

# Executive Master's Degree MBA in Sports Entities Management

Accreditation/Membership



**tech** global  
university



## Executive Master's Degree MBA in Sports Entities Management

- » Modality: Online
- » Duration: 12 months.
- » Certificate: TECH Global University
- » Accreditation: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitude.com/us/school-of-business/professional-master-degree/mba-sports-entities-management](http://www.techtitude.com/us/school-of-business/professional-master-degree/mba-sports-entities-management)

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01

# Introduction to the Program

In recent decades, the sports sector has undergone a profound transformation, shifting from being primarily competitive and recreational to becoming a global industry that generates billions of dollars annually. According to the PwC Sports Outlook report, the global market for professional sports is expected to exceed \$600 billion, driven by digitalization, the internationalization of sports brands, and the growing interest of institutional investors. In light of this reality, TECH has designed this postgraduate program that will provide a comprehensive and up-to-date approach, aimed at preparing executives capable of successfully leading clubs, federations, leagues, sports service companies, and international events. All of this, based on a 100% online and innovative methodology.



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

The sports industry has ceased to be merely a competitive field and has become one of the most dynamic economies globally. In this environment, sports organizations must be managed with a business vision, strategic capacity, and a deep understanding of the ecosystem that surrounds them. Therefore, the professionalization of clubs, federations, and sports organizations requires leaders prepared to take on the new challenges associated with them.

It is in this context that TECH offers a rigorous, flexible academic alternative aligned with the sector's demands. This MBA in Sports Entities Management stands out for its comprehensive approach, covering key areas. Professionals will delve into the planning and management of sports projects, executive leadership, law applied to sports, financial control, and the design of marketing and institutional communication strategies. Additionally, emphasis will be placed on sustainability, sponsorship, and event management to prepare business leaders to lead organizations in constant transformation.

Furthermore, this university program will be fully developed online, allowing students to balance their studies with their work and personal life without time or geographical restrictions. All content will be available 24/7 from any device with an internet connection. The Relearning methodology will also be implemented, an innovative learning system based on the intelligent repetition of key concepts, which promotes deep and lasting understanding, optimizing both academic and professional outcomes. It is worth noting that prestigious International Guest Directors will provide in-depth Masterclasses.

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 **Executive Master's Degree MBA in Sports Entities 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 Entities
- ♦ 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 self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies in Sports Entities 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



*Renowned International Guest Directors will deliver rigorous Masterclasses that will explore the most effective strategies for managing Sports Entities”*

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*Take advantage of the multitude of practical resources in this university program to reinforce your theoretical knowledge in sports management and develop a strategic vision of the sector”*

The faculty includes professionals from the field of Sports Entities, who bring their work experience into the program, along with recognized 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.

*The Relearning system applied by TECH in this university program reduces long study hours.*

*What are you waiting for to enroll?”*

*You will delve into managing relationships with sponsors, partners, and the media to enhance the visibility of sports organizations.*



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.



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*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

The educational materials for this academic program have been designed by experts in sports management, ensuring a comprehensive learning experience in strategic management within the sector. As such, the syllabus will cover topics ranging from labor rights and duties, collective agreements, temporary transfers, and contract termination, to key aspects such as strategic planning, club management, buying and selling organizations, TV rights, and international expansion. Thanks to this approach, graduates will be prepared to lead sports organizations with an innovative and global vision.





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*You will develop innovative sports marketing strategies, including creating promotional campaigns and managing social media”*

### Module 1. Introduction to Sports Law and Management

- 1.1. The Sports Environment
  - 1.1.1. Historical Background of Sports Law
- 1.2. Regulations Related to Sports Facilities
- 1.3. Sports Contracts: Overview of the Structure of Sports Contractual Agreements
- 1.4. Sports Intermediation
- 1.5. Governance in Sports Entities

### Module 2. Organizational Structure of International Sports

- 2.1. Sports Clubs and Sports Public Limited Companies
- 2.2. Federations
- 2.3. Leagues
- 2.4. Higher Sports Council
- 2.5. International Sports Organization
- 2.6. Sports in the European Union
- 2.7. Other Organizations Outside the Federation Pyramid: Examples in Basketball and Padel
- 2.8. Conflict Resolution Methods at the International Level

### Module 3. Strategic Planning in Sports Organizations

- 3.1. Introduction to Strategic Planning and Analysis in Professional Sport
- 3.2. Purchase and Sale of Sports Entities
- 3.3. Football Club Management
- 3.4. Structure and Sports Planning
- 3.5. Business Development and Operation of Stadiums
- 3.6. Brand Development and Commercial Rights
- 3.7. TV Rights
- 3.8. Internationalization of Sports Entities
- 3.9. Holding Companies and Investment Funds
- 3.10. Practical Business Models

