Executive Master's Degree
MBA in Sports Entities Management

MBASEM

Endorsed by the NBA

NBA

tech global university

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**

» Intended for: **university graduates and sports professionals who want to broaden their knowledge and skills related to sport management and everything related to it**

Website: **www.techtitute.com/us/school-of-business/professional-master-degree/mba-sports-entities-management**

Index

01
Welcome

Sport is a transversal discipline that in recent years has grown both nationally and internationally, becoming an economic sector with a great impact on the GDP. For this reason, expert professionals are needed who have detailed knowledge of the sports environment, its players, basic applicable regulations, as well as all the other areas that have an impact on sports, such as finance, law, marketing, communication, events or new trends. As such, this program will provide students with a general overview of sports management in order to be able to apply it in this sector, in a 100% online format. In addition, the graduate will have access to an exclusive set of 10 complementary *Masterclasses*, designed by a prestigious international specialist in the Management of Corporate Associations.

MBA in Sports Entities Management
TECH Global University

Do you want to expand your knowledge in the Management of Corporate Associations? You will have access to 10 additional Masterclasses, taught by a famous international professor in this interesting field"

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 center for intensive managerial skills education.

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 TECH Global University

Innovation

The university offers an online learning model that balances 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.

+100000 executives prepared each year

+200 different nationalities

Empowerment

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

+500 collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Learn with the best

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

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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.

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 education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

We give you the opportunity to study with a team of world-renowned teachers.

04
Objectives

This program is designed to strengthen management and leadership skills in sports management well as to develop new competencies and skills 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 for sports management with a strategic and innovative vision"

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

The **MBA in Sports Entities Management** will enable the students to:

01 Provide knowledge about the sports environment and market

04 Train managers, leaders and future administrators of sports entities

02 Train professionals prepared to work in the sports industry

03 Become a successful sports manager

05 Gain knowledge about the global 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

08 Knowledge of the international sports ecosystem

09 Understand the different actors involved in the sport at a global level

07 Obtain a legal basis for the sports sector

10 Understand the existing labor relations in the sports world

11 Learn about strategy in sports

13 Understand the importance of communication in sports

12 Acquire knowledge of sports marketing and the creation and development of a marketing plan

14 Get to know the steps and stages for the realization of a sports event

15 Understand the new forms of sports business, as well as the most innovative techniques

17 Enhance leadership skills within a sports organization and learn how to properly manage people in this sector

16 Develop an interest in innovation and new trends in sports management

05
Skills

After passing the assessments of the MBA in Sports Entities Management, the professional will have acquired the necessary competencies for a quality and up-to-date practice based on the most innovative teaching methodology.

This program will help you acquire the skills you need to excel in your daily work"

01 Have a general vision of the sports environment, as well as knowledge of all the areas that make up sports management: legal, financial, strategic, events, marketing, communication

02 Understand the management methods and contractual relationships arising from the practice of sports

03 Resolve conflicts that arise among the various parties involved in the sports sector

04 Address issues related to the formalization of the employment contract, its peculiarities in terms of rights and obligations of the parties, the possible vicissitudes arising from the contractual relationship and the specificities of the employment relationship of athletes and other professionals in terms of suspension or termination of the contract

05 In-depth knowledge of the collective rights of athletes, such as collective bargaining, social security and occupational health and safety

06 Manage a football club

08 Deal with the main scourges that threaten sport and its integrity: violence, corruption and doping

09 Properly carry out a marketing plan with all its phases

07 Carry out financial department tasks

10 Inspire individuals and teams in competitive environments such as sports to move forward with a strategic vision

Structure and Content

The MBA in Sports Entities 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 12 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a Project Manager.

Our syllabus has been designed following the criteria of quality and educational need demanded by our students"

Syllabus

The MBA in Sports Entities Management from TECH Global University is an intensive program that prepares you to face challenges and manage business in the sports field. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Over the course of 2,700 hours, you will analyze a plethora of practical cases through individual work, achieving a deep learning that will be very useful for your daily work. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree deals with different areas of the sports industry in depth and is designed to provide managers with an understanding of Sports Entities Management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and that prepares them to achieve excellence in the field of business management and administration. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is distributed into 13 modules:

