Advanced Master's Degree

MBA in Sports Management

Accreditation/Membership

tech global university

Advanced Master's Degree
MBA in Sports Management

- Modality: **Online**
- Duration: **2 years**
- Certificate: **TECH Global University**
- Accreditation: **120 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: **www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-mba-sport-management**

Index

01 Introduction to the Program — p. 4

02 Why Study at TECH? — p. 8

03 Syllabus — p. 12

04 Teaching Objectives — p. 28

05 Career Opportunities — p. 34

06 Study Methodology — p. 38

07 Teaching Staff — p. 48

08 Certificate — p. 72

01

Introduction to the Program

The sports sector is one of the most impactful industries at the international level. With fans around the world, the range of economic activities surrounding sports practice is among the most profitable. This reality has made its management a complex task, requiring professionals with extensive experience and, above all, up-to-date knowledge in multiple areas. For this reason, TECH has developed this program, offering executives the opportunity to enhance their competencies in strategic planning, leadership, and the management of sports organizations, strengthening decision-making skills and the ability to ensure the sustainability and growth of sports entities.

A comprehensive and 100% online program, exclusive to TECH, with an international perspective backed by our membership in the Business Graduates Association"

Sports Management encompasses multiple functions that go beyond the traditional management of teams and competitions. In such a dynamic and constantly evolving sector, it is essential to adapt quickly to market changes, the growing demands of fans, and technological advancements that directly impact the sports industry. For this reason, this Advanced Master's Degree offers advanced tools for managing both human and material resources in the sports field.

With this in mind, TECH has launched the Advanced Master's Degree MBA in Sports Management. Designed by leading figures in the field, the curriculum examines essential aspects such as labor relations in the sports environment, financial management, and the use of cutting-edge technological tools such as big data to support strategic decision-making. In this way, graduates will be able to manage sports organizations from a comprehensive and strategic perspective, covering all the factors that influence success and sustainability.

In addition, TECH ensures accessibility and flexibility through a fully online learning environment, allowing students to combine this university program with other professional and personal commitments. The Relearning methodology, based on the repetition of key concepts, consolidates knowledge, and only a device with an Internet connection—even a mobile phone—is required to access all resources. Graduates will also have access to exclusive Masterclasses delivered by international experts in Sports Management, featuring up-to-date and highly relevant content.

Furthermore, thanks to TECH's membership in the **Business Graduates Association (BGA)**, students will have access to exclusive and up-to-date resources that will strengthen their continuous learning and professional development, as well as discounts on professional events that will facilitate networking with industry experts. Additionally, they will be able to expand their professional network by connecting with specialists from different regions, fostering the exchange of knowledge and new job opportunities.

This **Advanced Master's Degree MBA in Sports Management** contains the most complete and up-to-date university program on the market. Its most notable features are:

- The development of practical case studies presented by experts in Sport Management
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies in Sports Management
- 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

You will master Sports Management through Masterclasses delivered by the internationally renowned faculty of this university program"

You will define key trends in business management to implement effective strategies in complex environments"

You will enhance leadership and the management of sports teams, fostering collaborative, high-performance environments.

You will apply the Relearning Methodology to master each subject of the university program in a simple and effective way.

The teaching staff includes professionals from the field of Sports Management who bring their hands-on experience to the program, as well as renowned specialists from leading organizations 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 an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student 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 created by renowned and experienced experts.

02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.

Study at the largest online university in the world and ensure your professional success. The future begins at TECH"

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

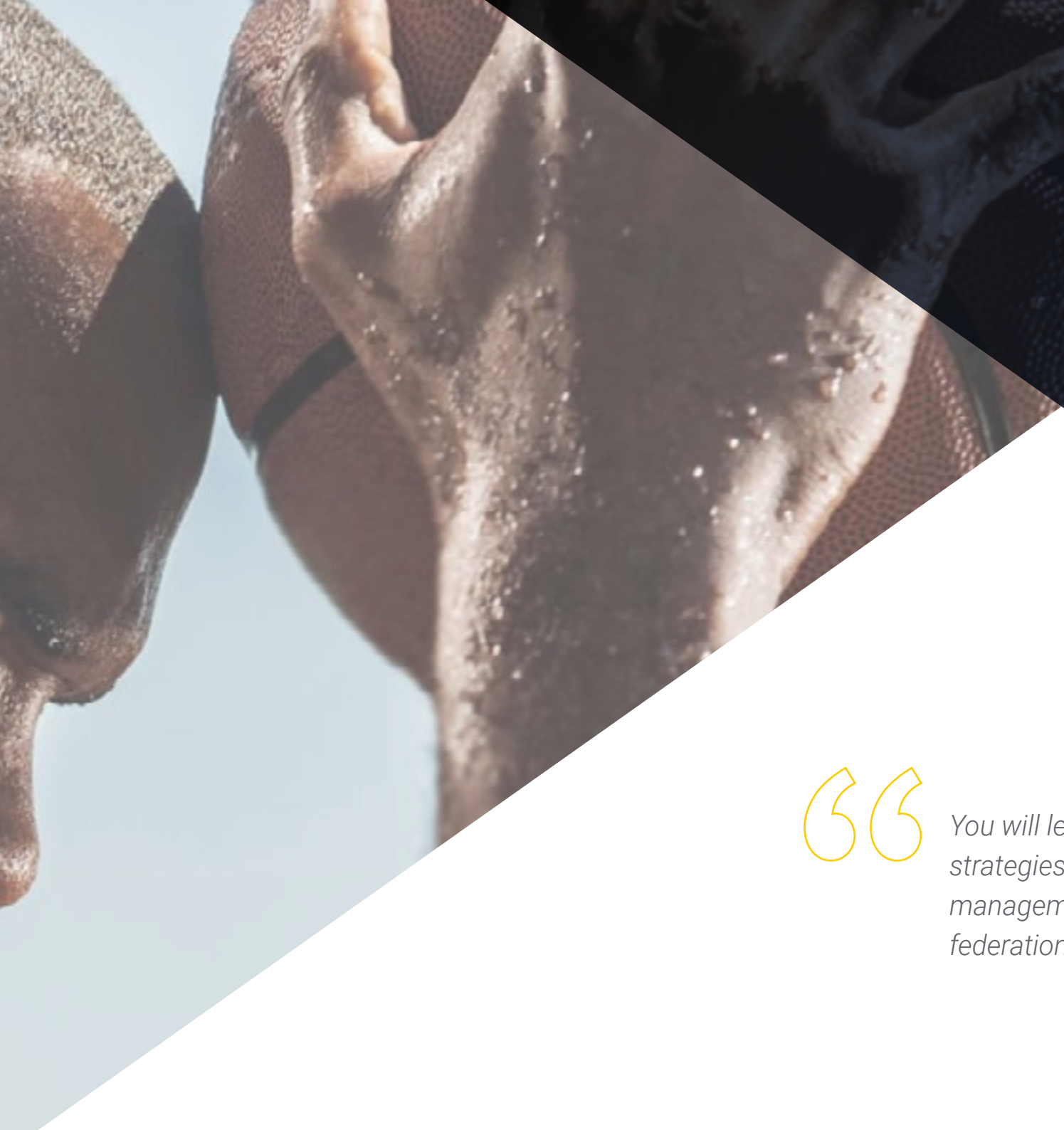
The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

03

Syllabus

This syllabus will provide executives with a deep understanding of the particularities of the sports sector, recognizing the differences from other economic sectors.
In this way, it will analyze key players at a global level, as well as labor relations and the importance of communication in sports. In addition, professionals will be able to manage sporting events, understanding the stages and steps necessary for their successful execution. The program will also offer a detailed overview of sports jurisdiction and will strengthen leadership skills, preparing graduates to effectively manage teams within sports organizations.



