

# Postgraduate Certificate Strategic Planning in Sports Management

Endorsed by the NBA



**tech** technological  
university



## Postgraduate Certificate Strategic Planning in Sports Management

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » 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.techitute.com/us/school-of-business/postgraduate-certificate/strategic-planning-sports-management](http://www.techitute.com/us/school-of-business/postgraduate-certificate/strategic-planning-sports-management)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 01 Welcome

Planning is everything in sports. The success or failure of a sports entity depends, to a great extent, on the management, which is why it is necessary for professionals and managers dedicated to sports to have broad and exhaustive knowledge. TECH, in response to this situation, has created this program. It compiles the most advanced information on television rights, branding, business and even a topic dedicated to the sale and purchase of sports entities. With this, the managers will be able to make a considerable quality leap in their value proposition, projecting their professional careers towards the most prestigious sports fields. All this thanks to a 100% online program, completely flexible and adaptable to the most demanding personal or work routines.



Postgraduate Certificate in Strategic Planning in Sports Management.  
TECH Technological 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 Technological 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:



### 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.



### 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"*

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 Technological University community.

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

# 04 Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

*One of our fundamental objectives is to help you develop the essential skills to manage people with a strategic and innovative vision"*

Your goals are our goals.

We work together to help you achieve them.

The **Postgraduate Certificate in Strategic Planning in Sports Management** will enable the students to:

01

Provide knowledge about the environment and the sports market

02

Create professionals prepared to work in the sports industry

03

Become a successful sports manager





04

Educate managers, leaders and future administrators of sports entities

05

Gain knowledge about the international market, with practical experiences of the professionals who are part of the faculty

06

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 Certificate in Strategic Planning in Sports Management is a tailor-made program that is taught 100% online so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that lays the foundation for your success as a Project Manager.



“

*What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us..."*

## Syllabus

The Postgraduate Certificate in Strategic Planning in Sports Management from TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the field of comprehensive project management.

The content of the Postgraduate Certificate in Strategic Planning in Sports Management is designed to promote the development of managerial skills that allow for more thorough decision-making in uncertain environments.

Over the course of 150 hours, the student analyzes a plethora of practical cases through individual work and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with different areas of the company and is designed to specialize managers who understand project management from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Postgraduate Certificate is developed over 6 week and is distributed into 1 module:

### Module 1.

### Strategic Planning in Sports Organizations



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

TECH offers you the possibility of taking this program completely online. Throughout the six weeks of specialization, you will be able to access all the program contents at any time, allowing you to self-manage your study time.

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

## Module 1. Strategic Planning in Sports Organizations

|                                                                            |                                              |                             |                                              |
|----------------------------------------------------------------------------|----------------------------------------------|-----------------------------|----------------------------------------------|
| 1.1. Introduction to Strategic Planning and Analysis in Professional Sport | 1.2. Purchase and Sale of Sports Entities    | 1.3. Soccer Club Management | 1.4. Structure and Sports Planning           |
| 1.5. Business Development and Operation of Stadiums                        | 1.6. Brand Development and Commercial Rights | 1.7. TV Rights              | 1.8. Internationalization of Sports Entities |
| 1.9. Holding Companies and Investment Funds                                | 1.10. Practical Business Models              |                             |                                              |



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



# 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.*



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

### 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.

## 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.



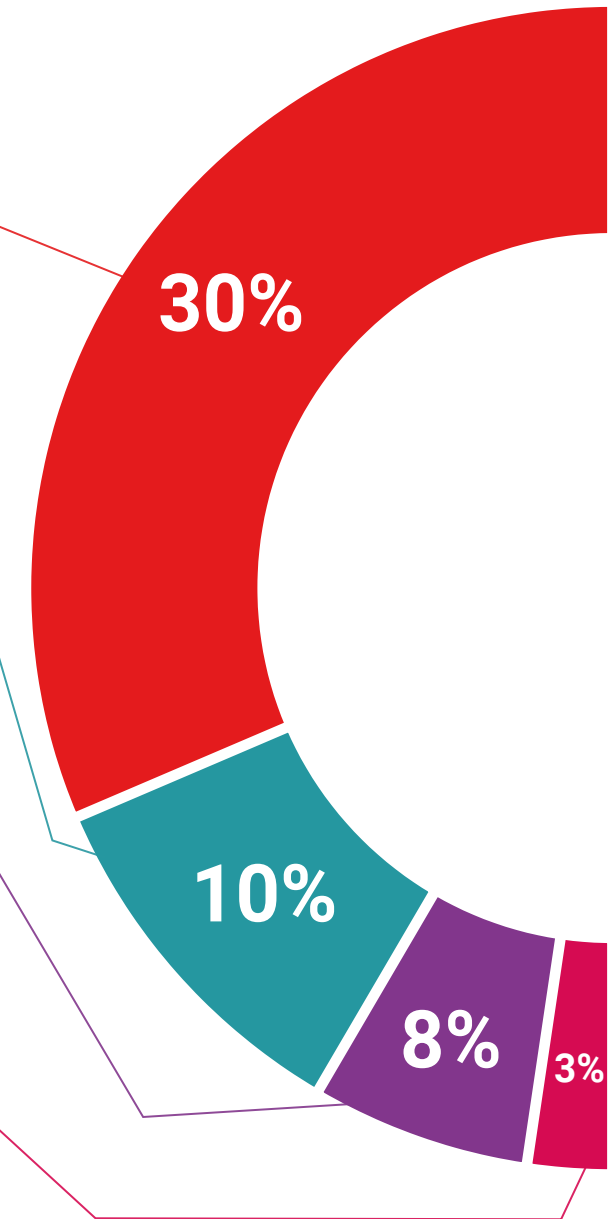
#### Management Skills Exercises

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

Our Postgraduate Certificate in Strategic Planning in Sports Management is a program aimed at 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.