Module 1	Introduction to Sports Law and Management
Module 2	Organizational Structure of Global Sport
Module 3	Strategic Planning in Sports Organizations
Module 4	Financial Management and Tax Aspects in Sports
Module 5	Marketing and Communication in Sports
Module 6	Organization of Sports Events
Module 7	New Trends in Sports: *Big Data & eSports*
Module 8	Leadership and People Management in Sports
Module 9	Leadership, Ethics and Social Responsibility in Companies
Module 10	People and Talent Management
Module 11	Economic and Financial Management
Module 12	Commercial Management and Strategic Marketing
Module 13	Executive Management

Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Over the course of the 12 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

Module 1. Introduction to Sports Law and Management

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

1.2. Regulations Related with Sports Facilities

1.3. Management and Legal Aspects Derived from the Organization of Sport Events: Civil and Criminal Liability

1.4. Broadcasting of Sports Events. Legal Aspects

1.5. Sports Contracts: Outline of the Sports Contractual Structure

1.6. Sports Intermediation

1.7. Governance in Sports Entities

Module 2. Organizational Structure of Global Sport

2.1. Sports Clubs and Sports Corporations

2.2. Federations

2.3. Leagues

2.4. Superior Sports Council

2.5. International Sports Organization

2.6. Sport in the European Union

2.7. Other Organizations Outside the Federative Pyramid: Examples in Basketball and Paddleball

2.8. Conflict Resolution Formulas 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. Soccer 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. The General Accounting Plan (GAAP) of Sports Entities. Balance Sheet Structure	4.4. Intangible Assets and their Appraisal
4.5. Income Statement Structure	4.6. Budget Production and Control. Income Sources and Regulation	4.7. Investment and Financing Mechanisms in Sports. Sponsorship, Patronage and Other Figures	4.8. Investment Projects Appraisal. Elaboration and Possible Structure of a Feasibility Plan
4.9. An Approach to Tax and Estate Planning for Athletes	4.10. An Approach to Taxation of Sports Entities		

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 & eSports

7.1. Introduction to the Use of Big Data in Sport. Current Links and 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. Communicative 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. Fundamentals of Corporate Governance in Companies 9.1.3. The Role of the Board of Directors in the Framework of Corporate Governance	9.2. Cross-Cultural Management 9.2.1. Concept of *Cross-Cultural Management* 9.2.2. Contributions to the 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. The 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 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 Companies and Human Rights 9.7.2. Multinational Companies and International Law 9.7.3. Legal Tools for Multinationals on 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. Potential Analysis
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. Compliance 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 Managing 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 Change Management

10.7. Executive Communication
10.7.1. Internal and External Communication in the Business Environment
10.7.2. Communication Departments
10.7.3. The Person in Charge of Communication in 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. Company's Liabilities
11.2.4. The Net Worth of the Company
11.2.5. The Profit and Loss Statement

11.3. Information Systems and Business Intelligence
11.3.1. Fundamentals and Classification
11.3.2. Phases and Methods of Cost Allocation
11.3.3. Choice of Cost Center and Impact

11.4. Financial Management
11.4.1. The Company's Financial Decision
11.4.2. Financial Department
11.4.3. Cash Surplus
11.4.4. Risks Associated with Financial Management
11.4.5. Financial 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 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. Equity Capital Growth
11.7.3. Hybrid Resources
11.7.4. Financing through Intermediaries

11.8. Financial Analysis and Planning
11.8.1. Balance Sheet Analysis
11.8.2. Profit and Loss Statement Analysis
11.8.3. Profitability Analysis

11.9. Analyzing and Solving Cases/Problems
11.9.1. Financial Information of Industria de Diseño y Textil, S.A. (INDITEX)

Module 12. Commercial Management and Strategic Marketing

12.1. Commercial Management
12.1.1. Conceptual Framework of Commercial Management
12.1.2. Commercial 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 Launching 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. Importance of Communication in an Organization
12.5.3. Type 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 Reporting
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. The Value Chain
13.3.3. Quality Management

13.4. Public Speaking and Spokesperson Training
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. Stages of a Crisis
13.6.3. Messages: Contents and Timing

13.7. Preparation of a Crisis Plan
13.7.1. Analysis of Potential Problems
13.7.2. Planning
13.7.3. Personnel Adaptation

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

07
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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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:
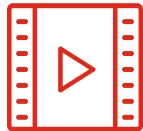
Study Material

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.