You will lead with clear strategies to optimize the management of sports clubs, federations, and organizations"

Module 1. Leadership, Ethics, and Social Responsibility in Companies

1.1. Globalization and Governance
- 1.1.1. Globalization and Trends: Market Internationalization
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

1.2. Leadership
- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

1.3. *Cross-Cultural Management*
- 1.3.1. Cultural Dimension of International Management
- 1.3.2. Globalization in Business Management
- 1.3.3. Inter-Cultural Leadership

1.4. Management and Leadership
- 1.4.1. Integrating Functional Strategies into Global Business Strategies
- 1.4.2. Management Policy and Processes
- 1.4.3. *Society and Enterprise*

1.5. Business Ethics
- 1.5.1. Ethics and Integrity
- 1.5.2. Ethical Behavior in Companies
- 1.5.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.5.4. Fraud and Corruption Prevention
- 1.5.5. Responsible Finance and Investment

1.6. Sustainability
- 1.6.1. Business and Sustainable Development
- 1.6.2. Social, Environmental, and Economic Impact
- 1.6.3. The 2030 Agenda and the SDGs

1.7. Corporate Social Responsibility
- 1.7.1. Corporate Social Responsibility
- 1.7.2. Roles and Responsibilities
- 1.7.3. Implementing Corporate Social Responsibility

1.8. Responsible Management Systems and Tools
- 1.8.1. Social Responsibility Management Systems
- 1.8.2. Integration Systems
- 1.8.3. Quality Management Systems, the Environment and Occupational Health and Safety
- 1.8.4. Audits

1.9. Multinationals and Human Rights
- 1.9.1. Globalization, Human Rights and Multinational Companies
- 1.9.2. Multinational Companies and International Law
- 1.9.3. Specific Legal Instruments

1.10. Legal Environment and Corporate Governance
- 1.10.1. International Rules on Importation and Exportation
- 1.10.2. Intellectual and Industrial Property
- 1.10.3. International Labor Law

Module 2. Strategic Management and Executive Management

2.1. Organizational Analysis and Design
- 2.1.1. Organizational Culture
- 2.1.2. Organizational Analysis
- 2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy
- 2.2.1. Corporate-Level Strategy
- 2.2.2. Types of Corporate-Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation
- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

2.4. Implementation of Corporate Strategies
- 2.4.1. *Driving Corporate Strategy*
- 2.4.2. *Pacing Corporate Strategy*
- 2.4.3. *Framing Corporate Strategy*

2.5. New Business Development and Business Consolidation
- 2.5.1. Developing New Businesses
- 2.5.2. Growing and Consolidating Companies

2.6. Planning and Strategy
- 2.6.1. The Relevance of Strategic Direction in the Management Control Process
- 2.6.2. Analysis of the Environment and the Organization
- 2.6.3. *Lean Management*

2.7. Strategy Models and Patterns
- 2.7.1. Wealth, Value, and Return on Investments
- 2.7.2. Corporate Strategy: Methods
- 2.7.3. Growing and Consolidating the Corporate Strategy

2.8. Competitive Strategy
- 2.8.1. Market Analysis
- 2.8.2. Sustainable Competitive Advantage
- 2.8.3. Return on Investment

2.9. Strategic Management
- 2.9.1. Strategic Mission, Vision, and Values
- 2.9.2. The Balanced Scorecard
- 2.9.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.9.4. Strategic Management and Reporting

2.10. Strategy Implementation
- 2.10.1. Implementing the Strategy: Objectives, Actions, and Impacts
- 2.10.2. Supervision and Strategic Alignment
- 2.10.3. Continuous Improvement Approach

2.11. Strategy Execution
- 2.11.1. Indicator Systems and Process Approach
- 2.11.2. Strategic Map
- 2.11.3. Differentiation and Alignment

2.12. Strategic Communication
- 2.12.1. Interpersonal Communication
- 2.12.2. Communication Skills and Influence
- 2.12.3. Internal Communication and Comprehensive Communication Plan
- 2.12.4. Barriers to Business Communication

Module 3. People and Talent Management

3.1. Organizational Behavior
- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management
- 3.1.4. Organizational Culture
- 3.1.5. Behavior and Organizational Changes
- 3.1.6. People in Organizations
- 3.1.7. Strategic Thinking and Systems
- 3.1.8. Planning and Management of Human Resources Department
- 3.1.9. Strategic Organizational Design
- 3.1.10 Financial and Accounting Basis for HR

3.2. People in Organizations
- 3.2.1. Quality of Work Life and Psychological Well-Being
- 3.2.2. Work Teams and Meeting Management
- 3.2.3. Coaching and Team Management
- 3.2.4. Managing Equality and Diversity

3.3. Strategic People Management
- 3.3.1. Job Design, Recruitment, and Selection
- 3.3.2. Human Resources Strategic Plan: Design and Implementation
- 3.3.3. Job Analysis: Design and Selection of People
- 3.3.4. Training and Professional Development

3.4. Job Analysis

3.5. Selection, Group Dynamics, and Human Resources Recruitment

3.6. Human Resources Management by Competencies

3.7. Performance Evaluation and Performance Management

3.8. Management of Training

3.9. Talent Management

3.10. Innovation in Talent and People Management

3.11. Motivation

3.12. *Employer Branding*

3.13. Developing High-Performance Teams

3.14. Management and Leadership Development
- 3.14.1. Management Skills: 21st Century Skills and Abilities
- 3.14.2. Non-Managerial Skills
- 3.14.3. Map of Skills and Abilities
- 3.14.4. Leadership and People Management

3.15. Time Management
- 3.15.1. Planning, Organization and Control
- 3.15.2. The Methodology of Time Management
- 3.15.3. Action Plans
- 3.15.4. Tools for Efficient Time Management

3.16. Change Management
- 3.16.1. Performance Analysis
- 3.16.2. Strategic Approach
- 3.16.3. Change Management: Key Factors, Process Design and Management
- 3.16.4. Continuous Improvement Approach

3.17. Negotiation and Conflict Management
- 3.17.1. Negotiation Objectives: Differentiating Elements
- 3.17.2. Effective Negotiation Techniques
- 3.17.3. Conflicts: Factors and Types
- 3.17.4. Efficient Conflict Management: Negotiation and Communication
- 3.17.5. Interpersonal Communication
- 3.17.6. Effective Negotiation Techniques
- 3.17.7. Interpersonal Conflicts
- 3.17.8. Intercultural Negotiation

3.18. Executive Communication
- 3.18.1. Performance Analysis
- 3.18.2. Leading Change. Resistance to Change
- 3.18.3. Managing Change Processes
- 3.18.4. Managing Multicultural Teams

3.19. Human Resources Management and Occupational Risk Prevention Teams
- 3.19.1. Human Resources Management
- 3.19.2. Team Management
- 3.19.3. Occupational Risk Prevention Plan

3.20. Productivity, Attraction, Retention and Activation of Talent
- 3.20.1. Productivity
- 3.20.2. Levers for Productivity
- 3.20.3. Talent Attraction, Retention and Attraction Levers

3.21. Monetary Compensation vs. Non-Cash
- 3.21.1. Wage Band Models
- 3.21.2. Non-Cash Compensation Models
- 3.21.3. Monetary Compensation vs. Non-Cash

3.22. Team Management and People Performance
- 3.22.1. Multicultural and Multidisciplinary Environment
- 3.22.2. Team and People Management
- 3.22.3. Coaching and People Performance
- 3.22.4. Executive Meetings: Planning and Time Management

3.23. Knowledge and Talent Management
- 3.23.1. Identifying Knowledge and Talent in Organizations
- 3.23.2. Corporate Knowledge and Talent Management Models
- 3.23.3. Creativity and Innovation

3.24. Transforming Human Resources in the Digital Era
- 3.24.1. New Forms of Organization and New Work Methodologies
- 3.24.2. Digital Skills and Professional Brand
- 3.24.3. HR and Data Analysis
- 3.24.4. Managing People in the Digital Age

Module 4. Economic and Financial Management

4.1. Economic Environment
- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Company Financing
- 4.2.1. Sources of Financing
- 4.2.2. Types of Financing Costs
  - 4.2.2.1. Equity Cost of Capital
  - 4.2.2.2. Cost of Debt
  - 4.2.2.3. The Weighted Average Cost of Capital (WACC) in the Valuation of Investment Projects

4.3. Executive Accounting
- 4.3.1. International Accounting Framework
- 4.3.2. Introduction to the Accounting Cycle
- 4.3.3. Company Financial Statements

4.4. Management Accounting to Cost Accounting
- 4.4.1. Elements of Cost Calculation
- 4.4.2. Stock in General Accounting and Cost Accounting
- 4.4.3. Expense in General Accounting and Cost Accounting
- 4.4.4. Costs Classification

4.5. Information Systems and Business Intelligence
- 4.5.1. Fundamentals and Classification
- 4.5.2. Cost Allocation Phases and Methods
- 4.5.3. Choice of Cost Center and Impact

4.6. Budget and Management Control
- 4.6.1. Budgetary Planning
- 4.6.2. Management Control: Design and Objectives
- 4.6.3. Supervision and Reporting

4.7. Treasury Management
- 4.7.1. Accounting Working Capital and Necessary Working Capital
- 4.7.2. Calculation of Operating Cash Requirements
- 4.7.3. *Credit Management*
- 4.7.4. Management of Funds, Wealth and Family Offices