### Module 4. Financial Management and Tax Aspects in Sports

- 4.1. Introduction to Sports Finance
- 4.2. Interpretation of Financial Reports
- 4.3. Budget Production and Control. Income Sources and Regulation
- 4.4. Valuation of Investment Projects. Development and Possible Structure of a Feasibility Plan

### Module 5. Marketing and Communication in Sports

- 5.1. Introduction to Sports Marketing
- 5.2. Marketing Plan
- 5.3. Branding and Brand Development
- 5.4. Sports Sponsorship
- 5.5. Ambush Marketing
- 5.6. Communication in Sport
- 5.7. Digital Marketing and Sports
- 5.8. Specialization in Women Sports
- 5.9. Sports Marketing and Other Areas
- 5.10. Trends in Sports Marketing

### Module 6. Organization of Sports Events

- 6.1. Introduction to Sports Events
- 6.2. Origin and History of Sports Events
- 6.3. Management of Sports Events
- 6.4. Planning as a Success Factor
- 6.5. General Plan of the Sports Event
- 6.6. Forms of Income
- 6.7. Sponsorships
- 6.8. Communication
- 6.9. Sports Tourism and Local Promotion
- 6.10. Success Stories of Sports Events

**Module 7. New Trends in Sports: *Big Data & E-Sports***

- 7.1. Introduction to the Use of Big Data in Sports. Connections and Current Scenarios
- 7.2. Data Analysis Methodology. Phases and Strategies
- 7.3. Open Data Providers and Sources
- 7.4. Payment Data Providers and Sources
- 7.5. Reports and Infographics: Vital Importance of the Sample
- 7.6. Data Processing Tools
- 7.7. Communication Applied to Big Data. In Search of the Excellence of the Material and Its Sample
- 7.8. E-Sports Management

**Module 8. Leadership and People Management in Sports**

- 8.1. Leadership Styles
- 8.2. Managerial Skills
- 8.3. Entrepreneurship
- 8.4. HR and Talent Management
- 8.5. Team Management
- 8.6. Coaching Applied in Sports
- 8.7. Negotiation
- 8.8. Conflict Resolution
- 8.9. Communication Skills
- 8.10. Pressure Management

**Module 9. Leadership, Ethics, and Social Responsibility in Companies**

- 9.1. Globalization and Governance
  - 9.1.1. Governance and Corporate Governance
  - 9.1.2. The Fundamentals of Corporate Governance in Companies
  - 9.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 9.2. *Cross-Cultural Management*
  - 9.2.1. Cross-Cultural Management Concept
  - 9.2.2. Contributions to Knowledge of National Cultures
  - 9.2.3. Diversity Management
- 9.3. Business Ethics
  - 9.3.1. Ethics and Morality
  - 9.3.2. Business Ethics
  - 9.3.3. Leadership and Ethics in Companies
- 9.4. Sustainability
  - 9.4.1. Sustainability and Sustainable Development
  - 9.4.2. 2030 Agenda
  - 9.4.3. Sustainable Companies
- 9.5. Corporate Social Responsibility
  - 9.5.1. International Dimensions of Corporate Social Responsibility
  - 9.5.2. Implementing Corporate Social Responsibility
  - 9.5.3. The Impact and Measurement of Corporate Social Responsibility
- 9.6. Responsible Management Systems and Tools
  - 9.6.1. CSR: Corporate Social Responsibility (CSR)
  - 9.6.2. Essential Aspects for Implementing a Responsible Management Strategy
  - 9.6.3. Steps for the Implementation of a Corporate Social Responsibility Management System
  - 9.6.4. CSR Tools and Standards
- 9.7. Multinationals and Human Rights
  - 9.7.1. Globalization, Multinational Corporations and Human Rights
  - 9.7.2. Multinational Corporations and International Law
  - 9.7.3. Legal Instruments for Multinationals in the Area of Human Rights
- 9.8. Legal Environment and Corporate Governance
  - 9.8.1. International Rules on Importation and Exportation
  - 9.8.2. Intellectual and Industrial Property
  - 9.8.3. International Labor Law

