

# Professional Master's Degree

## MBA in Sports Entities Management

Endorsed by the NBA





## Professional Master's Degree

### MBA in Sports Entities Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 8h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/physiotherapy/professional-master-degree/master-mba-sports-entities-management](http://www.techtitute.com/us/physiotherapy/professional-master-degree/master-mba-sports-entities-management)

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# 01

# Introduction

Injuries in athletes are very common, especially these days when athletes are constantly required to excel. This has made it essential to have certain specialized knowledge, focused on the sports field, its players, basic application regulations, as well as all the areas that have an impact on this field. Therefore, a program focused on the MBA in Sports Entities Management focused on physiotherapists has been carried out. In this way, we have a syllabus designed to build a logical and orderly thinking on the part of the student for a better understanding of this area.





“

*Understand the different actors that are part of the sport at both international and national level to enhance your professional profile”*

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-to-date 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.*



# 02 Objectives

The MBA in Sports Entities Management is designed to update the knowledge of professionals on a very complete and well-structured subject. 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. Based on the above, upon completion of the program, the student will understand the different actors that are part of the sport in all its areas. 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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*There is a need for sports professionals in physiotherapy trained in all aspects. With TECH you will get the tools to become an elite expert”*



## 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

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### 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"*

# 03 Skills

This Professional Master's Degree complies with the structure to ensure that the student can solve problems related to the Management of Sports Entities in the area of Physiotherapy, following a unique methodology and with the support of the experts who have developed it. TECH guarantees students quality content that meets their expectations, giving them the opportunity to excel in their field. After passing the assessments on the program, the professional will have acquired the skills required for quality up-to-date practice based on the most innovative teaching methodology.





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*You will be able to excel in your professional duties by fulfilling a program focused on the national and international market”*



## General Skills

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- ♦ 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

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





## Specific Skills

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- ◆ 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

# 04

# Course Management

In its maxim of offering an elite education for all, TECH counts on renowned professionals so that the student acquires a solid knowledge in Sports Entities Management. Therefore, this Professional Master's Degree has a highly qualified team with extensive experience in the sector, which will offer the best tools for the student in the development of their skills during the degree. 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.







“

*It has the support of a group of experts  
at all times and endorses your knowledge  
from their experience"*

## 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 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

### 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





### **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

# 05

## Structure and Content

The program has been designed to meet the requirements demanded of physiotherapists in the MBA in Sports Entities Management. In this way, a study plan has been established whose modules offer a broad perspective of the steps and stages for the realization of a sports event, having a vision of the sports jurisdiction. All this, from a global perspective for the sake of its application at an international level, incorporating all the fields of work involved in professional development in this type of work environment.



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

## Module 1. Introduction to Sports Law and Management

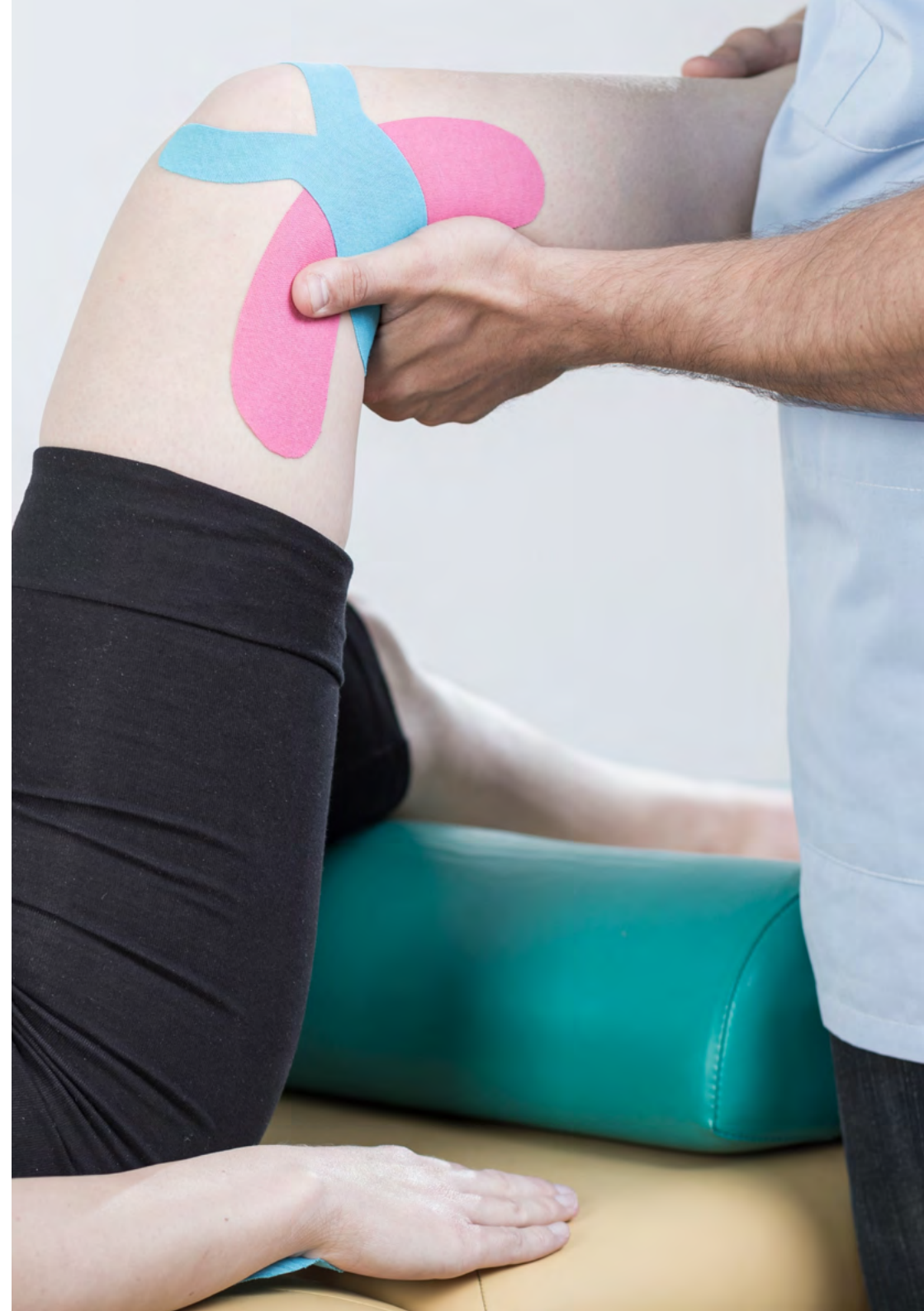
- 1.1. The Sports Environment
  - 1.1.1. Historical Background of Sports Law