4.8. Corporate Tax Liability
- 4.8.1. Corporate Tax Responsibility
- 4.8.2. Tax Procedure: An Approach to a Country Case Study

4.9. Corporate Control Systems
- 4.9.1. Types of Control
- 4.9.2. Regulatory Compliance
- 4.9.3. Internal Auditing
- 4.9.4. External Auditing

4.10. Financial Management
- 4.10.1. Introduction to Financial Management
- 4.10.2. Financial Management and Corporate Strategy
- 4.10.3. Chief Financial Officer (CFO): Executive Competencies

4.11. Financial Planning
- 4.11.1. Business Models and Financing Needs
- 4.11.2. Financial Analysis Tools
- 4.11.3. Short-Term Financial Planning
- 4.11.4. Long-Term Financial Planning

4.12. Corporate Financial Strategy
- 4.12.1. Corporate Financial Investments
- 4.12.2. Strategic Growth: Types

4.13. Macroeconomic Context
- 4.13.1. Macroeconomic Analysis
- 4.13.2. Economic Indicators
- 4.13.3. Economic Cycle

4.14. Strategic Financing
- 4.14.1. Banking Business: Current Environment
- 4.14.2. Risk Analysis and Management

4.15. Money and Capital Markets
- 4.15.1. Fixed Income Market
- 4.15.2. Variable Income Market
- 4.15.3. Company Valuation

4.16. Financial Analysis and Planning
- 4.16.1. Analysis of the Balance Sheet
- 4.16.2. Income Statement Analysis
- 4.16.3. Profitability Analysis

4.17. Analyzing and Solving Cases/Problems
- 4.17.1. Problem Solving Methodology
- 4.17.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Direction and Management
- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

5.2. Industrial Organization and Logistics
- 5.2.1. Industrial Organization Department
- 5.2.2. Internal Logistics Department
- 5.2.3. External Logistics Department

5.3. Structure and Types of Production (MTS, MTO, ATO, ETO etc.)
- 5.3.1. Production Systems and Strategies
- 5.3.2. Inventory Management System
- 5.3.3. Production Indicators

5.4. Structure and Types of Procurement
- 5.4.1. Function of Procurement
- 5.4.2. Procurement Management
- 5.4.3. The Buying Decision Process

5.5. Economic Control of Purchasing
- 5.5.1. Advanced Warehouse Design
- 5.5.2. Picking and Sorting
- 5.5.3. Material Flow Control

5.6. Warehouse Operations Control
- 5.6.1. Warehouse Operations
- 5.6.2. Inventory Control and Location Systems
- 5.6.3. Stock Management Techniques

5.7. Purchasing Management
- 5.7.1. Stock Management
- 5.7.2. Warehouse Management
- 5.7.3. Purchasing and Procurement Management

5.8. Typologies of the Supply Chain (SCM)
- 5.8.1. Supply Chain
- 5.8.2. Benefits of Supply Chain Management
- 5.8.3. Logistical Management in the Supply Chain

5.9. *Supply Chain Management*
- 5.9.1. Costs and Efficiency of the Operations Chain
- 5.9.2. Change in Demand Patterns
- 5.9.3. Change in Operations Strategy

5.10. Interactions Between the SCM and All Other Departments
- 5.10.1. Areas to Consider in the Interaction
- 5.10.2. SCM Interrelations
- 5.10.3. Integration Problems in the SCM

5.11. Logistics Costs
- 5.11.1. Costs to Consider According to Each Area
- 5.11.2. Problems with Logistics Costs
- 5.11.3. Optimizing Logistic Costs

5.12. Profitability and Efficiency of Logistics Chains: KPIs
- 5.12.1. Profitability and Efficiency of Mediations
- 5.12.2. General Indicators of Logistic Chains
- 5.12.3. Specific Indicators

5.13. Logistical Processes
- 5.13.1. Organization and Management by Processes
- 5.13.2. Procurement, Production, Distribution
- 5.13.3. Quality, Quality Costs and Tools
- 5.13.4. After-Sales Service

5.14. Transportation Logistics and Customer Distribution
- 5.14.1. Demand Analysis and Forecasting
- 5.14.2. Sales Forecasting and Planning
- 5.14.3. *Collaborative Planning, Forecasting, and Replacement*

5.15. Logistics and Customers
- 5.15.1. Demand Analysis and Forecasting
- 5.15.2. Sales Forecasting and Planning
- 5.15.3. *Collaborative Planning Forecasting and Replacement*

5.16. International Logistics
- 5.16.1. Customs, Export and Import Processes
- 5.16.2. Methods and Means of International Payment
- 5.16.3. International Logistics Platforms

5.17. Outsourcing of Operations
- 5.17.1. Customs, Export and Import Processes
- 5.17.2. Methods and Means of International Payment
- 5.17.3. International Logistics Platforms

5.18. Competitiveness in Operations
- 5.18.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.18.2. Emerging Technologies and Sciences
- 5.18.3. Information Systems in Operations

5.19. Quality Management
- 5.19.1. Total Quality
- 5.19.2. ISO 9001:15 Quality Management System
- 5.19.3. Integrated Management System
- 5.19.4. Excellence in Management: EFQM Model
- 5.19.5. Quality Tools

Module 6. Information Systems Management

6.1. Technological Environment
- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

6.2. Information Systems in Companies
- 6.2.1. The Evolution of the IT Model
- 6.2.2. Organization and IT Department
- 6.2.3. Information Technology and Economic Environment

6.3. Corporate Strategy and Technology Strategy
- 6.3.1. Creating Value for Customers and Shareholders
- 6.3.2. Strategic IS/IT Decisions
- 6.3.3. Corporate Strategy vs. Technology and Digital Strategy

6.4. Information Systems Management
- 6.4.1. Company and Industry Sector Analysis
- 6.4.2. Online Business Models
- 6.4.3. The Value of IT in a Company

6.5. Information Technology Strategic Planning
- 6.5.1. The Process of Strategic Planning
- 6.5.2. Formulating the IS Strategy
- 6.5.3. Strategy Implementation Plan

6.6. Information Systems for Decision-Making
- 6.6.1. *Business Intelligence*
- 6.6.2. *Data Warehouse*
- 6.6.3. Balanced Scorecard (BSC)

6.7. Information Systems and Business Intelligence
- 6.7.1. CRM and Business Intelligence
- 6.7.2. Business Intelligence Project Management
- 6.7.3. Business Intelligence Architecture

6.8. Corporate Business Intelligence
- 6.8.1. The World of Data
- 6.8.2. Relevant Concepts
- 6.8.3. Main Characteristics
- 6.8.4. Solutions in Today's Market
- 6.8.5. Overall Architecture of a BI Solution
- 6.8.6. Cybersecurity in BI and Data Science

6.9. New Business Concept
- 6.9.1. Why BI
- 6.9.2. Obtaining Information
- 6.9.3. BI in the Different Departments of the Company
- 6.9.4. Reasons to Invest in BI

6.10. BI Tools and Solutions
- 6.10.1. Choosing the Best Tool
- 6.10.2. Microsoft Power BI, MicroStrategy and Tableau
- 6.10.3. SAP BI, SAS BI and Qlikview
- 6.10.4. Prometheus

6.11. BI Project Planning and Management
- 6.11.1. First Steps to Define a BI Project
- 6.11.2. BI Solution for Your Company
- 6.11.3. Requirements and Objectives

6.12. Corporate Management Applications
- 6.12.1. Technology-Based Business Models
- 6.12.2. Innovation Abilities
- 6.12.3. Redesigning the Value Chain Processes

6.13. Digital Transformation
- 6.13.1. E-Commerce Strategic Plan
- 6.13.2. Logistics Management and Customer Service in E-Commerce
- 6.13.3. E-Commerce as an Opportunity for Internationalization

6.14. Technology and Trends
- 6.14.1. Social Media Strategies
- 6.14.2. Optimizing Service Channels and Customer Support
- 6.14.3. Digital Regulation

6.15. IT Outsourcing
- 6.15.1. Mobile E-Commerce
- 6.15.2. Design and Usability
- 6.15.3. E-Commerce Operations

Module 7. Commercial Management, Strategic Marketing and Corporate Communications

7.1. Commercial Management
- 7.1.1. Macro Concept of Innovation
- 7.1.2. Types of Innovation
- 7.1.3. Continuous and Discontinuous Innovation
- 7.1.4. Training and Innovation

7.2. Marketing
- 7.2.1. Innovation and Corporate Strategy
- 7.2.2. Global Innovation Project: Design and Management
- 7.2.3. Innovation Workshops