## Module 10. People and Talent Management

- 10.1. Human Resources Management by Competencies
  - 10.1.1. Analysis of the Potential
  - 10.1.2. Remuneration Policy
  - 10.1.3. Career/Succession Planning
- 10.2. Performance Evaluation and Performance Management
  - 10.2.1. Performance Management
  - 10.2.2. Performance Management: Objectives and Process
- 10.3. Innovation in Talent and People Management
  - 10.3.1. Strategic Talent Management Models
  - 10.3.2. Talent Identification, Training and Development
  - 10.3.3. Loyalty and Retention
  - 10.3.4. Proactivity and Innovation
- 10.4. Motivation
  - 10.4.1. The Nature of Motivation
  - 10.4.2. Expectations Theory
  - 10.4.3. Needs Theory
  - 10.4.4. Motivation and Financial Compensation
- 10.5. Developing High-Performance Teams
  - 10.5.1. High-Performance Teams: Self-Managed Teams
  - 10.5.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 10.6. Change Management
  - 10.6.1. Change Management
  - 10.6.2. Type of Change Management Processes
  - 10.6.3. Stages or Phases in the Change Management Process
- 10.7. Executive Communication
  - 10.7.1. Internal and External Communication in the Corporate Environment
  - 10.7.2. Communication Departments
  - 10.7.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 10.8. Productivity, Attraction, Retention and Activation of Talent
  - 10.8.1. Productivity
  - 10.8.2. Talent Attraction and Retention Levers

## Module 11. Economic and Financial Management

- 11.1. Economic Environment
  - 11.1.1. Macroeconomic Environment and the National Financial System
  - 11.1.2. Financial Institutions
  - 11.1.3. Financial Markets
  - 11.1.4. Financial Assets
  - 11.1.5. Other Financial Sector Entities
- 11.2. Executive Accounting
  - 11.2.1. Basic Concepts
  - 11.2.2. The Company's Assets
  - 11.2.3. The Company's Liabilities
  - 11.2.4. The Company's Net Worth
  - 11.2.5. The Income Statement
- 11.3. Information Systems and Business Intelligence
  - 11.3.1. Fundamentals and Classification
  - 11.3.2. Cost Allocation Phases and Methods
  - 11.3.3. Choice of Cost Center and Impact
- 11.4. Financial Management
  - 11.4.1. The Company's Financial Decisions
  - 11.4.2. Financial Department
  - 11.4.3. Cash Surpluses
  - 11.4.4. Risks Associated with Financial Management
  - 11.4.5. Financial Administration Risk Management
- 11.5. Financial Planning
  - 11.5.1. Definition of Financial Planning
  - 11.5.2. Actions to Be Taken in Financial Planning
  - 11.5.3. Creation and Establishment of the Business Strategy
  - 11.5.4. The Cash Flow Table
  - 11.5.5. The Working Capital Table

- 11.6. Corporate Financial Strategy
  - 11.6.1. Corporate Strategy and Sources of Financing
  - 11.6.2. Financial Products for Corporate Financing
- 11.7. Strategic Financing
  - 11.7.1. Self-Financing
  - 11.7.2. Increase in Equity
  - 11.7.3. Hybrid Resources
  - 11.7.4. Financing Through Intermediaries
- 11.8. Financial Analysis and Planning
  - 11.8.1. Analysis of the Balance Sheet
  - 11.8.2. Analysis of the Income Statement
  - 11.8.3. Profitability Analysis
- 11.9. Analyzing and Solving Cases/Problems
  - 11.9.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

## Module 12. Commercial and Strategic Marketing Management

- 12.1. Commercial Management
  - 12.1.1. Conceptual Framework of Commercial Management
  - 12.1.2. Business Strategy and Planning
  - 12.1.3. The Role of Sales Managers
- 12.2. Strategic Marketing Management
  - 12.2.1. The Concept of Strategic Marketing
  - 12.2.2. Concept of Strategic Marketing Planning
  - 12.2.3. Stages in the Process of Strategic Marketing Planning
- 12.3. Managing Digital Campaigns
  - 12.3.1. What Is a Digital Advertising Campaign?
  - 12.3.2. Steps to Launch an Online Marketing Campaign
  - 12.3.3. Mistakes in Digital Advertising Campaigns
- 12.4. Sales Strategy
  - 12.4.1. Sales Strategy
  - 12.4.2. Sales Methods

- 12.5. Corporate Communication
  - 12.5.1. Concept
  - 12.5.2. The Importance of Communication in the Organization
  - 12.5.3. Types of Communication in the Organization
  - 12.5.4. Functions of Communication in the Organization
  - 12.5.5. Elements of Communication
  - 12.5.6. Communication Problems
  - 12.5.7. Communication Scenarios
- 12.6. Digital Communication and Reputation
  - 12.6.1. Online Reputation
  - 12.6.2. How to Measure Digital Reputation?
  - 12.6.3. Online Reputation Tools
  - 12.6.4. Online Reputation Report
  - 12.6.5. Online Branding

