Professional Master's Degree
MBA in Sports Entities Management

Accreditation/Membership

BUSINESS GRADUATES ASSOCIATION
MEMBER

NBA

tech global university

tech global university

Professional Master's Degree
MBA in Sports Entities Management

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

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

Index

01

Introduction to the Program

Sports Entities Management is key to the efficient management of organizations within the sports sector. According to a report by the European Commission, the sports sector represents 2.12% of the European Union's GDP and generates employment for approximately 5.67 million people, highlighting its economic and social impact. This growth demands professionals with skills in leadership, marketing, and financial management to optimize resources and promote sustainable development. In this context, the postgraduate degree offered by TECH Global University provides a 100% online academic option. Through interactive learning materials, professionals will have access to flexible content tailored to the sector's needs. In this way, they will be able to develop essential competencies to tackle the current challenges of the sports industry.

tech

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

The management of sports organizations has become a fundamental pillar for the development and sustainability of the sector. In today's highly competitive environment, the efficient leadership of sports entities enables the optimization of resources, strengthens strategic decision-making, and ensures compliance with regulatory frameworks. Moreover, its impact goes beyond financial outcomes—it promotes access to physical activity and supports the global growth of the sports industry.

This Professional Master's Degree MBA in Sports Entities Management offers professionals a unique opportunity to acquire essential competencies in this field. Throughout the syllabus, participants will explore strategies for resource optimization, contract negotiation, and the planning of high-impact events. In addition, they will enhance leadership and decision-making skills—crucial elements for the effective management of clubs, federations, and other organizations in the sector.

The learning methodology implemented by TECH promotes a flexible educational experience tailored to the needs of each professional. Thanks to a 100% online model, students will have 24/7 access to course content from any device with an internet connection. Through the Relearning method, based on the strategic repetition of key concepts, knowledge acquisition is optimized and its practical application is facilitated. Furthermore, this academic opportunity includes exclusive masterclasses delivered by International Guest Directors, offering a valuable complement to the program content.

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

This **MBA in Sports Entities Management** contains the most complete and up-to-date program on the market. Its most notable features are:

- The development of practical case studies presented by experts in Sports Entities Management
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies in sports organizations management
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an internet connection

You will become familiar with the management of sports organizations through exclusive masterclasses delivered by internationally recognized experts"

" *You will gain a deep understanding of the organizational structure of sport at both the national and international levels, enabling more efficient and effective management"*

You will conduct an in-depth analysis of the regulatory framework governing sports organizations, enabling effective and compliant management.

You will precisely address the analysis of the historical background of sports law.

The faculty includes professionals actively working in the field of Sports Entities Management, who bring to the program the practical experience of their careers, along with renowned specialists from leading organizations and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Why Study at TECH?

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

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

The world's best online university, according to FORBES

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

The best top international faculty

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

The world's largest online university

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

Forbes
The best online university in the world

The most complete **syllabus**

TOP international faculty

The most effective methodology

World's No.1 The World's largest online university

The most complete syllabuses on the university scene

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

A unique learning method

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

The official online university of the NBA

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

Leaders in employability

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

G Google Partner
PREMIER 2025

The Official Online University of the **NBA**

4.9/₅ global score

99% maximun employability guaranteed

Google Premier Partner

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

The top-rated university by its students

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

03
Syllabus

This rigorous academic program will address key topics in Sports Entities Management, beginning with strategic planning, which enables professionals to design and implement strategies tailored to the specific needs of the sector. This strategic approach will be essential in guiding organizations toward success and long-term sustainability. In addition, sports marketing and communication are crucial for optimizing the visibility and positioning of organizations in an increasingly competitive market. Ultimately, these areas will be fundamental for graduates to manage sports entities effectively and position them successfully.