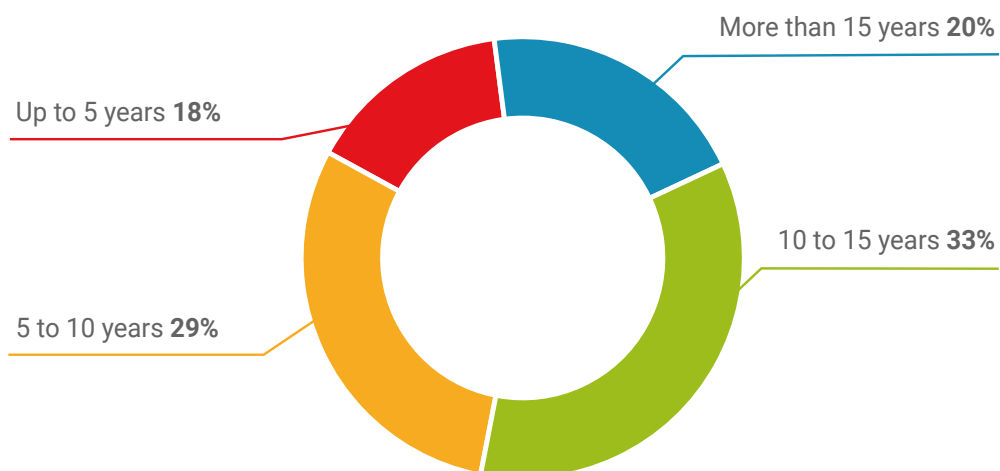
“

*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"*

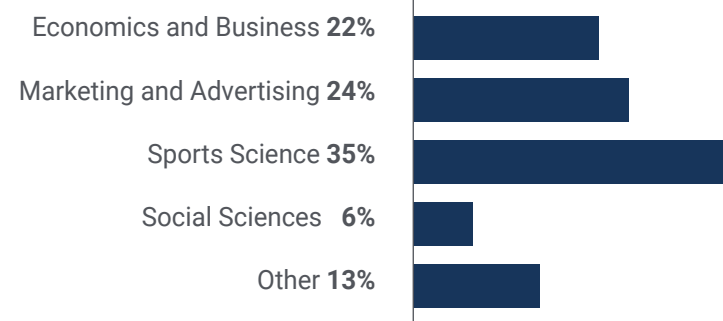
## Average Age

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

## Years of Experience



## Training

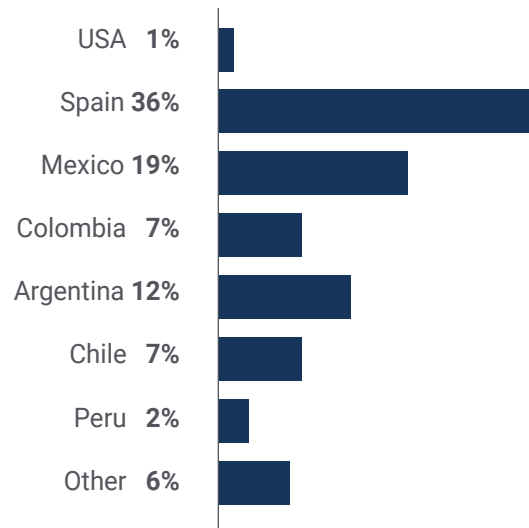


## Academic Profile



## Geographical Distribution

---



## Ricardo Rodio

---

### Sport Manager

*"The combination of academic content and the background of the faculty make the Postgraduate Certificate in Strategic Planning 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 leading experts in Strategic Planning in Sports Management, 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 Postgraduate Certificate in a multidisciplinary way, making it a unique and highly nourishing academic experience for the student.



“

*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

---

- 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

### 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



*TECH has carefully selected the faculty for this program so that you can learn from today's top specialists"*

09

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.



“

*Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"*

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

The Postgraduate Certificate in Strategic Planning in Sports Management from TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the sports field. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you.

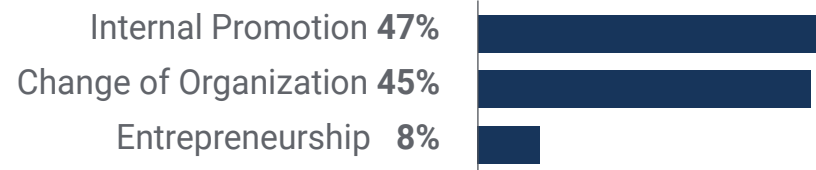
*If you want to make a positive change in your profession, the Postgraduate Certificate in Strategic Planning in Sports Management will help you achieve it.*

*Don't miss the opportunity to train with us and you will find the career boost you were looking for.*

### When the change occurs



### Type of change



## Salary increase

---

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



10

# Benefits for Your Company

The Postgraduate Certificate in Strategic Planning in Sports Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. It is a challenge that involves a great effort, but that will bring you the necessary benefits to shine in your profession and achieve improvements in your organization. Furthermore, participating in this program is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.



“

*Our superior training will enable you to bring a newer vision to your business"*

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 executive and opens new avenues for professional growth within the company.

03

### Building agents of change

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

---

04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets of 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 your managers with the skills to take on new challenges and drive the organization forward.

# 11 Certificate

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



“

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

This **Postgraduate Certificate in Strategic Planning in Sports Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Strategic Planning in Sports Management**

Official N° of Hours: **150 h.**

**Endorsed by the NBA**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate Strategic Planning in Sports Management

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Strategic Planning in Sports Management

Endorsed by the NBA