## Module 13. Executive Management

- 13.1. *General Management*
  - 13.1.1. The Concept of General Management
  - 13.1.2. The Role of the CEO
  - 13.1.3. The CEO and Their Responsibilities
  - 13.1.4. Transforming the Work of Management
- 13.2. Manager Functions: Organizational Culture and Approaches
  - 13.2.1. Manager Functions: Organizational Culture and Approaches
- 13.3. Operations Management
  - 13.3.1. The Importance of Management
  - 13.3.2. Value Chain
  - 13.3.3. Quality Management
- 13.4. Public Speaking and Spokesperson Education
  - 13.4.1. Interpersonal Communication
  - 13.4.2. Communication Skills and Influence
  - 13.4.3. Communication Barriers

- 13.5. Personal and Organizational Communication Tools
  - 13.5.1. Interpersonal Communication
  - 13.5.2. Interpersonal Communication Tools
  - 13.5.3. Communication in the Organization
  - 13.5.4. Tools in the Organization
- 13.6. Communication in Crisis Situations
  - 13.6.1. Crisis
  - 13.6.2. Phases of the Crisis
  - 13.6.3. Messages: Contents and Moments
- 13.7. Preparation of a Crisis Plan
  - 13.7.1. Analysis of Possible Problems
  - 13.7.2. Planning
  - 13.7.3. Adequacy of Personnel
- 13.8. Emotional Intelligence
  - 13.8.1. Emotional Intelligence and Communication
  - 13.8.2. Assertiveness, Empathy and Active Listening
  - 13.8.3. Self-Esteem and Emotional Communication
- 13.9. Personal Branding
  - 13.9.1. Strategies for Personal Brand Development
  - 13.9.2. Personal Branding Laws
  - 13.9.3. Tools for Creating Personal Brands





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*You will be highly prepared  
to manage sports events,  
from planning to execution”*

04

# Teaching Objectives

This university program at TECH is designed to provide sports professionals with the necessary tools to manage and optimize sports entities in a global environment. To achieve this, the university degree will cover areas ranging from strategic planning and financial management to event management and marketing, equipping students to lead projects in the sports sector. As a result, graduates will develop competencies in organizational management, resource administration, and strategic decision-making in the sports field.



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*You will foster the integration of social responsibility and sustainability in Sports Entities, driving the development of projects that positively contribute to the community”*



## General Objectives

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- Understand the legal and organizational framework that regulates sports activity at the international level
- Analyze the management and governance structures of public and private sports entities
- Design strategic plans aimed at sustainability and growth of sports organizations
- Apply marketing and communication tools adapted to the sports environment
- Evaluate the financial and tax impact of decisions in sports management
- Develop leadership skills and team management in the sports field
- Plan and organize sports events with efficiency and profitability criteria
- Manage human resources in sports entities from a strategic perspective
- Implement social responsibility and business ethics policies in sports
- Utilize emerging technologies such as Big Data and eSports to innovate in sports management
- Identify opportunities for internationalization and expansion of sports entities.
- Resolve legal and labor conflicts within the framework of current sports regulations





## Specific Objectives

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### Module 1. Introduction to Sports Law and Management

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

### Module 2. Organizational Structure of International Sports

- ♦ Identify the main entities that regulate sports, from clubs and federations to organizations such as the Olympic Committee and FIFA
- ♦ Analyze conflict resolution methods in sports, both at the national and international levels

### Module 3. Strategic Planning in Sports Organizations

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

### Module 4. Financial Management and Tax Aspects in Sports

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

### Module 5. Marketing and Communication in Sports

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

#### **Module 6. Organization of Sports Events**

- ♦ Plan and manage sports 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 7. New Trends in Sports: Big Data & E-Sports**

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

#### **Module 8. Leadership and People Management in Sports**

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

#### **Module 9. Leadership, Ethics, and Social Responsibility in Companies**

- ♦ Understand the importance of corporate governance in sports entities and its impact on transparency and sustainability
- ♦ Evaluate corporate social responsibility in sports and its contribution to the community

#### **Module 10. People and Talent Management**

- ♦ Evaluate performance management systems and career development for athletes and professionals in the sector
- ♦ Analyze high-performance team management models applied to sports