Thanks to this comprehensive academic preparation, you will strengthen your skills in sports marketing and communication"

Module 1. Introduction to Sports Law and Management

1.1. The Sports Environment
    1.1.1. Historical Background of Sports Law
1.2. Sports Contracts: Overview of the Structure of Sports Contractual Agreements
1.3. Sports Intermediation

Module 2. Organizational Structure of International Sport

2.1. Federations
2.2. International Sports Organization
2.3. 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. Football Club Management
3.4. Structure and Sports Planning
3.5. Business Development and Operation of Stadiums
3.6. Brand Development and Commercial Rights
3.7. TV Rights
3.8. Internationalization of Sports Entities
3.9. Holding Companies and Investment Funds
3.10. Practical Business Models

Module 4. Financial Management and Tax Aspects in Sports

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

Module 5. Marketing and Communication in Sports

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

Module 6. Organization of Sports Events

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

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

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

Module 8. Leadership and People Management in Sports

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

Module 9. Leadership, Ethics, and Corporate Social Responsibility

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

Module 10. People and Talent Management

10.1. Human Resources Management by Competencies
   10.1.1. Analysis of the Potential
   10.1.2. Remuneration Policy
   10.1.3. Career/Succession Planning
10.2. Performance Evaluation and Performance Management
   10.2.1. Performance Management
   10.2.2. Performance Management: Objectives and Process
10.3. Innovation in Talent and People Management
   10.3.1. Strategic Talent Management Models
   10.3.2. Talent Identification, Training and Development
   10.3.3. Loyalty and Retention
   10.3.4. Proactivity and Innovation

10.4. Motivation

    10.4.1. The Nature of Motivation

    10.4.2. Expectations Theory

    10.4.3. Needs Theory

    10.4.4. Motivation and Financial Compensation

10.5. Developing High-Performance Teams

    10.5.1. High-Performance Teams: Self-Managed Teams

    10.5.2. Methodologies for the Management of High-Performance Self-Managed Teams

10.6. Change Management

    10.6.1. Change Management

    10.6.2. Type of Change Management Processes

    10.6.3. Stages or Phases in the Change Management Process

10.7. Executive Communication

    10.7.1. Internal and External Communication in the Corporate Environment

    10.7.2. Communication Departments

    10.7.3. The Person in Charge of Communication of the Company. The Profile of the Dircom

10.8. Productivity, Attraction, Retention and Activation of Talent

    10.8.1. Productivity

    10.8.2. Talent Attraction and Retention Levers

Module 11. Economic - Financial Management

11.1. Economic Environment

    11.1.1. Macroeconomic Environment and the National Financial System

    11.1.2. Financial Institutions

    11.1.3. Financial Markets

    11.1.4. Financial Assets

    11.1.5. Other Financial Sector Entities

11.2. Executive Accounting

    11.2.1. Basic Concepts

    11.2.2. The Company's Assets

    11.2.3. The Company's Liabilities

    11.2.4. The Company's Net Worth

    11.2.5. The Income Statement

11.3. Information Systems and Business Intelligence

    11.3.1. Fundamentals and Classification

    11.3.2. Cost Allocation Phases and Methods

    11.3.3. Choice of Cost Center and Impact

11.4. Financial Management

    11.4.1. The Company's Financial Decisions

    11.4.2. Financial Department

    11.4.3. Cash Surpluses

    11.4.4. Risks Associated with Financial Management

    11.4.5. Financial Administration Risk Management

11.5. Financial Planning

    11.5.1. Definition of Financial Planning

    11.5.2. Actions to Be Taken in Financial Planning

    11.5.3. Creation and Establishment of the Business Strategy

    11.5.4. The Cash Flow Table

    11.5.5. The Working Capital Table

Module 12. Commercial and Strategic Marketing Management

12.1. Commercial Management

    12.1.1. Conceptual Framework of Commercial Management

    12.1.2. Business Strategy and Planning

    12.1.3. The Role of Sales Managers

12.2. Marketing

    12.2.1. The Concept of Marketing

    12.2.2. Basic Elements of Marketing

    12.2.3. Marketing Activities of the Company

Module 13. Executive Management

Die von diesen Fachleuten ausgearbeiteten didaktischen Materialien dieses Studiengangs haben vollständig auf Ihre Berufserfahrung anwendbare Inhalte"