30%

10%

8%

3%

30%

15%

4%
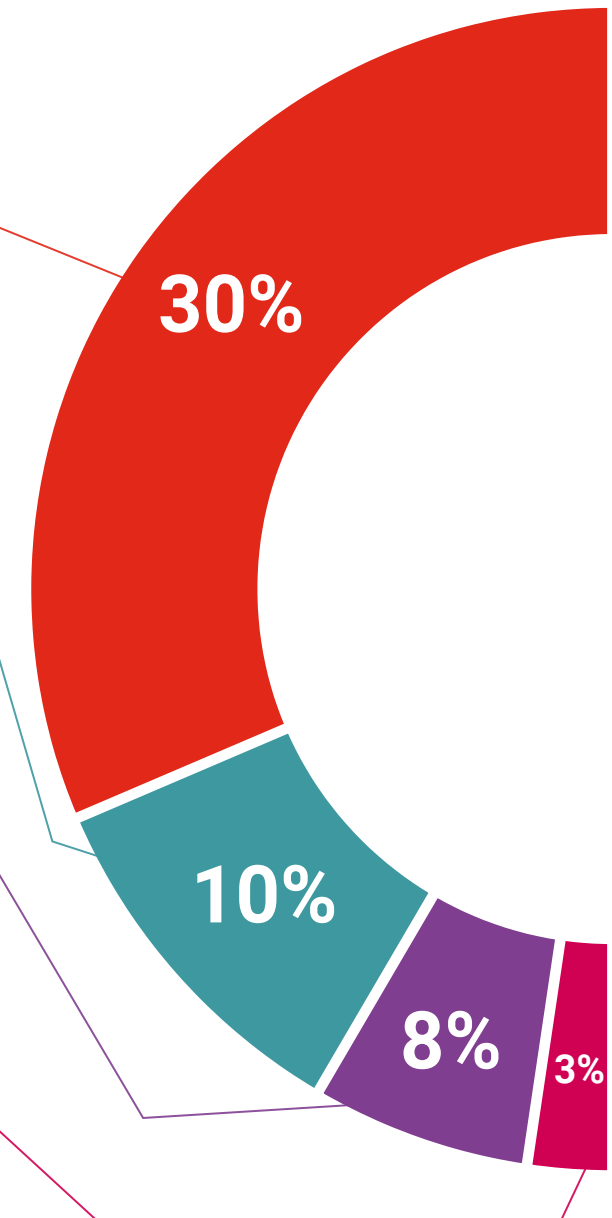
Case Studies

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

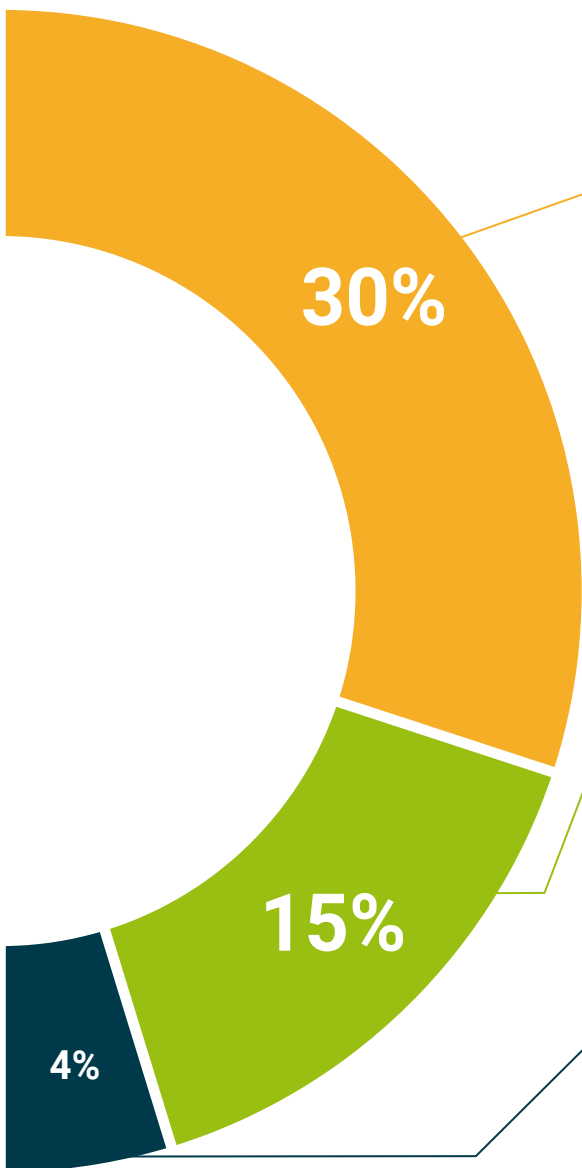The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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.