## Module 2. Organizational Structure of National and International Sport

- 2.1. Federations
- 2.2. International Sports Organization
- 2.3. Sport in the European Union
- 2.4. Other Organizations Outside the Federative Pyramid: Examples in Basketball and Paddleball
- 2.5. International Conflict Resolution Formulas

## 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. Budget Production and Control. Income Sources and Regulation
- 5.4. Investment Projects Appraisal. Elaboration and Possible Structure of a Feasibility Plan

#### 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

#### 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

### 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





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

06

# Methodology

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

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





“

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

## 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.

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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.





#### 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.



07

# Certificate

The Professional Master's Degree in MBA in Sports Entities Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma 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 **MBA in Sports Entities Management** contains the most complete and up-to-date program on the market.

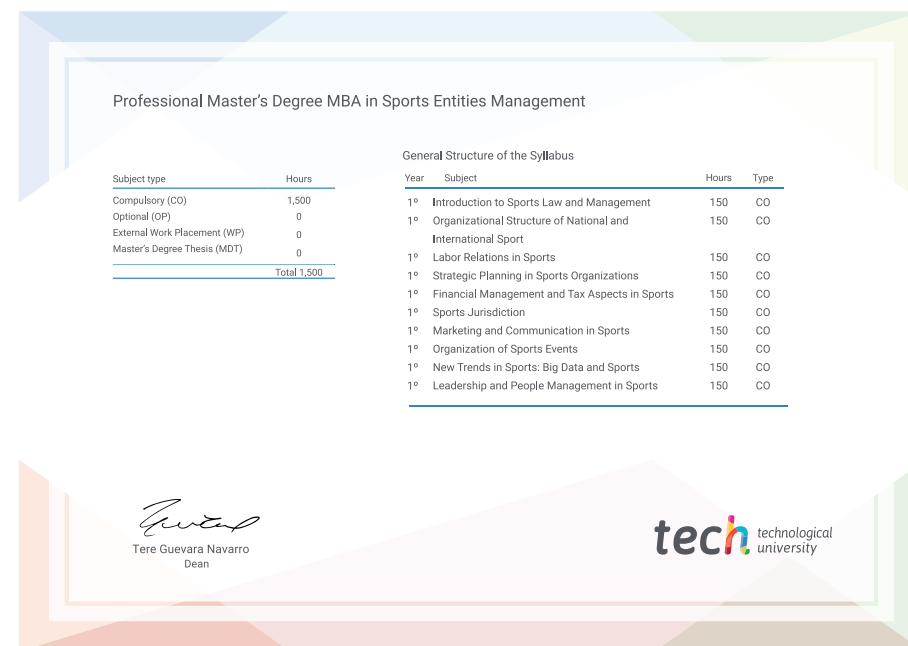
After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** diploma issued by **TECH Technological University** via tracked delivery\*.

The diploma 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 diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service **tech** technological university

knowledge present quality

online **Professional Master's Degree**  
MBA in Sports Entities Management

development **»** Modality: online

» Duration: 12 months

» Certificate: TECH Technological University

» Dedication: 16h/week

» Schedule: at your own pace

» Exams: online

virtual classroom

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