

# Postgraduate Diploma Sports Management

Endorsed by the NBA



**tech** global  
university



## Postgraduate Diploma Sports Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Accreditation: 24 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Bachelors, diplomates or university graduates, professionals in the field of sports, who want to broaden their knowledge, management and skills in relation to sports management and everything that surrounds it

Website: [www.techtitude.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-sports-management](http://www.techtitude.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-sports-management)

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# 01 Welcome

Sports management is very relevant nowadays, both because of the money moved by the big teams and because of the interest of many people to turn their passion for sports into their profession. With this program, which blends tradition and innovation, students will acquire competencies and skills specific to the sector, which will provide them with an overview of the sports environment, globally, as well as specific knowledge of related areas. The main objective is for students to be able to access the main teams in their countries, achieving recognition in the sector that will place them among the main managers of the moment



Postgraduate Diploma in Sports Management.  
TECH Global University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*



### Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

02

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

03

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

04

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to train with a team of world renowned teachers.*



# 04 Objectives

This program has been developed with the main objective of providing students with a high-quality educational resource, so that they are able to acquire the skills that will turn them into sport managers of reputed prestige. As a result, at the end of this program, they will be able to understand the main labor relations that take place in the sports world and how the management of this type of entities should be carried out



“

*Want to make a career out of your passion for sports? Don't think twice and enroll in this program"*

**TECH makes the goals of their students their own goals too**  
**Working together to achieve them**

The **Postgraduate Diploma in Sports Management** enables the students to:

01

Understand the labor relations in the sports world

02

Learn about strategy in sports

03

Provide knowledge about the sports environment and market

04

Train professionals prepared to work in the sports industry





05

Become a successful sports manager

06

Specialize managers, leaders and future administrators of sports entities

07

Knowledge of the international market, with practical experiences of the professionals who are part of the faculty

08

Understand that sport is an economic and business sector different from any other sector, with its specificities and particularities



05

# Structure and Content

The Postgraduate Diploma in Sports Management has been structured to facilitate the learning of business professionals in a field of great relevance today. To this end, students are offered a comprehensive syllabus consisting of 4 modules, ranging from the organizational structure of sport to the strategic planning of this type of entities, financial management or eSports. An academic program that will add value to their CV and open doors to the professional market



“

*Get to know the particularities of  
eSports and learn how to manage  
companies in this sector”*

## Syllabus

The Postgraduate Diploma in Sports Management of TECH Global University is an intensive program that prepares students to make complex decisions in this field of action, which favor the growth of the entities and teams for which they work

Its content is designed so that students can self-manage their study time, as it is offered in a 100% online format. In this way, during the 6 months of the study plan, you will have direct access to all the contents of the program, both theoretical resources and practical materials, which will allow you to obtain a deep learning on each of the areas of knowledge studied

A program designed to improve the qualification of business specialists who wish to direct their professional career towards sports management, and which covers all the information that will be fundamental for their growth in this area of work. Therefore, at the end of the course, the student will be able to manage different sports organizations, from the most traditional to the most innovative, which rely on new technologies for their development

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

<b>Module 1</b>	Organizational Structure of International Sport
<b>Module 2</b>	Strategic Planning in Sports Organizations
<b>Module 3</b>	Financial Management and Tax Aspects in Sports
<b>Module 4</b>	New Trends in Sports: Big Data & eSports



### Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Over the course of the 6 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

## Module 1. Organizational Structure of International Sport

1.1. Sports Clubs and Sports Corporations	1.2. Federations	1.3. Leagues	1.4. Superior Sports Council
1.5. International Sports Organization	1.6. Sport in the European Union	1.7. Other Organizations Outside the Federative Pyramid: Examples in Basketball and Paddleball	1.8. Conflict Resolution Formulas at the International Level