7.3. Strategic Marketing Management
- 7.3.1. The Lean Startup Methodology
- 7.3.2. Innovative Business Initiative: Stages
- 7.3.3. Financing Arrangements
- 7.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 7.3.5. Growth and Loyalty

7.4. Digital Marketing and E-Commerce
7.5. *Managing Digital Business*
7.6. Digital Marketing to Reinforce a Brand
7.7. Digital Marketing Strategy
  7.7.1. Innovation Opportunities
  7.7.2. Feasibility Study and Proposal Specification
  7.7.3. Project Definition and Design
  7.7.4. Project Execution
  7.7.5. Project Closure
7.8. Digital Marketing to Attract and Retain Customers
7.9. Managing Digital Campaigns
7.10. Online Marketing Plan
7.11. Blended Marketing
7.12. Sales and Communication Strategy
7.13. Corporate Communication in Human Resources
7.14. Corporate Communication Strategy
7.15. Communication and Digital Reputation
  7.15.1. Crisis Management and Online Corporate Reputation
  7.15.2. Online Reputation Report
  7.15.3. Netiquette and Good Practices on Social Media
  7.15.4. Branding and Networking 2.0

Module 8. Market Research, Advertising and Commercial Management

8.1. Market Research (Commercial Management)
  8.1.1. Sales Management
  8.1.2. Commercial Strategy
  8.1.3. Sales and Negotiation Techniques
  8.1.4. Management of Sales Teams
8.2. Quantitative Research Methods and Techniques
  8.2.1. Variables and Measurement Scales
  8.2.2. Information Sources
  8.2.3. Sampling Techniques
  8.2.4. The Treatment and Analysis of Data

8.3. Qualitative Research Methods and Techniques
- 8.3.1. Direct Techniques: *Focus Group*
- 8.3.2. Anthropological Techniques
- 8.3.3. Indirect Techniques
- 8.3.4. The Two Face Mirror and the Delphi Method

8.4. Market Segmentation
- 8.4.1. Market Segmentation Concept
- 8.4.2. Utility and Segmentation Requirements
- 8.4.3. Market Typologies
- 8.4.4. Concept and Analysis of the Demand
- 8.4.5. Segmentation and Criteria
- 8.4.6. Defining the Target Audience

8.5. Research Project Management
- 8.5.1. Information Analysis Tools
- 8.5.2. Developing an Expectation Management Plan
- 8.5.3. Assessing the Feasibility of Projects

8.6. International Market Research
- 8.6.1. Introduction to International Market Research
- 8.6.2. International Market Research Process
- 8.6.3. The Importance of Secondary Sources in International Research

8.7. Feasibility Studies
- 8.7.1. Obtaining Information on Purchasing Behavior and Motives
- 8.7.2. Analysis and Evaluation of the Competitive Offer
- 8.7.3. Market Structure and Potential
- 8.7.4. Purchase Intention
- 8.7.5. Feasibility Results

8.8. Advertising
- 8.8.1. Marketing and the Impact on the Company
- 8.8.2. Basic Marketing Variables
- 8.8.3. Marketing Plan

8.9. Developing the Marketing Plan
- 8.9.1. Analysis and Diagnosis
- 8.9.2. Strategic Decisions
- 8.9.3. Operational Decisions

8.10. Promotion and Merchandising Strategies
- 8.10.1. Advertising Management
- 8.10.2. Communication and Media Plan
- 8.10.3. Merchandising as a Marketing Technique
- 8.10.4. *Visual Merchandising*

8.11. Media Planning
- 8.11.1. Sources of Innovation
- 8.11.2. Current Trends in Marketing
- 8.11.3. Marketing Tools
- 8.11.4. Marketing Strategy and Communication with Customers

8.12. Fundamentals of Commercial Management
- 8.12.1. Internal and External Analysis. SWOT Analysis
- 8.12.2. Sector and Competitive Analysis
- 8.12.3. The Canvas Model

8.13. Commercial Negotiation

8.14. Decision-Making in Commercial Management

8.15. Sales Network Management

8.16. Implementing the Commercial Function

8.17. *Key Account Management*

8.18. Financial and Budgetary Management

Module 9. Innovation and Project Management

9.1. Innovation
- 9.1.1. Macro Concept of Innovation
- 9.1.2. Types of Innovation
- 9.1.3. Continuous and Discontinuous Innovation
- 9.1.4. Training and Innovation

9.2. Innovation Strategy
- 9.2.1. Innovation and Corporate Strategy
- 9.2.2. Global Innovation Project: Design and Management
- 9.2.3. Innovation Workshops

9.3. Creation of a Startup
- 9.3.1. From the Idea to the Business Model
- 9.3.2. Partners
- 9.3.3. Legal Considerations
- 9.3.4. Organization and Culture
- 9.3.5. Venture Capital and Entrepreneurial Management

9.4. Business Model Design and Validation
- 9.4.1. The Lean Start-Up Methodology
- 9.4.2. Innovative Business Initiative: Stages
- 9.4.3. Financing Arrangements
- 9.4.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 9.4.5. Growth and Loyalty

9.5. Project Management
- 9.5.1. Innovation Opportunities
- 9.5.2. Feasibility Study and Proposal Specification
- 9.5.3. Project Definition and Design
- 9.5.4. Project Execution
- 9.5.5. Project Closure

9.6. Project Change Management: Training Management

9.7. Project Communication Management

9.8. Traditional and Innovative Methodologies

9.9. Project Management for Startups

9.10. Project Risk Management Planning

Module 10. Executive Management

10.1. *General Management*
- 10.1.1. The Concept of General Management
- 10.1.2. The General Manager's Action
- 10.1.3. The Chief Executive Officer and Their Functions
- 10.1.4. Transforming the Work of Management

10.2. Executive Management
- 10.2.1. Integrating Functional Strategies into Global Business Strategies
- 10.2.2. Executive Management and Process Development
- 10.2.3. Management Policy and Processes
- 10.2.4. *Society and Enterprise*
- 10.2.5. *Knowledge Management*

10.3. People in Organizations
- 10.3.1. Quality of Work Life and Psychological Well-Being
- 10.3.2. Work Teams and Meeting Management
- 10.3.3. Coaching and Team Management
- 10.3.4. Managing Equality and Diversity

10.4. Public Speaking and Spokesperson Education
- 10.4.1. Interpersonal Communication
- 10.4.2. Communication Skills and Influence
- 10.4.3. Communication Barriers

10.5. Personal and Organizational Communication
- 10.5.1. Communication and Objectives
- 10.5.2. Applying Communication Skills
- 10.5.3. Communication in Organizations
- 10.5.4. Personal and Organizational Communication Tools
- 10.5.5. Development of a Corporate Communication Plan
- 10.5.6. Communication Department within the Organization
- 10.5.7. Advantages of Internal Communication
- 10.5.8. External Communication Strategies
- 10.5.9. Corporate Communication 2.0
- 10.5.10. Crisis Communication Management

10.6. Management and Leadership Development
- 10.6.1. Concept of Management Development
- 10.6.2. Concept of Leadership
- 10.6.3. Leadership Theories
- 10.6.4. Leadership Styles
- 10.6.5. Intelligence in Leadership
- 10.6.6. The Challenges of Today's Leader

10.7. Leadership 2.0
- 10.7.1. Leadership and Leadership Styles
- 10.7.2. Motivation
- 10.7.3. Emotional Intelligence
- 10.7.4. Skills and Abilities of the Leader 2.0
- 10.7.5. Efficient Meetings

10.8. Analyzing and Solving Cases/Problems
- 10.8.1. Problem Solving Methodology
- 10.8.2. Case Method
- 10.8.3. Positioning and Decision Making

10.9. Negotiation and Conflict Resolution
- 10.9.1. Effective Negotiation Techniques
- 10.9.2. Interpersonal Conflicts
- 10.9.3. Intercultural Negotiation

10.10. Time Management
- 10.10.1. Planning, Organization and Control
- 10.10.2. The Methodology of Time Management
- 10.10.3. Action Plans
- 10.10.4. Tools for Efficient Time Management