#### **Module 11. Economic and Financial Management**

- ♦ Understand the impact of the economic environment on financial management in sports entities
- ♦ Analyze financial markets and their influence on the economic sustainability of sports clubs

#### **Module 12. Commercial and Strategic Marketing Management**

- ♦ Design sales strategies and commercial management in the sports industry
- ♦ Evaluate the impact of corporate communication on the reputation of sports entities

#### **Module 13. Executive Management**

- ♦ Understand the functions of a General Manager in sports clubs and organizations
- ♦ Apply communication and negotiation tools to resolve conflicts in the sports industry



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*You will learn how to manage communication and image of institutions, maximizing the exposure of sports brands across various channels”*

05

# Career Opportunities

This university program will offer a unique opportunity for sports professionals who wish to refine their competencies and master the key strategies in sports entities management. Through this advanced learning, graduates will be able to access new job opportunities and assume leadership roles in the sector. In this way, experts will be able to implement innovative solutions to improve operational efficiency, optimize financial management, and strengthen the entity's presence in the market.



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*You will apply Sports Management tools and play a key role in the strategic leadership of organizations in the sector”*

### Graduate Profile

The graduate of this program will be a professional prepared to manage and lead sports entities with a strategic and innovative approach. Furthermore, they will have the skills to design, implement, and evaluate business plans, optimize financial management, and enhance the commercialization of sports brands. Additionally, they will be equipped to address legal challenges, lead teams, and foster project development in the sports field. Ultimately, this expert will be ready to excel in top management roles, managing clubs and federations, sports consulting, and developing international expansion strategies.

*Are you looking to become a Director of Sports Entities? This university degree will give you the keys to achieve it.*

- ♦ **Technological Adaptation in Sports Management:** Incorporate advanced technologies in the administration of Sports Entities, optimizing operational efficiency and strategic decision-making
- ♦ **Problem Solving in Sports Management:** Use critical thinking to identify and resolve organizational challenges, implementing innovative strategies that improve performance and sustainability in Sports Entities
- ♦ **Ethical Commitment and Regulation in Sports:** Apply ethical principles and legal regulations, ensuring compliance with labor, fiscal, and governance regulations in the sports sector
- ♦ **Interdisciplinary Collaboration:** Work effectively with executives, coaches, sponsors, and other key stakeholders, facilitating the integration of development strategies and sustainable growth in the sports field.





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

- 1. Sports Entity Director:** Responsible for the management and strategic planning of clubs, federations, and leagues.
- 2. Talent and Labor Relations Manager in Sports:** In charge of contracts, transfers, and social security for athletes.
- 3. Sports Strategic Planning Consultant:** Advisor to entities on decision-making and resource optimization.
- 4. Marketing and Brand Development Director in Sports:** Responsible for sponsorships, commercialization, and positioning of clubs.
- 5. Financial Manager in Sports Organizations:** Responsible for budget planning and economic sustainability strategies.
- 6. Sports Expansion and Internationalization Coordinator:** In charge of developing projects for the global growth of entities.
- 7. Sports Event Manager:** Organizer of competitions, tournaments, and activities to strengthen the sector.
- 8. TV Rights and Sports Content Commercialization Director:** Responsible for the negotiation and distribution of sports broadcasts.
- 9. Stadium and Sports Venue Manager:** Responsible for optimizing and generating profit from sports facilities.

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.



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*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