04
Teaching Objectives

This university program is designed to equip professionals with a comprehensive understanding of the sports environment and to develop key skills in sports management. Through its academic syllabus, participants will acquire the competencies needed to interpret and apply national sports regulations, ensuring compliance and supporting strategic decision-making. In addition, the program will strengthen the capabilities required to design and implement effective sports management plans, optimizing organizational performance. As a result, graduates will be well-prepared to meet the challenges of an increasingly competitive and professionalized sports sector.

"You will perform in high-level sports organizations, refining advanced techniques in the execution of management strategies"

General Objectives

- Develop skills for the direction and efficient management of sports entities at different organizational levels
- Analyze the regulations and legal framework that govern sport at the international level
- Apply strategies for planning and financial management to optimize resources in sports organizations
- Design marketing and communication plans that enhance the image and positioning of sports entities
- Evaluate the impact of labor relations on the structure and functioning of sports organizations
- Implement leadership models and talent management in sports environments
- Integrate Big Data tools to improve decision-making in the sports industry
- Develop strategies for organizing high-impact sports events
- Promote ethics and social responsibility in the management of sports entities
- Apply executive management techniques for process optimization in sports management

Specific Objectives

Module 1. Introduction to Sports Law and Management

- Examine the historical background of sports law to understand its evolution and current application
- Interpret national and regional sports regulations, including disciplinary regimes and the fight against doping, to ensure their correct implementation
- Analyze the legal aspects related to the organization and broadcasting of sports events, considering both civil and criminal liability
- Identify contractual structures and sports intermediation processes to optimize management and governance in sports organizations

Module 2. Organizational Structure of International Sport

- Identify the structure and functions of sports clubs, sports joint-stock companies, federations, and leagues at the international level
- Analyze the influence of the European Union on sports legislation and its impact on the management of organizations and competitions
- Evaluate conflict resolution mechanisms in sport at the international level to ensure effective management

Module 3. Strategic Planning in Sports Organizations

- Examine the fundamental principles of planning and strategic analysis in professional sport
- Evaluate the processes of buying and selling sports entities and their impact on the sector
- Analyze business development and the exploitation of stadiums as revenue sources
- Understand the internationalization of sports entities and their relationship with investment funds

Module 4. Financial Management and Tax Aspects in Sports

- Identify the main financial aspects in the management of sports entities
- Interpret financial reports and balance sheets applied to the sports sector
- Examine investment and financing mechanisms, including sponsorship and patronage
- Analyze tax and wealth planning in the sports field

Module 5. Marketing and Communication in Sports

- Design sports marketing plans focused on brand development and sponsorship, tailored to the sector's demands
- Delve into emerging trends in digital marketing in sports, focusing on effective communication and promotion

Module 6. Organization of Sports Events

- Strategically plan sports events, considering key aspects such as revenue, sponsorships, and local promotion
- Manage effective communication and sports tourism, ensuring the success of the event and its impact on the community

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

- Apply Big Data analysis to improve performance and strategic decision-making in sport
- Effectively manage both open and paid data sources to optimize the collection of sports information
- Utilize data processing tools and infographics to create accurate reports that support sports strategies
- Understand the legal and regulatory aspects of e-sports, ensuring their proper management in the sports field

Module 8. Leadership and People Management in Sports

- Develop managerial and leadership skills to effectively manage sports teams and foster talent within organizations
- Apply negotiation, conflict resolution, and coaching techniques in the sports field to enhance team performance and cohesion

Module 9. Leadership, Ethics, and Corporate Social Responsibility

- Develop a comprehensive understanding of corporate governance and its impact on business management
- Apply the concept of Cross-Cultural Management to effectively manage diversity in sports teams and organizations
- Promote ethical and responsible practices within organizations, integrating sustainability and social responsibility values
- Implement corporate social responsibility strategies, evaluating their impact on the business and social environment
- Incorporate responsible management tools aligned with international standards of sustainability and business ethics
- Evaluate the impact of multinational corporations on human rights, managing their activities within the international legal framework