Our Students' Profiles

MBA in Sports Entities Management is a program intended for university graduates and sports professionals who want to broaden their knowledge and skills related to Sports Entities Management and everything related to it. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Our students are committed people who are looking for a better job and, therefore, do not hesitate to put all their efforts into furthering their training"

Average Age

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

Years of Experience

More than 15 years **20%**

Up to 5 years **18%**

10 to 15 years **33%**

5 to 10 years **29%**

Training

Economics and Business **22%**

Marketing and Advertising **24%**

Sports Science **35%**

Social Sciences **6%**

Other **13 %**

Academic Profile

Management **33%**

Administration **28%**

Marketing **15%**

Sports Journalism **10%**

Other **14%**
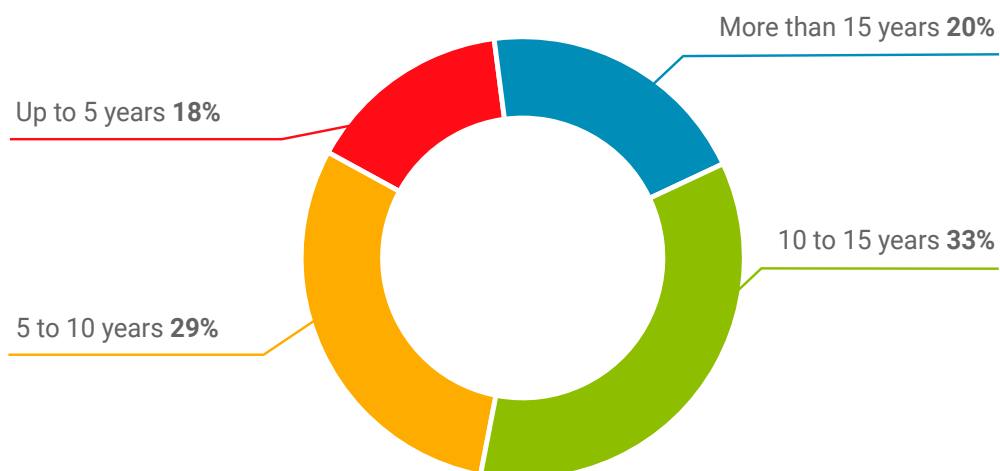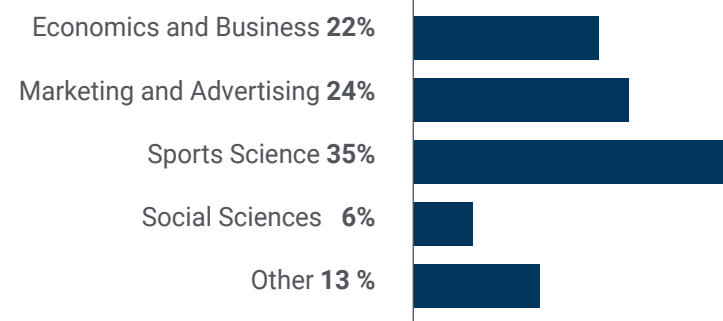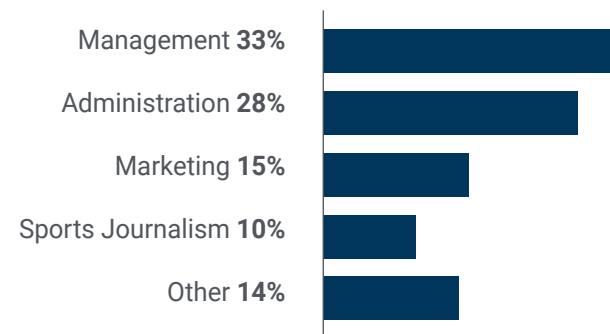
Geographical Distribution