## Module 2. Strategic Planning in Sports Organizations

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

**Module 3.** Financial Management and Tax Aspects in Sports

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

**Module 4.** New Trends in Sports: Big Data & eSports

4.1. Introduction to the Use of Big Data in Sport. Current Links and Scenarios	4.2. Data Analysis Methodology. Phases and Strategies	4.3. Open Data Providers and Sources	4.4. Payment Data Providers and Sources
4.5. Reports and Infographics: Vital Importance of the Sample	4.6. Data Processing Tools	4.7. Communication Applied to Big Data. In Search of the Excellence of the Material and its Sample	4.8. Introduction to e-Sports
4.9. eSports Management	4.10. Legal and Regulatory Aspects of eSports		



*Learn about the main taxes that affect sports entities and become a successful manager"*



# 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"*



## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



*This program prepares you to face business challenges in uncertain environments and achieve business success.*





### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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



### Study Material

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

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



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

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



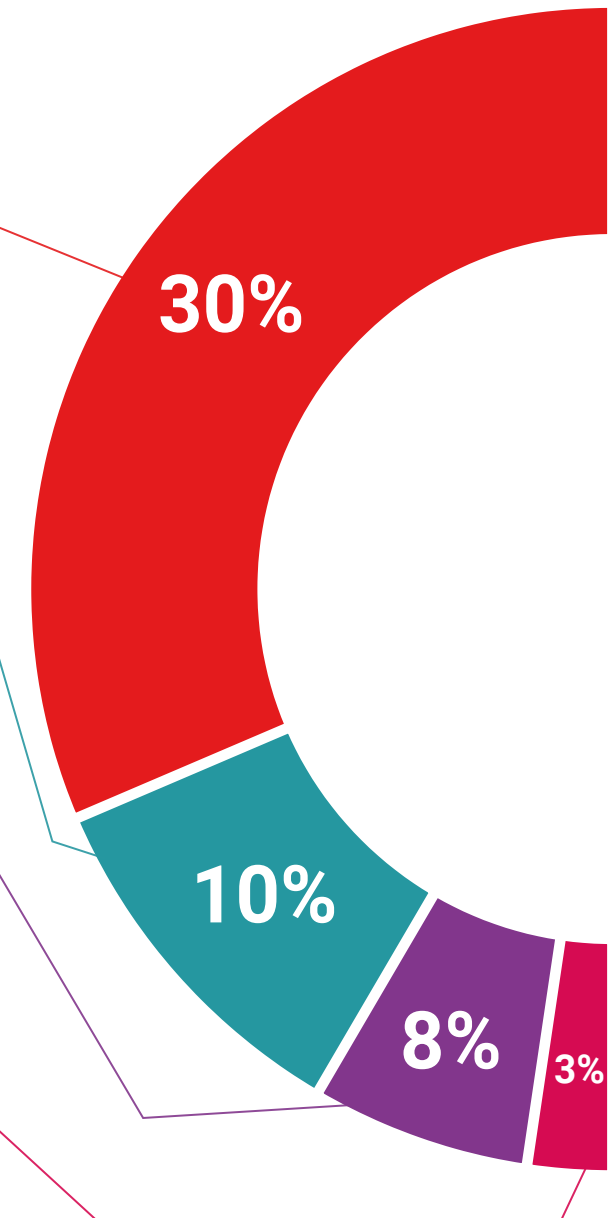
### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