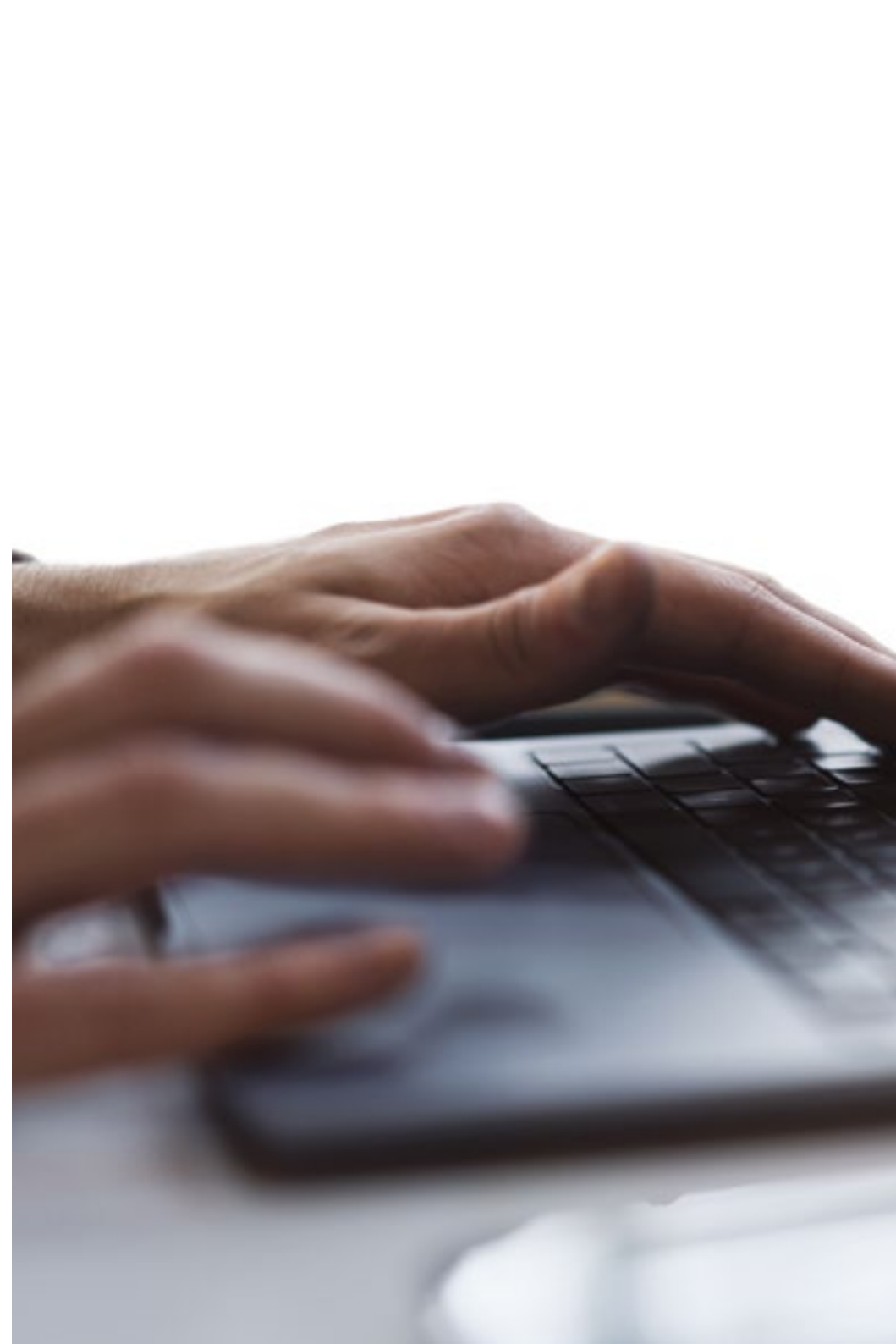
In TECH's study methodology, the student is the main protagonist.

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.

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*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.

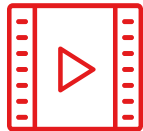
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

*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

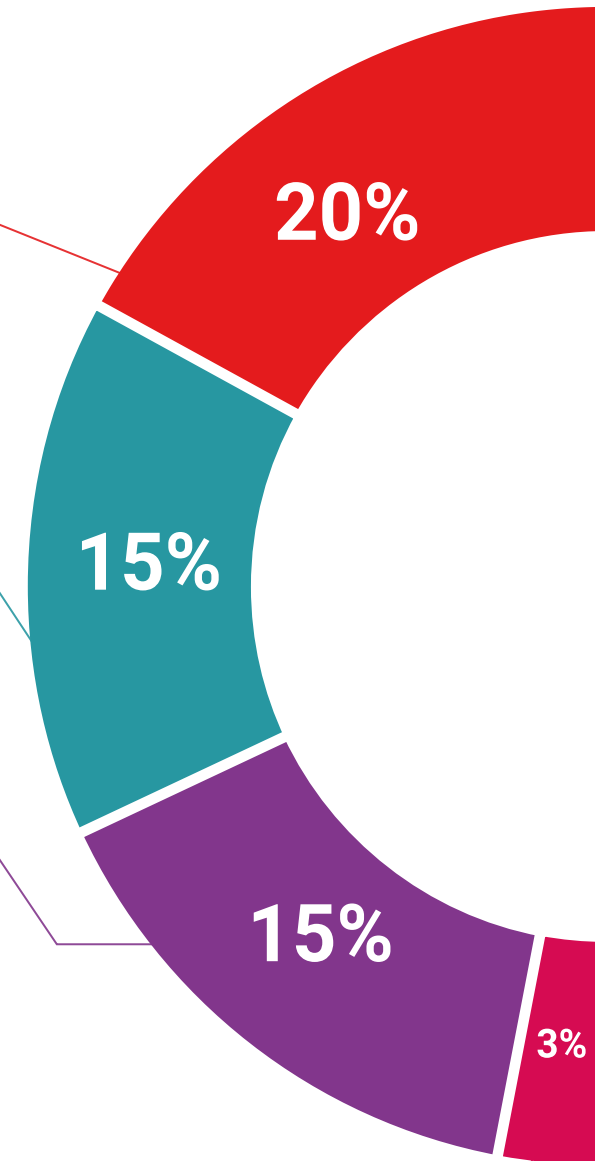
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