Module 11. Introduction to Sports Law and Management

11.1. The Sports Environment
- 11.1.1. Historical Background of Sports Law

11.2. Sports Contracts: Structure of Sports Contractual Framework

11.3. Sports Intermediation

Module 12. Organizational Structure of International Sports

12.1. Federations

12.2. International Sports Organization

12.3. Conflict Resolution Formulas at the International Level

Module 13. Strategic Planning in Sports Organizations

13.1. Introduction to Strategic Planning and Analysis in Professional Sport

13.2. Sale and Purchase of Sports Entities

13.3. Football Club Management

13.4. Structure and Sports Planning

13.5. Business Development and Operation of Stadiums

13.6. Brand Development and Commercial Rights

13.7. TV Rights

13.8. Internationalization of Sports Entities

13.9. Holding Companies and Investment Funds

13.10. Practical Business Models

Module 14. Financial Management and Tax Aspects in Sports

14.1. Introduction to Sports Finance

14.2. Interpretation of Financial Reports

14.3. Budget Production and Control. Income Sources and Regulation

14.4. Valuation of Investment Projects. Elaboration and Possible Structure of a Feasibility Plan

Module 15. Marketing and Communication in Sports

15.1. Introduction to Sports Marketing

15.2. Marketing Plan

15.3. Branding and Brand Development

15.4. Sports Sponsorship

15.5. Ambush Marketing

15.6. Communication in Sport

15.7. Digital Marketing and Sports

15.8. Specialization in Women Sports

15.9. Sports Marketing and Other Areas

15.10. Trends in Sports Marketing

Module 16. Organization of Sports Events

16.1. Introduction to Sports Events
16.2. Origin and History of Sports Events
16.3. Management of Sports Events
16.4. Planning as a Success Factor
16.5. General Plan of the Sports Event
16.6. Forms of Income
16.7. Sponsorships
16.8. Communication
16.9. Sports Tourism and Local Promotion
16.10. Success Stories of Sports Events

Module 17. New Trends in Sports: *Big Data & E-Sports*

17.1. Introduction to the Use of Big Data in Sports. Connections and Current Scenarios
17.2. Data Analysis Methodology. Phases and Strategies
17.3. Open Data Providers and Sources
17.4. Payment Data Providers and Sources
17.5. Reports and Infographics: Vital Importance of the Sample
17.6. Data Processing Tools
17.7. Communication Applied to Big Data. Striving for Excellence in Material and Presentation
17.8. E-Sports Management

Module 18. Leadership and People Management in Sports

18.1. Leadership Styles
18.2. Managerial Skills
18.3. Entrepreneurship
18.4. Human Resources and Talent Management
18.5. Team Management
18.6. Coaching Applied in Sports
18.7. Negotiation
18.8. Conflict Resolution
18.9. Communication Skills
18.10. Pressure Management

You will strengthen your ability to lead projects, attract talent, and maximize operational efficiency, thanks to the extensive multimedia resource library of this Advanced Master's Degree MBA"

04

Teaching Objectives

Through a comprehensive approach, the program aims to equip professionals with the necessary tools to make decisions in complex environments, design innovative corporate strategies, and optimize institutional management. In addition, it will provide an in-depth understanding of the economic environment and the specific characteristics of sports as a sector, preparing participants to anticipate change and lead successfully at both national and international levels. The goal is to prepare executives capable of maximizing the performance of their teams and organizations while promoting a positive impact on the global sports industry.

You will design corporate strategies that enhance competitiveness and align objectives with the global challenges of today's sports market"

General Objectives

- Develop skills to manage sports organizations at a global level
- Implement sports marketing strategies to increase visibility and impact
- Optimize the financial management of sports entities to improve profitability
- Foster effective leadership in sports teams and organizations
- Develop human resource management skills within sports institutions
- Apply sponsorship strategies and strategic alliances in the sports field
- Manage the logistics of national and international sports events
- Develop sustainability and social responsibility plans in sports
- Apply data analysis tools to improve athletic performance
- Establish effective communication policies to strengthen the image of sports
- Improve the fan experience through customer service management
- Develop and manage training and talent development programs for athletes
- Apply change management techniques in sports organizations undergoing transformation
- Optimize infrastructure and material resources in sports facilities
- Manage relationships with sponsors and the media in a strategic manner
- Develop expansion and growth strategies for sports organizations
- Analyze the economic impact of sports events and their contribution to society
- Establish internationalization strategies for sports clubs and brands
- Promote technological innovation applied to sports management
- Develop wellness and health policies for professional and amateur athletes

Specific Objectives

Module 1. Leadership, Ethics, and Social Responsibility in Companies

- Apply ethical leadership principles in business management
- Develop Corporate Social Responsibility strategies in creative industries

Module 2. Strategic Management and Executive Management

- Develop the skills to design, formulate, and implement corporate strategies aligned with the organization's vision and objectives
- Apply strategic management and leadership tools to enhance business competitiveness, sustainability, and growth

Module 3. People and Talent Management

- Implement talent management and leadership strategies in creative industries
- Develop negotiation and conflict-resolution skills within work teams

Module 4. Economic and Financial Management

- Apply strategies for cost management, budgeting, and financial control
- Evaluate investment and financing opportunities for creative projects

Module 5. Operations and Logistics Management

- Develop skills to lead and optimize operations, production, inventory, and logistics in complex organizational environments.
- Apply integrated supply chain management approaches to improve business efficiency, quality, and competitiveness.

Module 6. Information Systems Management

- Manage information systems that optimize the organization's operational and strategic processes.
- Use information systems to facilitate informed, data-driven business decision-making, enhancing organizational efficiency.

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

- Provide the necessary tools to develop and implement effective commercial strategies that maximize business profitability
- Train participants in creating long-term marketing plans aligned with corporate objectives, analyzing the environment and market needs

Module 8. Market Research, Advertising and Commercial Management

- Train participants to analyze market trends, consumer and competitor segmentation to support strategic commercial decision-making
- Design and execute effective advertising campaigns that enhance brand visibility and market positioning

Module 9. Innovation and Project Management

- Train participants in creating and managing innovative processes that promote organizational competitiveness and sustainability
- Apply agile approaches, such as Scrum and Lean, in project management, promoting flexibility and efficiency in delivering results

Module 10. Executive Management

- Make decisions based on data analysis and risk assessment, considering both the short and long term for the benefit of the organization
- Develop a broad understanding of global business dynamics and learn to apply executive strategies that ensure the organization's long-term sustainability and growth

Module 11. Introduction to Sports Law and Management

- Understand the legal framework applied to sports at the national and international levels, including licensing, disciplinary regimes, and legal liability
- Study sports contracts, their structure, and the legal implications of intermediation and broadcasting rights for sporting events

Module 12. Organizational Structure of International Sports

- Identify the main entities that regulate sports, from clubs and federations to organizations such as the International Olympic Committee and FIFA
- Analyze conflict resolution mechanisms in sports, both nationally and internationally

Module 13. Strategic Planning in Sports Organizations

- Develop planning and management strategies for sports clubs and federations, optimizing institutional resources and objectives
- Implement internationalization strategies to promote the global expansion of sports entities and brands

Module 14. Financial Management and Tax Aspects in Sports

- Understand the financial structure of sports entities, from budget preparation to the valuation of intangible assets
- Analyze taxation as applied to athletes and sports entities, including estate planning and income taxation

Module 15. Marketing and Communication in Sports

- Design sports marketing plans that enhance the image of clubs, federations, and sporting events
- Assess sponsorship and brand development strategies in sports, optimizing relationships with sponsors and media outlets

Module 16. Organization of Sports Events

- Plan and manage sporting events of various scales, from local competitions to international tournaments
- Understand the importance of sports tourism and its impact on economic and social development

Module 17. New Trends in Sports: *Big Data & E-Sports*

- Analyze the impact of new technologies on sports, including the use of Big Data in strategic decision-making
- Evaluate the growing eSports industry and its integration into traditional sports management

Module 18. Leadership and People Management in Sports

- Implement motivation and coaching strategies to improve performance and team cohesion in sports organizations
- Evaluate human resources management models applied to the sports sector

You will have access to an internationally renowned faculty and up-to-date content that will keep you at the forefront of Sports Management"

05

Career Opportunities

Experts will be able to work as managers of sports entities, operations directors, marketing and communication strategists, or event management coordinators in the sports sector, globally. In addition, this Advanced Master's Degree will provide them with the competencies necessary to become entrepreneurs in the sports industry, create new business opportunities, and foster innovation within the sector. With the training received, they will be prepared to assume high-responsibility roles, contribute to the development of sports, and strengthen it as a solid economic and entertainment industry.

You will gain access to leadership and management positions in clubs, federations, sports marketing agencies, consulting firms, and media outlets, driving growth and success in the sports sector"

Graduate Profile

With solid preparation in business management and a specialized focus on the specific characteristics of sports, graduates will be distinguished by their ability to design and implement strategies that enhance the competitiveness and efficiency of sports organizations. They will also possess a deep understanding of the global economic environment, labor relations in sports, and essential logistics operations. In addition, their ability to manage multidisciplinary teams, lead with strategic vision, and communicate effectively will allow them to stand out in the sports field, with a strong focus on creating value and driving the industry forward.