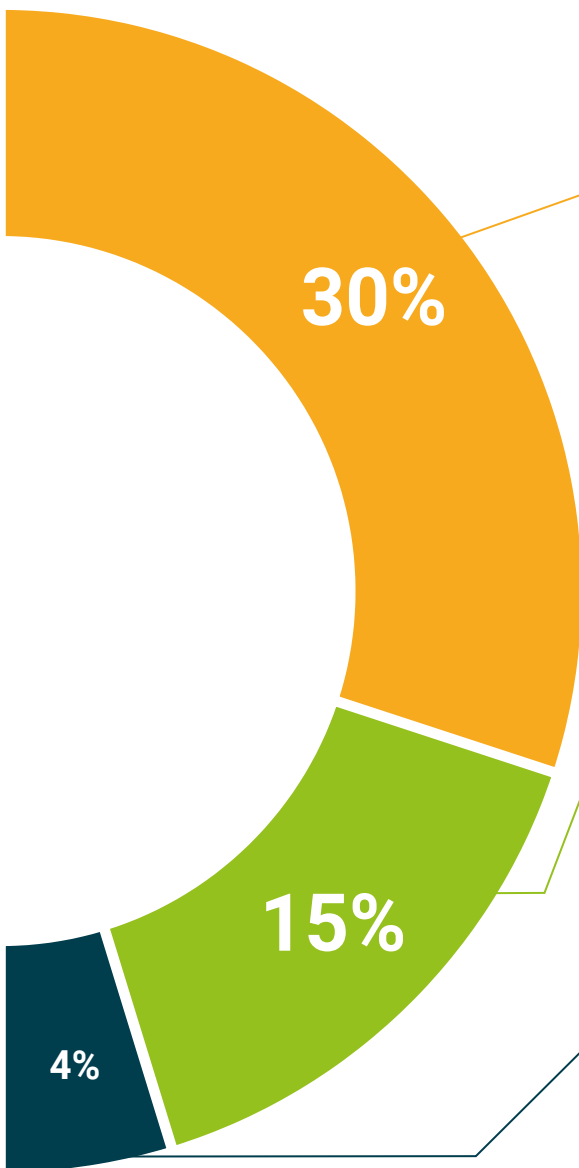


### Additional Reading

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





**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

**Interactive Summaries**

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

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

**Testing & Retesting**

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



07

# Our Students' Profiles

This program is aimed at university graduates who want to delve into everything related to sport management, with the main objective of directing their professional careers towards this field of action. In this way, students are interested in improving their knowledge with first-rate educational training that not only serves as an additional qualification on their CV, but also provides them with the necessary skills to develop successfully in the sector