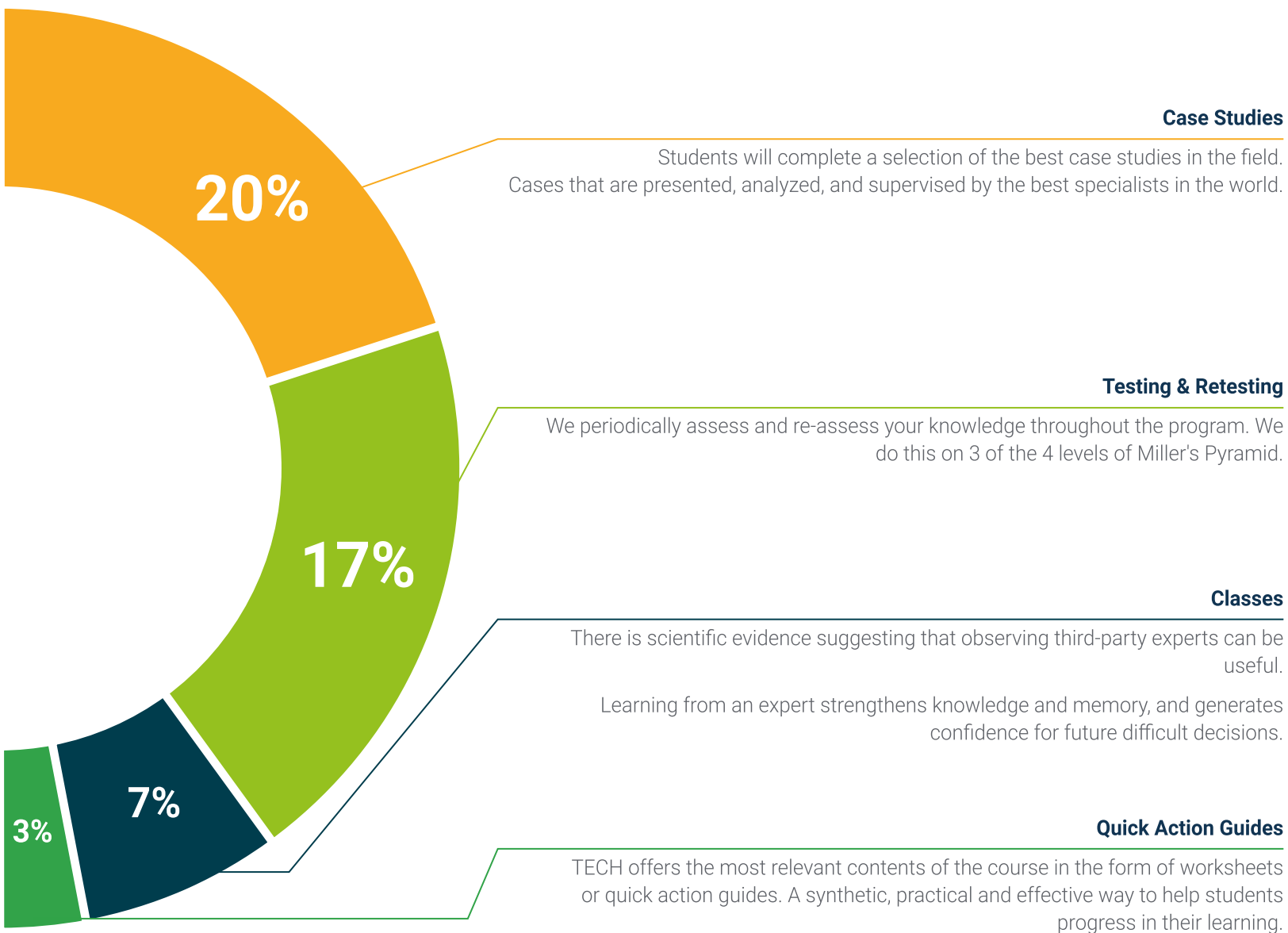
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Additional Reading

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





07

# Teaching Staff

One of the main added values of this program is undoubtedly the excellence of its faculty. Composed of active professionals with extensive experience in sports management, this academic team will provide a real and updated view of the sector, enabling graduates to acquire competencies aligned with market demands. Furthermore, the faculty includes directors of top-tier clubs, sports marketing managers, legal advisors specialized in sports law, and experts in innovation and digital transformation applied to sports.