Module 10. People and Talent Management

- Develop compensation policies and career plans to enhance human resources potential in sports
- Implement strategic talent management models focused on identifying, training, and retaining key individuals
- Foster high-performance teams by using self-managed management methodologies to improve sports outcomes
- Apply leadership communication strategies to optimize internal and external interactions, strengthening organizational culture in sports entities

Module 11. Economic - Financial Management

- Design financial planning strategies that include cash management, cash flow optimization, and working capital control
- Apply Business Intelligence tools and information systems to improve financial decision-making in the sports sector
- Evaluate financial risks associated with financial management, including surplus management and strategic financing
- Analyze the structure of a company's balance sheet and income statement to optimize profitability and economic sustainability

Module 12. Commercial and Strategic Marketing Management

- Define commercial strategies aligned with business objectives
- Apply strategic marketing plans for improved positioning
- Manage digital campaigns, optimizing their impact
- Strengthen online reputation using specialized tools

Module 13. Executive Management

- Lead with a strategic vision to transform business management
- Develop communication skills to influence and manage crises
- Apply emotional intelligence to strengthen organizational culture
- Build a solid personal brand to enhance executive leadership

Master advanced capabilities to implement leadership communication strategies, optimizing internal and external interaction"

04

Career Opportunities

This Professional Master's Degree offers comprehensive professional development, preparing graduates to access high-level positions in the field of Sports Entities Management. Through a global and applied perspective, participants will be qualified to assume roles such as Communications Director, Marketing Manager, or Corporate Strategy Leader within companies, consulting firms, and public institutions. Moreover, the growing demand for experts in executive sports management will open new opportunities in key sectors. Finally, the combination of advanced knowledge and practical skills will enable graduates to lead effectively in highly competitive environments.

You will stand out as a leader in Sports Entities Management, acquiring key strategies for sustainable growth"

Graduate Profile

Graduates of this program will be distinguished by their strategic vision, proactive leadership, and decision-making capacity in highly competitive settings. They will excel in managing multidisciplinary teams, optimizing resources, and promoting innovation within the sports industry. Their profile will blend analytical thinking with a results-oriented approach, ensuring efficient and sustainable management. As a result, they will demonstrate high adaptability to market changes, driving the growth and positioning of sports organizations with a strong sense of responsibility and commitment.

You will lead innovation in the sports industry with a strategic vision that amplifies the potential of sports organizations.

- **Strategic Leadership:** Drive decision-making aimed at the sustainable growth of sports entities, aligning objectives with global trends and industry opportunities

- **Efficient Resource Management:** Optimize the financial, human, and material resources of sports organizations to maximize performance and competitiveness in dynamic environments

- **Innovation in Business Models:** Develop creative strategies to adapt sports organizations to evolving market demands and emerging technologies