You will design and implement strategies that will enhance the competitiveness and efficiency of sports organizations, generating value in the global sports industry.

- **Strategic Leadership:** Graduates will develop the skills to lead sports teams and organizations with a long-term vision, making key decisions that drive growth and competitiveness in a globalized environment.
- **Decision-Making in Complex Environments:** The program fosters the ability to make sound decisions in unstable and uncertain contexts, managing risks and adapting to the rapid changes that define the sports sector.
- **Effective Communication:** Graduates will develop the competencies to communicate clearly and persuasively, both internally with teams and externally with sponsors, media outlets, and other key stakeholders.
- **Innovation and Change Management:** The program promotes the ability to design and implement innovative strategies that improve the efficiency and competitiveness of sports organizations, fostering a culture of change and adapting to emerging trends.

After completing the university program, you will be able to apply your knowledge and skills in the following positions:

1. **Sports Club General Manager:** Oversees the overall management of the club, supervising all operational, commercial, and sports areas to optimize the club's performance and growth, both athletically and financially.
2. **Manager of a Sports Organization:** Coordinates and directs the daily operations of a sports organization, including personnel management, budgeting, and project oversight.
3. **Sports Marketing Director:** Responsible for planning and executing marketing and communication strategies to promote the image of the club or sporting event, expand the fan base, and manage external relations.
4. **Sports Consultant:** Strategic advisor to sports organizations, providing tailored solutions to improve management, operations, and market positioning.
5. **Sports Events Director:** Oversees the planning, organization, and execution of sporting events, from local competitions to major international tournaments.
6. **Head of International Relations in Sports:** Manages relationships with international sports entities, federations, and global sponsors, facilitating the expansion and positioning of sports in international markets.
7. **Director of Sports Finance:** Supervises the financial management of a sports organization, developing budgets, controlling income and expenses, and managing investments and sponsorships.
8. **Human Resources Director in Sports:** Responsible for talent management in the sports field, from staff recruitment and training to managing the well-being and professional development of athletes.
9. **Sports Project Manager:** Oversees sports-related projects, such as new facilities, development programs, or sustainability initiatives, from planning through execution.
10. **Director of Operations in Sports Organizations:** Supervises the daily operations of the organization's facilities and services, managing sports activities and logistics (transportation, infrastructure, and resources).

"You will integrate up-to-date knowledge and practical tools to position sports as a driver of business innovation and generate a real impact in the industry"

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

"At TECH you will NOT have live classes (which you might not be able to attend)"

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

> *TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"*

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

> *The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"*

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

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student 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.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

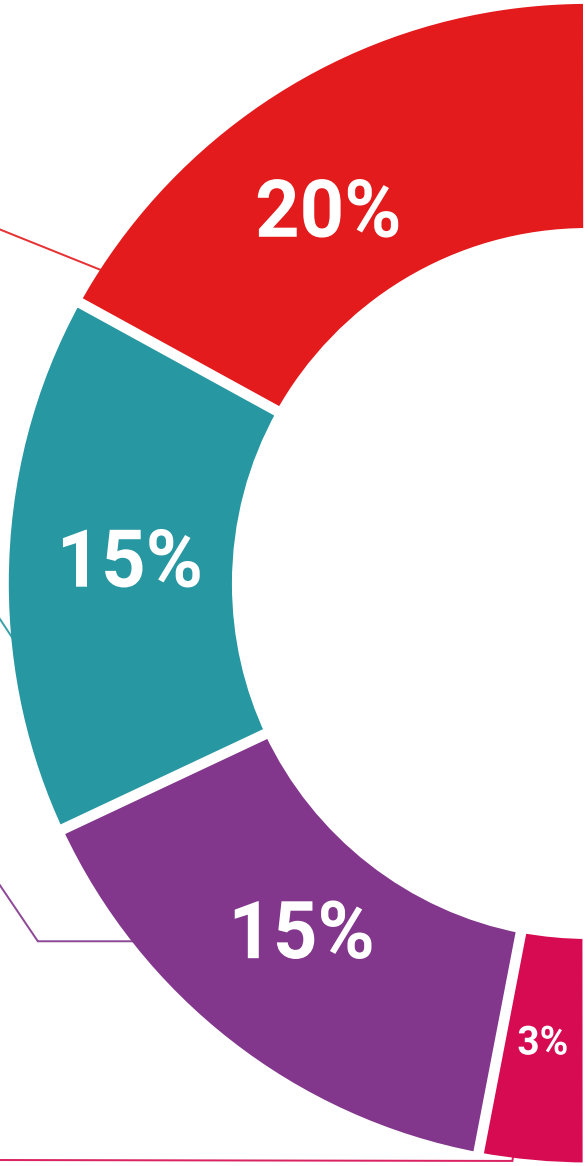
Interactive Summaries

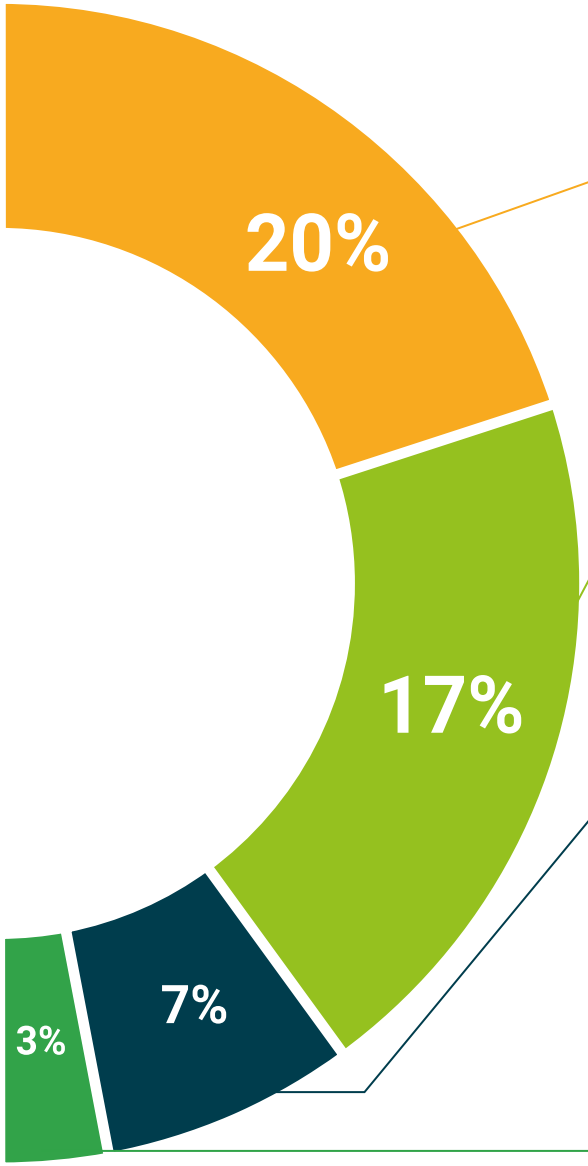
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