“

*An experienced faculty group specialized in Sports Entities Management will guide you throughout the learning process, addressing any questions you may have”*

## 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 on the market.

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

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- 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 occupational 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, USA
- 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

“

*TECH counts with a distinguished and specialized group of International Guest Directors, with important leadership roles in the most cutting-edge companies in the global market".*

## 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

“

*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”*

## 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

“

*Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige”*

## 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 improvements in vendor risk assessment, resulting in process improvements and workflow management 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

“

*Choose TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field”*

## 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 Product, Merchandising and Communication. All of 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 commercialization 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

“

*The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"*

## 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

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- 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 and Master's Degree in Mathematics and Statistics at the University of Copenhagen

“

*Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors”*

## 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

“

*Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process”*

## 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

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- 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

“

*Thanks to this 100% online university program, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!”*

## 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

### 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, Montserrat

- ♦ Lawyer specializing in Sports Law
- ♦ 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. Novo San Miguel, Andrés

- ♦ Specialist in Sports Event Management
- ♦ 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

### 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. 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

**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





**Ms. Carmona Ramos, Sara**

- ♦ Chief Data Editor at Relevó
- ♦ Host of the Analytics and Big Data section of the program "El Día Después" on Movistar Plus.
- ♦ Academic Director at the Catholic University San Antonio of Murcia
- ♦ Sports coverage of La Liga matches for the Atresmedia group
- ♦ Host 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. 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

# 08 Certificate

The MBA in Sports Entities Management guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Executive Master's Degree 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 **Executive Master's Degree MBA in Sports Entities Management** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

TECH is a member of the **Business Graduates Association (BGA)**, the international network that brings together the most prestigious business schools in the world. This distinction reaffirms its commitment to excellence in responsible management and executive training.

#### Accreditation/Membership



Title: **Executive Master's Degree MBA in Sports Entities Management**

Modality: **Online**

Duration: **12 months**.

Accreditation: **90 ECTS**



Mr./Ms. \_\_\_\_\_, with identification document \_\_\_\_\_  
has successfully passed and obtained the title of:

#### Executive Master's Degree MBA in Sports Entities Management

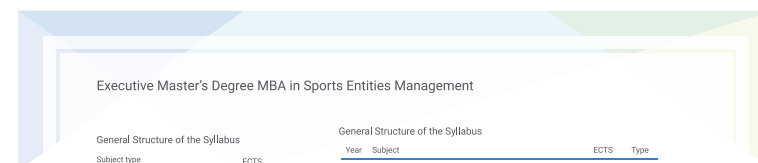
This is a private qualification of 2,700 hours of duration equivalent to 90 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

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

Dr. Pedro Navarro Illana  
Dean

Unique TECH Code: APF0R02235 techtitle.com/certificate



#### Executive Master's Degree MBA in Sports Entities Management

##### General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	90
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
<b>Total</b>	<b>90</b>

##### General Structure of the Syllabus

Year	Subject	ECTS	Type
1ª	Introduction to Sports Law and Management	6	CO
1ª	Organizational Structure of International Sports	6	CO
1ª	Strategic Planning in Sports Organizations	6	CO
1ª	Financial Management and Tax Aspects in Sports	6	CO
1ª	Marketing and Communication in Sports	6	CO
1ª	Organization of Sports Events	6	CO
1ª	New Trends in Sports: Big Data & E-Sports	6	CO
1ª	Leadership and People Management in Sports	6	CO
1ª	Leadership, Ethics, and Social Responsibility in Companies	6	CO
1ª	People and Talent Management	6	CO
1ª	Economic and Financial Management	6	CO
1ª	Commercial and Strategic Marketing Management	6	CO
1ª	Executive Management	18	CO

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**Executive Master's Degree**  
**MBA in Sports Entities**  
**Management**

- » Modality: Online
- » Duration: 12 months.
- » Certificate: TECH Global University
- » Accreditation: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

# Executive Master's Degree MBA in Sports Entities Management

Accreditation/Membership



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