- **Communication and Negotiation:** Strengthen interactions with sponsors, institutions, and work teams, securing beneficial agreements and building a strong corporate image
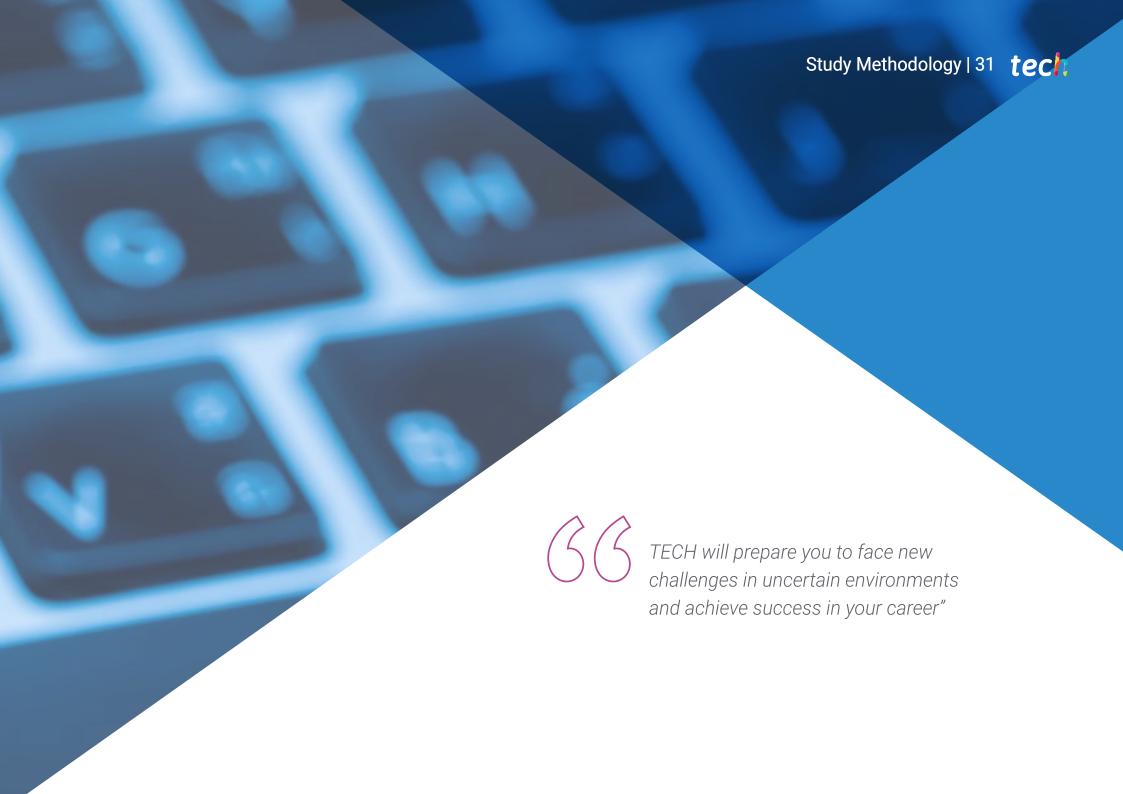
After completing the university program, you will be able to apply your knowledge and skills in the following positions:

1. **General Director of a Sports Club:** Responsible for the comprehensive management of the club, from strategic planning to financial and sports administration.

2. **Sports Facilities Manager:** Supervisor of the operation and maintenance of sports complexes, optimizing resources and ensuring the best experience for users and athletes.

3. **Sports Marketing Director:** Manager responsible for implementing branding, sponsorship, and communication strategies to enhance the image and profitability of sports organizations.

4. **Sports Events Director:** In charge of planning and executing competitions, tournaments, and sports events, coordinating logistics, security, and promotion.

5. **Sponsorship and Commercial Relations Manager:** Manager of strategic alliances with brands and sponsors to maximize revenue and visibility for sports teams or organizations.

6. **Operations Director in Sports Entities:** Responsible for coordinating the administrative, logistical, and sports areas to ensure the optimal functioning of the organization.

7. **Sports Management Consultant:** Advisor to clubs, federations, and companies on optimizing their organizational and strategic processes.

8. **Sports Innovation and Development Director:** Leader of modernization projects in the sector, integrating technology and new methodologies into sports management.

9. **Sports Communication and Press Director:** Manager of the public image of the entity, handling media relations and designing digital reputation strategies.

10. **Manager of Federations and Sports Organizations:** Responsible for managing resources and strategies for federations, promoting the development and regulation of sport across various disciplines.