USA	**1%**
Spain	**36%**
Mexico	**19%**
Colombia	**7%**
Argentina	**12%**
Chile	**7%**
Peru	**2%**
Other	**6%**
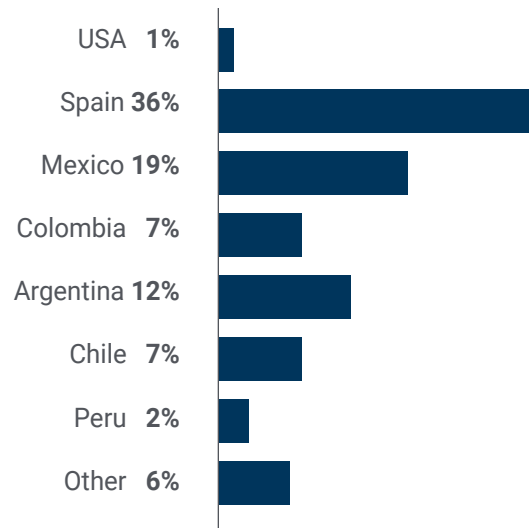
Jaime Trigueros

Sport Manager

"In TECH I have found a unique opportunity to broaden my training in Sports Entities Management, a profession that has always attracted me. Therefore, thanks to their online methodology, I was able to continue studying while working, and I have achieved the long-awaited job change I had been looking for a long time"

Course Management

The program includes in its teaching staff experts of reference in Sports Entities Management, who bring into this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing educational 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 field**.**

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
- 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 track record 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 **HR 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, actively participating in networks of Human Resources professionals and contributing to the incorporation of numerous workers in different companies. After earning her bachelor's degree in **Organizational Communication from the University of Miami,** she has held senior recruiting positions at companies in a variety of fields.

On the other hand, she has been recognized for her ability to lead organizational transformations, **integrate technologies in 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, Talent Acquisition, Mastercard, New York, United States
- Director of Talent Acquisition, NBCUniversal, New York, United States
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated 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 top 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 has 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 - Amazon, Seattle
- Senior Program Manager at Amazon
- Vice President, 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
- B.S. 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 real 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.

He has also nurtured and **led high-performing teams** throughout his career that have received awards for their **transformative potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting the complex decarbonization **demands** of customers, supporting "**cost-effective decarbonization**" and **overhauling** a fragmented **data**, **digital and technology landscape**. In this way, his efforts have evidenced 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.

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

Mr. Arman, Romi

- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

"Do you want to refresh your knowledge with the highest quality education? TECH offers you the most up-to-date content in the educational market, designed by authentic experts internationally renowned"

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 procurement 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 **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**, 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 and supply chain management 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 at Google, United States
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

"

Bet on TECH! You will have access to the best teaching 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 sector**. Throughout his successful career he has developed different tasks related to **Product**, **Merchandising** and **Communication**. All this linked to prestigious brands such as **Giorgio Armani**, **Dolce&Gabbana**, **Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business** objectives. In addition, he is recognized for his **proactivity** and **adaptation 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 **retail** and **consumer needs and behavior**. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as **team leader** in the **Design**, **Communication** and **Sales departments**.

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, **development** and **marketing** 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 (KPI).
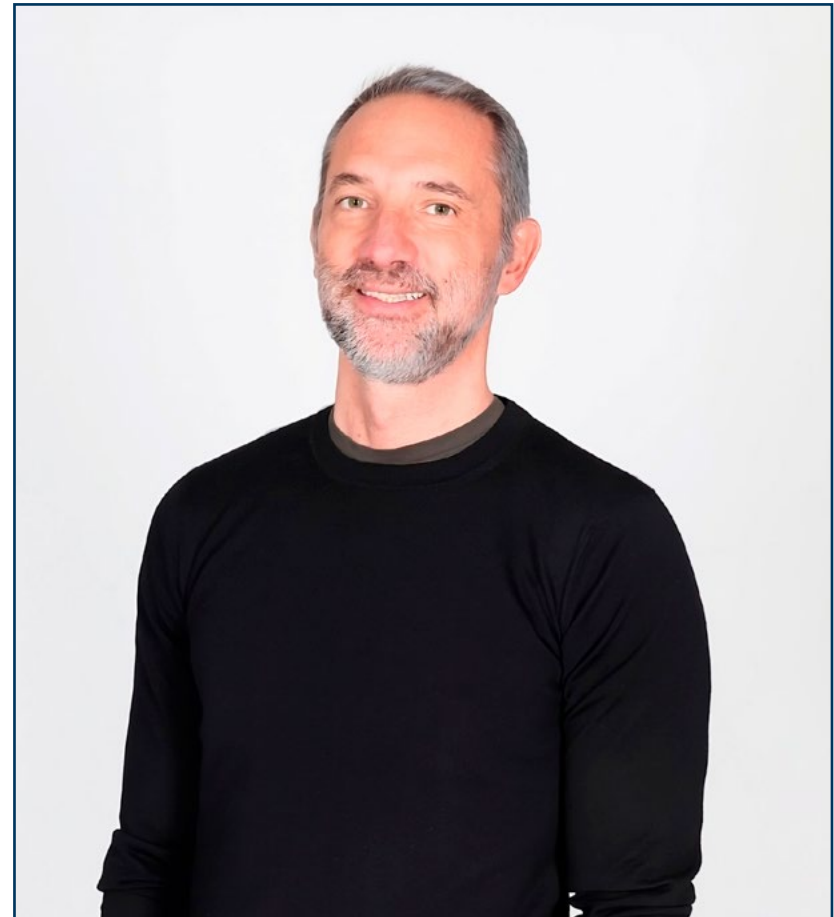
Mr. La Sala, Andrea