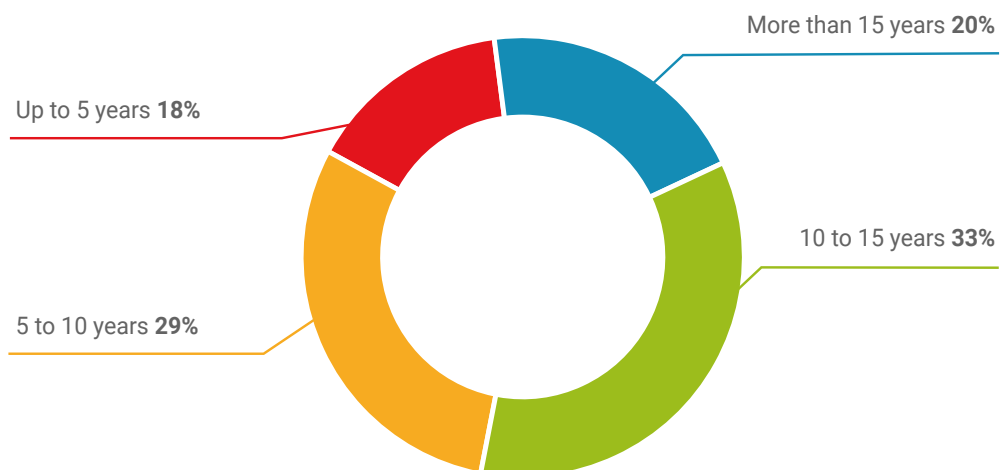
“

*If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you”*

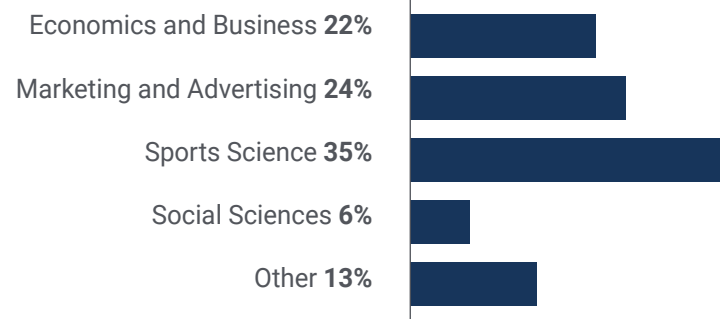
## Average Age

Between **35** and **45** years old

## Years of Experience



## Training

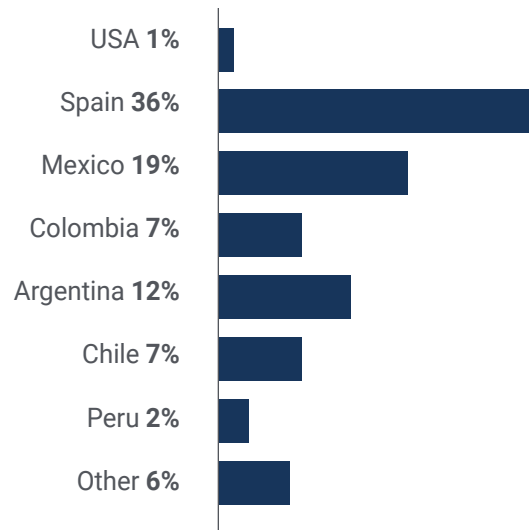


## Academic Profile



## Geographical Distribution

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## Ricardo Rodio

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### Sport Manager

*"The combination of academic content and the faculty's background make the Postgraduate Diploma in Sports Management a key tool for professional and personal development. I was pleasantly surprised by the quality and professionalism of all the staff members"*

08

# Course Management

The program includes in its teaching staff experts of reference in Sports Law, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.



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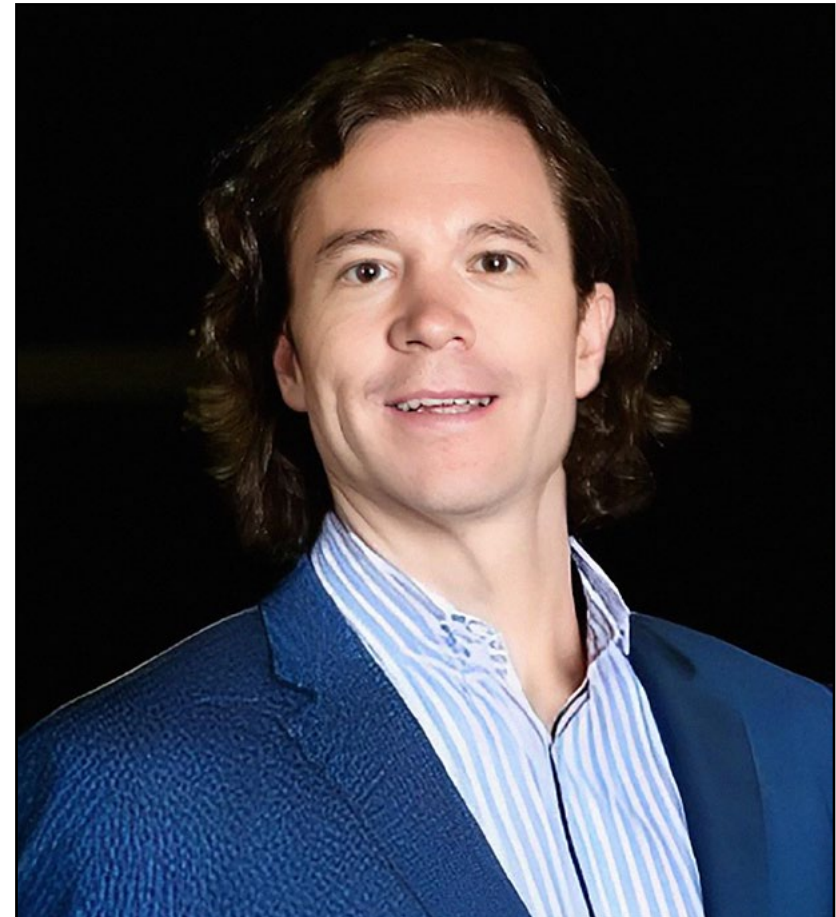
*Our teaching team has  
designed an academic program  
tailored to your needs"*

## International Guest Director

Brad Burlingame is an outstanding professional with an established career in the sports industry, where he has made a significant mark internationally. With more than 15 years of experience in corporate partnership management, he has proven to be an exceptional leader in generating revenue through innovative strategies and the creation of strategic alliances.