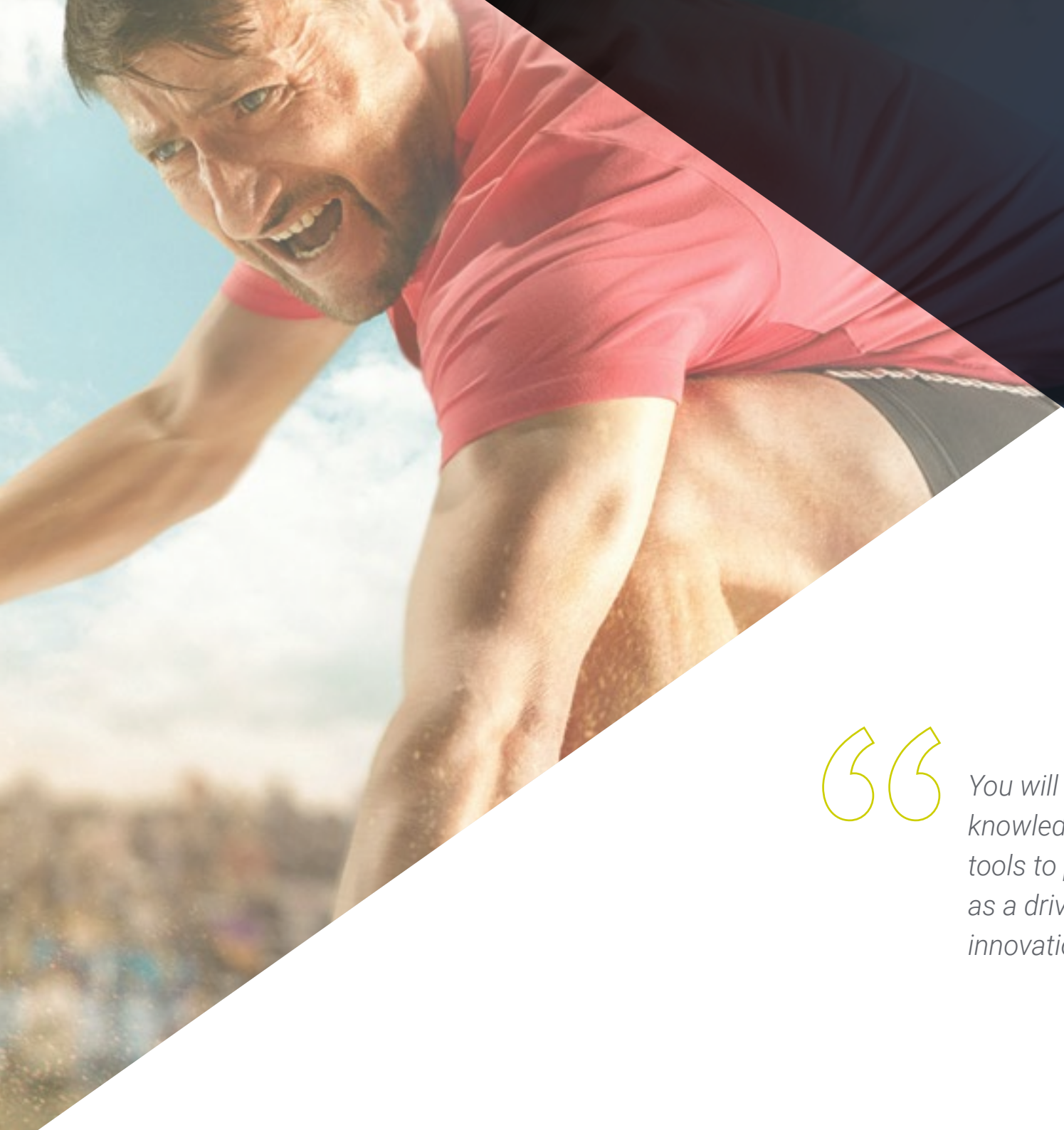
Quick Action Guides

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

Teaching Staff

The faculty are highly regarded professionals in both the business and sports sectors, with extensive experience in managing major sports organizations as well as holding senior executive positions in international institutions. With a practical and up-to-date approach, they will share their expertise through real-world case studies, international experiences, and innovative methodologies, enabling graduates to learn directly from experts who face and resolve the challenges of the sports industry. Through their lessons, participants will have the opportunity to develop key skills to excel as strategic managers and leaders within the sports industry.



You will integrate up-to-date knowledge and practical tools to position sports as a driver of business innovation"

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** field.

Mr. Burlingame, Brad

- Sales Director at the Dallas Cowboys Football Club, Texas, United States
- Manager of Corporate Alliances at Miami Heat, Florida
- Sales Manager at Palace Sports & Entertainment, Michigan
- Bachelor's degree in Marketing and Business from Eastern Michigan University

Thanks to TECH, you will be able to learn with the best professionals in the world"

International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in recruitment **and** technology strategy**.** Throughout her career, she has held senior positions in several technology organizations within ***Fortune*** **50**companies such as **NBCUniversal** and **Comcast**. Her background has allowed her to excel in competitive, high-growth environments.

As Vice President of Talent Acquisition **at** Mastercard **she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and** Human Resources **Managers to meet operational and strategic hiring objectives.** In particular, she aims to **build diverse, inclusive** and **high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. **She is also responsible for** amplifying Mastercard's employer brand **and value proposition through publications, events and social media.**

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of Human Resources **professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in** Organizational Communication**from the University of** Miami**, she has held management positions in recruitment for companies in various areas.**

On the other hand, it has been recognized for its ability to lead organizational transformations, integrate technologies **into** recruitment processes **and develop leadership programs that prepare institutions for future challenges.** She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, United States
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

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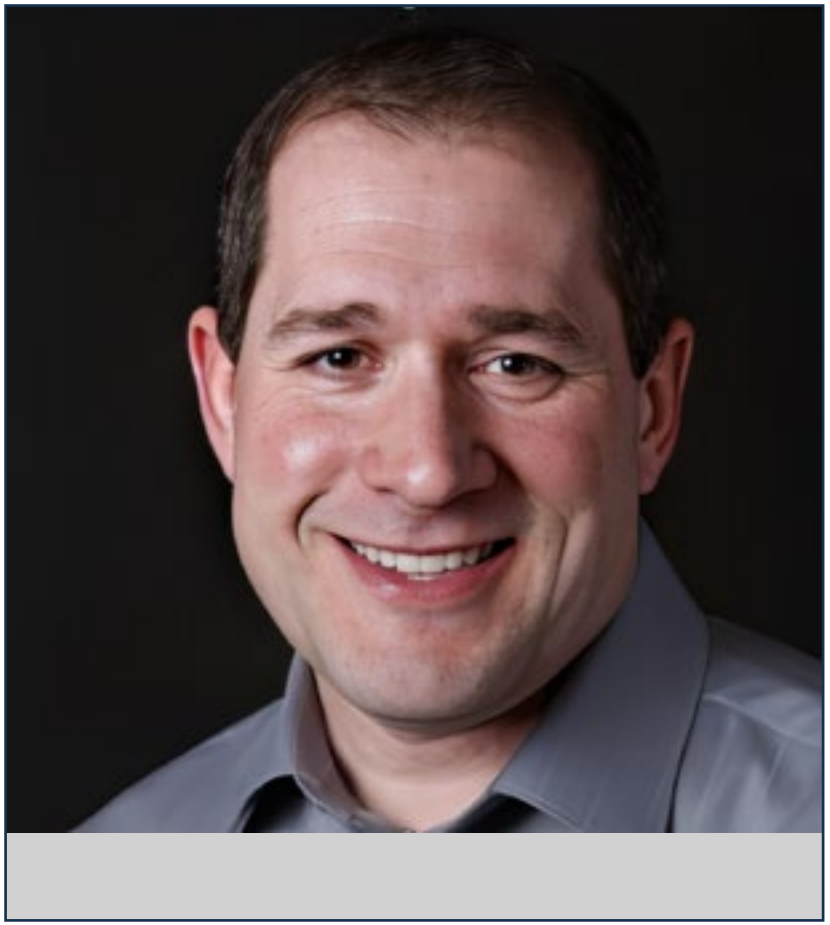
International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **cloud services** and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

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International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation**, **Marketing, Strategy** and **Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders,** focused on their **customers** and the **digital world.**

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT**, **employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting** a "**cost-effective decarbonization**" and **overhauling** a fragmented **data**, **digital and technology** landscape. Therefore, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce.**

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds
- Postgraduate Degree in Business Applications of AI for Senior Executives from the London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

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International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates** and vendor **prioritization**. He has led data center supply chain planning and vendor risk assessment, generating process and workflow management improvements that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution.** In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award and the EMEA Best Sales Model Award.**

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst,** in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/ regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.

Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, United States
- Senior Manager, B2B Analytics and Technology, Google, United States
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, United Kingdom
- Supply Chain Manager at Airbus, Germany

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International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising and Communication.** All this linked to prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business** objectives. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a strong commercial awareness, **market vision** and a **genuine passion** for **products**.

As Global Brand and Merchandising Director at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel** and **accessories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as **team leader** in the **Design, Communication and Sales departments.**

Furthermore, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development** of **different collections**. In turn, he has been in charge of creating **effective calendars** for buying and selling **campaigns.** He has also been in charge of the **terms**, costs, processes and **delivery times**

of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Mr. La Sala, Andrea

- Global Brand & Merchandising Director of Armani Exchange at Giorgio
- Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Degree in Business and Economics from the University of Eastern Piedmont

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International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull.** Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision-making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Café platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at ***Big Data***analysis. In addition, he has held the position of **Director** of **Business Intelligence** at **Red Bull,** covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,**in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge skill. Because of this, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Chief Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-Commerce at the University of Copenhagen
- Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and ***trailers***.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling.**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

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International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management.**

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.

Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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Management

Ms. Bellver Alonso, Reyes

- Advisor of the FIFA Professional Football Department
- Trustee of the Foundation for Diversity
- Lawyer in Sports Law and Founding Partner of Bellver Sports-Legal Boutique
- Founder and President of the Leadership Woman Football platform
- Founding Partner and President of the Sports Law Association of Madrid
- Coordinator of the International Association WISLaw-Women in Sports Law Spain
- Member and Founding Member of the Spanish Association for Ethical Quality in Sport
- Master's Degree in International Relations from the University CEU San Pablo Madrid
- Master's Degree in Business Taxation by ICADE
- Master's Degree in Sports Law from the University of Lleida
- Degree in Law with a specialization in European Union Law from CEU San Pablo University. Madrid
- Miki Roqué Paz Award through Sport 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 Women Lawyers in the Sports Law Sector

Teachers

Dr. Rubio Sánchez, Francisco

- Academic Director of the International Sports Management Program of FIFA's CIES in Spain
- President of the Competition Committee of the Royal Spanish Football Federation.
- FIFA and CAS/CAS Mediator.
- Co-founder, training manager and mediator of the Spanish Institute of Sports Mediation and Pacification.
- Arbitrator of the Committee of Experts in the Sports and Entertainment Industry of the European Association of Arbitration.
- Consultant at Vessel Legal
- Lawyer and judge in the Provincial Court of Badajoz.
- 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
- Member of: AEDD, ADDExtremadura, AGEDEX

Mr. Barras García, Pedro J.

- Sports Law Specialist
- Senior Tax Advisor at Consultores Sayma Madrid
- Coordinator of Chess Promotion Campaigns with the Municipal Sports Board of Valladolid City Council
- National FEDA Chess Instructor and Regional Indoor Football Instructor
- Author of several publications specialized in taxation and accounting
- Degree in Law from the University of Valladolid
- Master's Degree in Sports Law from the University of Lleida

Ms. Díaz Marí, Montse

- Lawyer at the sports law firm DíazMarí
- Deputy Secretary of the Spanish Association of Sports Law (AEDD)
- Member of the Alumni Association of the Official Master's Degree in Sports Law (SLA)
- Lawyer at Samsung Electronics Iberia
- Collaborator on the Spanish Olympic Committee
- Level 2 Basketball Coach at the FBPA
- Degree in Law from the University of Oviedo
- Master's Degree in Markets and Industry of Sports and Entertainment Law from ISDE - Madrid
- Official Master's Degree in Sports Law from INEFC-Lérida
- Master's Degree in Access to the Legal Profession and Business Law from the University San Pablo CEU - Madrid
- Degree in Sports Law from the University San Pablo CEU - Madrid

Mr. González Graña, Carlos

- Lawyer specialized in Sports Law
- Partner and CEO of BHI Business & Investment
- Director of BHI Sport & Investment SUMMIT
- Founder and CEO of Callander Sport & Business
- Commercial Director of the sports area at *Riskmedia Insurance Brokers*
- Legal Advisor at Sport Internacional S.L.
- Law Degree from the University of La Coruña

Dr. Valiño Arcos, Alejandro

- Expert in Sports Law
- 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.
- Doctorate 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)

Mr. Novo San Miguel, Andrés

- Head of Institutional Marketing and Events at Diario AS
- Head of Strategy and Product Development at RPM Sports
- Event Production Manager at Innevento Sports
- Degree in Audiovisual Communication from the University of the Basque Country
- Degree in Advertising and Public Relations from the University of the Basque Country

Ms. Pascual, Mónica

- Managing Director of Making Talent Happen for High Performance programs
- Consultant at Swissport Handling Madrid UTE
- Project Manager at Inpropack
- Columnist for the blog Mentalidad Imparable in the newspaper Diario AS
- Sports columnist for El País, RTVE, La Liga Sports TV, Men' s Health, Palco 23, La Razón, among others
- Master's Degree in International Patent Law at the School of Industrial Organization
- University Expert in Mediation at the Higher Institute of Law and Economics

Ms. Carmona Ramos, Sara

- Chief Data Editor at Relevo
- Host of the Analysis and Big Data section of the program "El Día Después" in Movistar Plus
- Academic Director at the Catholic University San Antonio of Murcia
- Sports coverage of La Liga matches for the Atresmedia group
- Presenter of the live section of Sports Statistics and Big Data in "Deportes Valladolid" in Castilla y León TV
- Degree in Journalism from the University of Valladolid
- Expert in Sports Data Analysis and Big Data at the University of Valladolid

Ms. Esperidião Hasenclever, Mônica

- Specialist in Sports Marketing and Management
- Key Account & Women's Football Manager at World Football Summit
- Chief Marketing Officer & Director of the LWF Academy
- Co-founder and CEO at Women Experience Sports
- Executive Director at LVN Sport
- Head of Sports Marketing and Sponsorships at Telefónica Vivo
- Bachelor's Degree in Business Administration from Mackenzie Presbyterian University
- Master's Degree in Sports Marketing from the Real Madrid University School of the European University
- Postgraduate Degree in Sports Management from Anhembi Morumbi University

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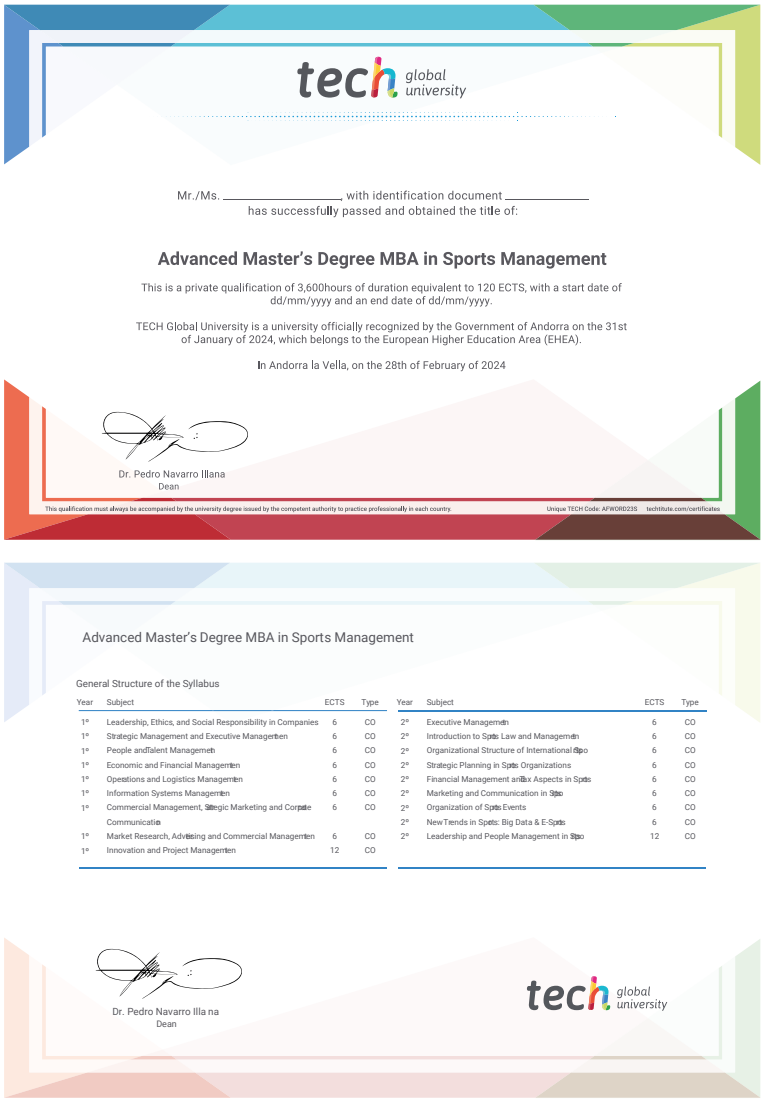

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In Andorra la Vella, on the 28th of February of 2024

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General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Leadership, Ethics, and Social Responsibility in Companies	6	CO
1º	Strategic Management and Executive Management	6	CO
1º	People and Talent Management	6	CO
1º	Economic and Financial Management	6	CO
1º	Operations and Logistics Management	6	CO
1º	Information Systems Management	6	CO
1º	Commercial Management, Strategic Marketing and Corporate Communication	6	CO
1º	Market Research, Advertising and Commercial Management	6	CO
1º	Innovation and Project Management	12	CO
2º	Executive Management	6	CO
2º	Introduction to Sports Law and Management	6	CO
2º	Organizational Structure of International Sports	6	CO
2º	Strategic Planning in Sports Organizations	6	CO
2º	Financial Management and Tax Aspects in Sports	6	CO
2º	Marketing and Communication in Sports	6	CO
2º	Organization of Sports Events	6	CO
2º	New Trends in Sports: Big Data & E-Sports	6	CO
2º	Leadership and People Management in Sports	12	CO

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