- Global Brand and Merchandising Director 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
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

"

The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, up to date 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 Cafe 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.

In terms of education, the executive has several Master's degrees 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, this expert has achieved cutting-edge skills. Because of this, he has come to be considered a **born leader** of the **new global economy**, centered on the impulse of data and its infinite possibilities.

Mr. Gram, Mick

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

"

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 **Digital Marketing** industry expert who, for over 19 years, has been associated with one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a crucial role in **overseeing logistics** and **creative workflows** across a variety of digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving paid media **production strategies**, resulting in a marked **improvement** in his 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*.

On the other hand, the expert 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 skills in **communication** and **storytelling**. In addition, he has participated in Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. As such, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media**.

Mr. Stevenson, Scott

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

Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you through the entire learning process"

International Guest Director

Eric Nyquist is an outstanding professional in the **international sports field**, who has built an impressive career, standing out for his **strategic leadership** and his ability to drive change and **innovation** in top-level **sports organizations**.

In fact, he has held senior roles such as Director of Communications and Impact at **NASCAR**, based in **Florida, United States**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including Senior **Vice President of Strategic Development** and **General Director of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top **sports franchises**. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in **sports** while working in **New York** as a s**enior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Soccer Federation.**

Mr. Nyquist, Eric

- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR, United States
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College

"

Thanks to this 100% online university qualification, you will be able to balance your studies with your daily obligations, under the guidance of the leading international experts in the field you are interested in. 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, Universidad 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

Professors

Dr. Rubio, Francisco
- Alternate Judge of the Provincial Court of Badajoz
- Professor in various academic institutions of subjects related to labor law and social security.
- Mediator of the Court of Arbitration for Sport (CAS)
- Arbitrator on the Committee of Experts in the Sports and Entertainment Industry of the European Association of Arbitration.
- Consultant and academic advisor at Lemat Attorneys
- PhD in Law from the University of Extremadura
- Degree in Law from the University of Extremadura.
- Master's Degree in Sports Law from the University of Lleida

Mr. Valiño, Alejandro
- Professor at the Law School of the University of Valencia.
- President of the Court of Sports of the Valencian Community
- President of the Competition Committee of the Tennis Federation of the Valencian Community
- Sporting Director of Tenis Sporting Club
- Alternate Judge of the Provincial Court of Valencia with more than a hundred of Resolutions as Rapporteur.
- PhD in Law from the University of Valencia
- Degree in Law from the University of Valencia
- Author of books, articles and reviews on legal matters (Roman Law, Ancient History, History and current affairs of Valencian Foral Law, Spanish Civil Law, Sports Law, Comparative Law and European Private Law)
- Research activity in Italian universities (Siena and Pavia), Germany (Freiburg, Göttingen, Münster and Bonn), Austria (Salzburg) and Uruguay (Montevideo)

Mr. Bars García, Pedro J
- Senior Tax Advisor at Sayma Consultants Madrid
- Coordinator and promoter of schools and sports clubs in the field of futsal and chess
- Director of several chess schools and coordinator of chess promotion campaigns in collaboration with the Patronato Municipal Sports Board of the Valladolid City Council
- FEDA national chess instructor and regional indoor soccer instructor.
- Author of several publications in the field of taxation and accounting