As such, he has served as Director of Partnership Sales at the Dallas Cowboys Football Club, one of the most prestigious sports organizations in the world. Here, during his career, he has led teams dedicated to exceeding financial goals, establishing the club as the undisputed leader in sponsorship revenue in the National Football League (NFL). In fact, his ability to take full advantage of intellectual property rights, the team's extensive television and radio network, as well as digital and social platforms, has been instrumental in maintaining the club's leading position in the marketplace.

He has also been Manager of Corporate Alliances at the Miami Heat basketball team, as well as Sales Manager at Palace Sports & Entertainment, accumulating extensive experience in the professional sports industry. In this sense, his ability to develop innovative ideas that drive sponsors' business, as well as his focus on leading results-oriented teams, have positioned him as a key figure in the global sports sales arena.



## Mr. Burlingame, Brad

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

“

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

## Management



### **Ms. Bellver Alonso, Reyes**

- ♦ Sports Law Attorney and Founding Partner at Bellver Sports - Legal Boutique
- ♦ Founder and president of the Leadership Woman Football platform.
- ♦ Founding member and president of the Sports Law Association of Madrid.
- ♦ Coordinator of the International Association WISLaw - Women in Sports Law, in Spain.
- ♦ Member and founding member of the Spanish Association for Ethical Quality in Sport.
- ♦ Degree in Law with a specialization in European Union Law from CEU San Pablo University.
- ♦ Master's Degree in International Relations from CEU San Pablo University, Madrid.
- ♦ Master's Degree in Business Taxation by ICADE
- ♦ Master's Degree in Sports Law from the University of Lleida
- ♦ Miki Roqué "Peace through Sport" Award for her associative work, training and improvement of the sports sector, especially in gender issues and 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

### 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. 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

### 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

09

# Impact on Your Career

The sports industry is one of the most important in today's market. It generates content worldwide and moves millions in advertising and promotion. Many sports fans want to make their dreams come true and become the managers of great teams, but very few succeed. Therefore, those who wish to be a little closer to achieving their goals will find in this program the necessary boost to access a highly competitive labor sector



“

*TECH puts all its academic resources  
at your disposal to help you fulfill your  
professional dreams”*

## Are you ready to take the leap? Excellent professional development awaits

The Postgraduate Diploma in Sports Management of TECH Global University is an intensive program that prepares you to face challenges and business decisions in the sports field. The main objective is to promote personal and professional growth. Helping students achieve success  
A program specifically designed to help students achieve professional success

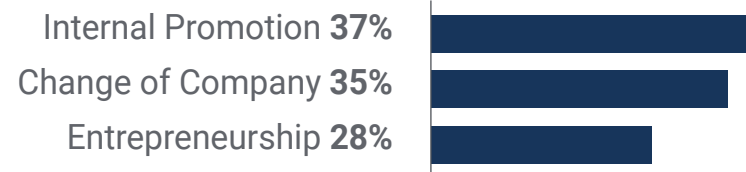
*Enter a more competitive job market where your training will make a difference.*

*If you want to make a positive change in your profession, the Postgraduate Diploma in Sports Management will help you achieve it.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

The Postgraduate Diploma in Sports Management aims to offer students a unique platform to enhance their learning and professional qualities. But, not only that, it will also provide a plus of quality in the entities in which they work, by carrying out a management adapted to the new times, which seeks the constant improvement of the organization. In this way, a mutual benefit will be achieved between the company and the employee





“

*Your best expertise will help you  
increase your company's performance"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the manager and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

Be able to work on a real project or develop new projects in the R&D or Business Development area of your company.

---

06

### **Increased competitiveness**

Equip our students with the skills to take on new challenges and drive the organization forward

# 11 Certificate

The Postgraduate Diploma in Sports Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This private qualification will allow you to obtain a **Postgraduate Diploma in Sports Management** endorsed by **TECH Global University**, the world's largest online university.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Sports Management**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**

Endorsed by the NBA







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