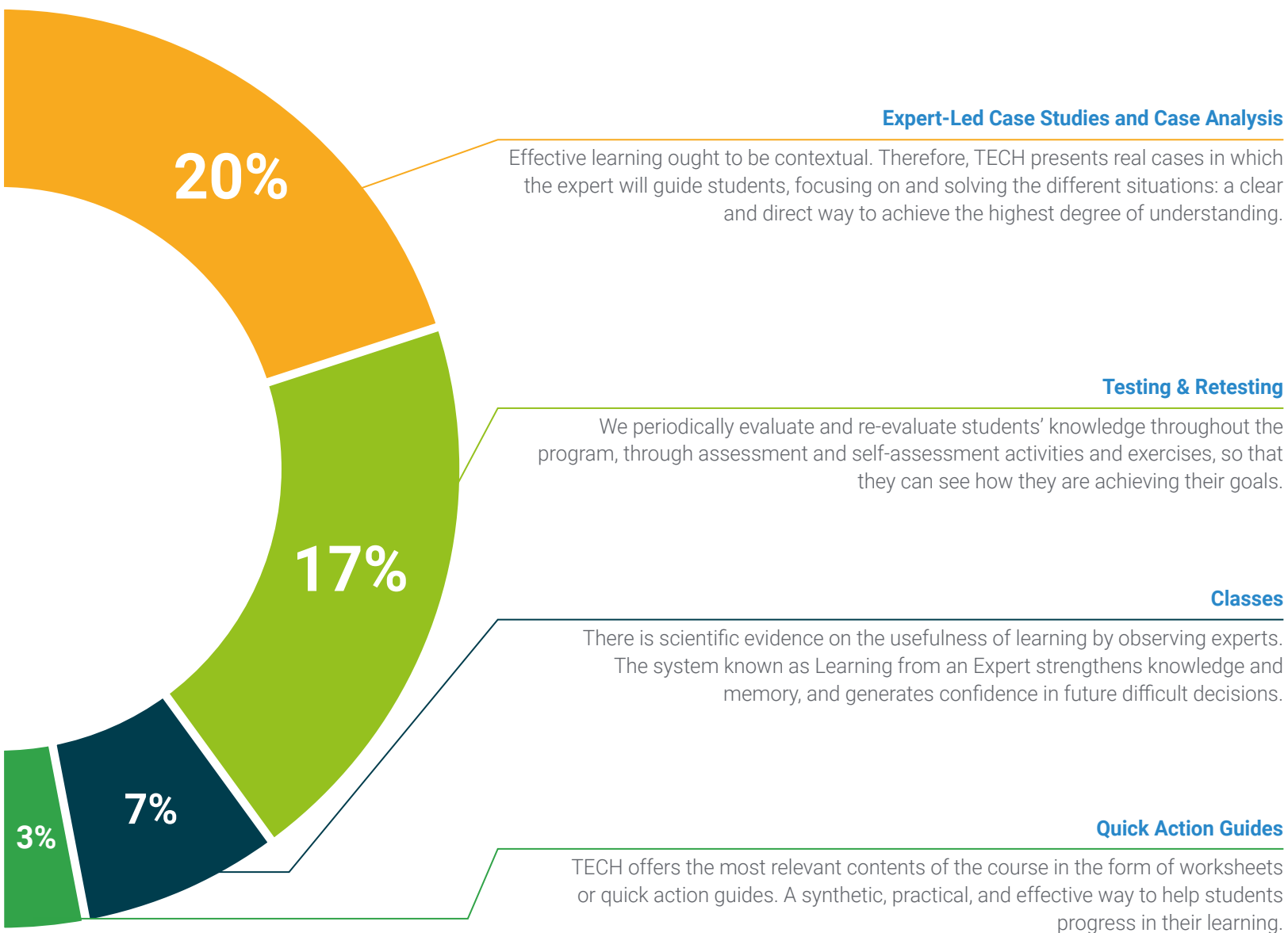
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



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.





06 Certificate

The Postgraduate Diploma in Sports Organization Management and Strategic Planning guarantees you, in addition to the most rigorous and up-to-date training, access to a Professional 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 private qualification will allow you to obtain a **Postgraduate Diploma in Sports Organization Management and Strategic Planning** 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** private qualification 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 Diploma in Sports Organization Management and Strategic Planning**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**



future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present

online training

development language

virtual classroom

tech global
university

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Sports Organization

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