Ms. Díaz Marí, Montse
- Legal Advisor at DiazMari
- Lawyer at Samsung Electronics Iberia
- Master's Degree in Sport and Entertainment Markets and Industry of Law at ISDE
- Official Master's Degree in Sports Law from the INEFC
- Master's Degree in Access to the Legal Profession and Business Law at San Pablo CEU University
- Master's Degree in Sports Law from San Pablo University CEU

Ms. Esperidião Hasenclever, Mônica
- Chief Marketing Officer y director of the LWF Academy
- Founder and CEO of Women Experience Sports
- Executive Director at LVN Sport
- Head of Sports Marketing and Sponsorships at Telefónica Vivo
- Degree in Business Administration from Universidade Presbiteriana Mackenzie in Sao Paulo, Brazil
- Post-Graduation in Sports Management Anhembi Morumbi University of Sao Paulo, Brazil
- Master's Degree in Sports Marketing from the Escuela Universitaria Real Madrid of the European University

Mr. Novo, Andrés
- Head of Institutional Marketing and Events at the PRISA Group
- Event Production Manager at Innevento and Innevento Sports
- Field manager, logistics assistant, team manager and ceremonial and protocol manager at MicFootball
- Degree in Audiovisual Communication from the University of the Basque Country.
- Degree in Advertising and Public Relations from the University of the Basque Country.

Mr. González Graña, Carlos
- Founder and Managing Director at Callander Sport & Business
- Co-Founder and Chief Operating Officer at Business Hub Innovation
- Partner of the professional sports area at Raheem GL Business Club
- Commercial Director of the Sports Area at Riskmedia Insurance Brokers
- Law degree from the University of La Coruña.
- Specialization in Labor and Sports Law

Ms. Carmona, Sara

- Host of the Analytics and Big Data section of the program "El Día Después" on Movistar Plus
- Academic Director of the Master's Degree in Sports Marketing, Digital Environments and eSports at the San Antonio Catholic University of Murcia
- Sports coverage of La Liga matches for the Atresmedia group
- Host of the live Sports Statistics and Big Data section of "Deportes Valladolid" on Castilla y León TV
- Graduate in Journalism from the University of Valladolid
- Expert in Sports Data Analytics and Big Data at the University of Valladolid

Ms. Pascual, Mónica

- CEO and Founder of Making Talent Happen
- Handling GSE Manager in Swissport Handling Madrid UTE
- I&D&i Manager and Project Manager at Inpropack
- Creator of the podcast "Imparables"
- Author of the blog "Mentalidad Imparable" in Diario AS
- Degree in Industrial Engineering at Alfonso X El Sabio University
- Master's Degree in International Patent Law at the School of Industrial Organization
- Expert in Mediation at the Higher Institute of Law and Economy

10
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.

For that reason, we put all our efforts and tools at your disposal so that you can acquire the necessary skills and abilities that will allow you to achieve that change.

"

This program will have a great impact on your career, as it will allow you to acquire the necessary skills to successfully develop in the direction and management of sports events"

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

The MBA in Sports Entities Management from TECH Global University is an intensive program that prepares you to face challenges and manage business in the sports field. The main objective is to promote personal and professional growth. Helping you succeed.

If the student wants to improve himself, achieve a positive change at a professional level and interact with the best, this is the program for him.

Achieve the professional change you deserve thanks to the educational support offered by TECH.

To achieve a positive change in your career, you need to obtain specific skills that will allow you to stand out from the rest of the competition.

Time of Change

During the program 11%	During the first year 63%	After 2 years 26%

Type of change

Internal Promotion **37%**

Change of Company **35%**

Entrepreneurship **28%**
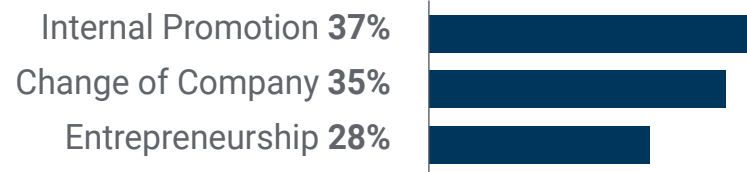
Salary increase

This program represents a salary increase of more than **25.22%** for our students

Salary before	A salary increase	Salary after
$ 57,900	**25.22%**	**$ 72,500**
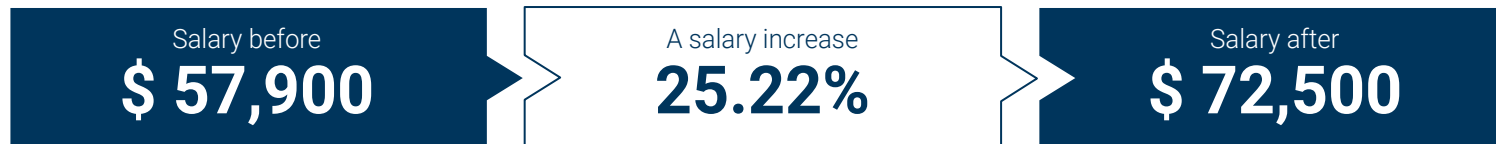
Benefits for Your Company

The MBA in Sports Entities Management contributes to raising 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 program will enable you to bring a newer vision to your business"

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

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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

05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

12

Certificate

The MBA in Sports Entities Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree diploma issued by TECH Global University.

Successfully complete this program and receive your university qualification without the need to travel or fill out laborious paperwork"

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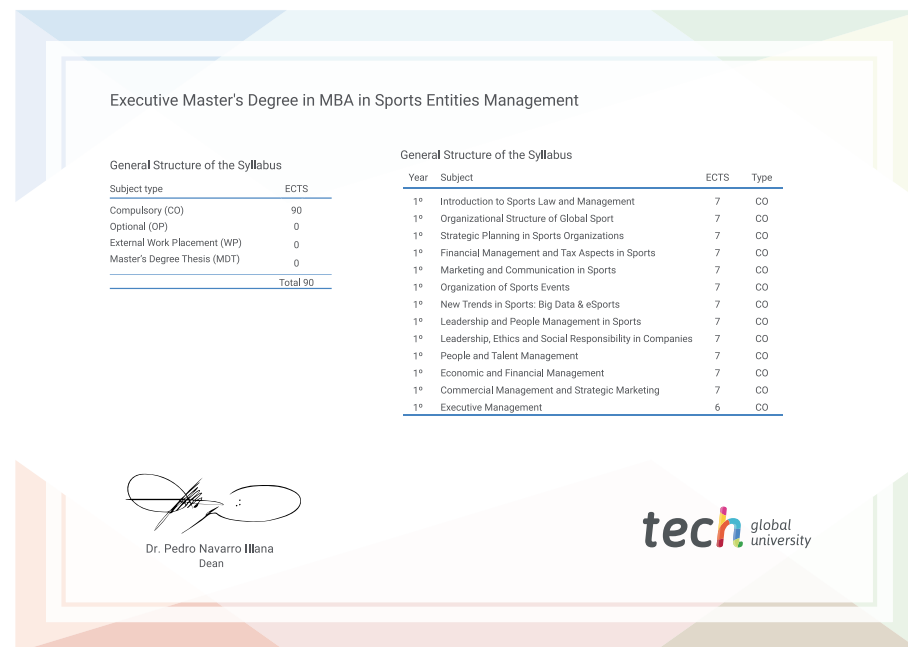
This **TECH Global University private qualification**, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**

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tech global university

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 202 4

Dr. Pedro Navarro Illa na
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Executive Master's Degree in 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
Total 90	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Introduction to Sports Law and Management	7	CO
1º	Organizational Structure of Global Sport	7	CO
1º	Strategic Planning in Sports Organizations	7	CO
1º	Financial Management and Tax Aspects in Sports	7	CO
1º	Marketing and Communication in Sports	7	CO
1º	Organization of Sports Events	7	CO
1º	New Trends in Sports: Big Data & eSports	7	CO
1º	Leadership and People Management in Sports	7	CO
1º	Leadership, Ethics and Social Responsibility in Companies	7	CO
1º	People and Talent Management	7	CO
1º	Economic and Financial Management	7	CO
1º	Commercial Management and Strategic Marketing	7	CO
1º	Executive Management	6	CO

Dr. Pedro Navarro Illana
Dean

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

Executive Master's Degree
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Entities Management

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- » Duration: **12 months.**
- » Certificate: **TECH Global University**
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