06
Study Methodology

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

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

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

The student: the priority of all TECH programs

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

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

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

tech

The most comprehensive study plans at the international level

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

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

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

"

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

Case Studies and Case Method

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

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

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

Relearning Methodology

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

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

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

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

01 learning from evidence

02 relearning from evidence

08 competencies testing (retesting)

03 testing

07 case based learning through storytelling

04 learning from an expert

06 Von-Restorff effect

05 neurocognitive context dependent learning

A 100% online Virtual Campus with the best teaching resources

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

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

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

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

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

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

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

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

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

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

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

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

Study Material

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

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

Practicing Skills and Abilities

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

Interactive Summaries

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

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

Additional Reading

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

20%

15%

15%

3%

20%

17%

7%

3%

Case Studies

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

Testing & Retesting

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

Classes

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

Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

Teaching Staff

The faculty is composed of distinguished professionals with solid academic and professional backgrounds. Their extensive experience has enabled them to design this Professional Master's Degree, incorporating the latest updates in the field to provide an advanced and specialized perspective. Through an innovative approach, they will offer essential tools to address the challenges of the sector and enhance the professional development of each participant. This academic opportunity will allow students to expand their strategic and management skills, strengthening their executive profile in an increasingly competitive and demanding environment.

"

The exceptional faculty of this Professional Master's Degree in Sports Entities Management will equip you with the key tools to become a leader in the sector"

International Guest Director

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

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

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

Mr. Burlingame, Brad

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

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

International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in recruitment and technology strategy. Throughout her career, she has held senior positions in several technology organizations within *Fortune 500* companies such as NBC Universal and Comcast. Her background has allowed her to excel in competitive, high-growth environments.

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

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

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

Ms. Dove, Jennifer

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

" *TECH has a distinguished and specialized group of International Guest Directors, with important leadership roles in the leading companies in the global market"*

International Guest Director

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

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

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

Mr. Gauthier, Rick

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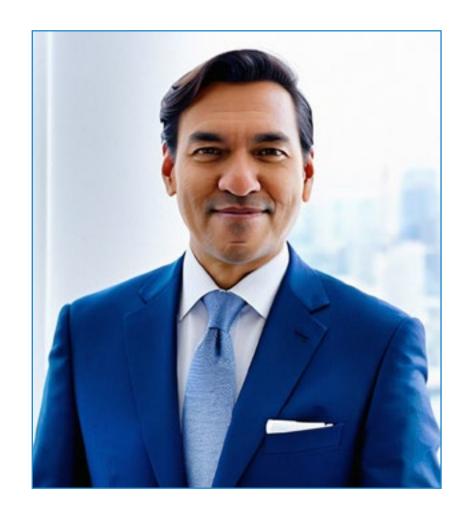- Degree in Environmental Studies from The Evergreen State College

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

International Guest Director

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

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

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

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

Mr. Arman, Romi

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

"

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

International Guest Director

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

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

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

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

Mr. Arens, Manuel

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

"

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

International Guest Director

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

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

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

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

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

Mr. La Sala, Andrea

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

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

International Guest Director

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

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

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

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

Mr. Gram, Mick

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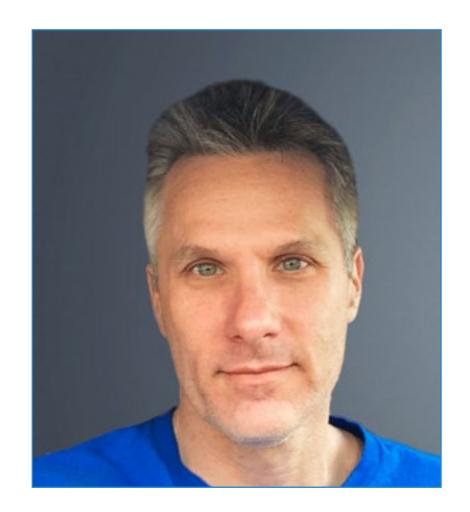
"

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

International Guest Director

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

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

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

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

Mr. Stevenson, Scott

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

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

International Guest Director

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

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

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

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

Ms. Thole-Muir, Wendy

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

"

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

Management

Ms. Bellver Alonso, Reyes

- Advisor of the FIFA Professional Football Department
- Trustee of the Foundation for Diversity
- Lawyer in Sports Law and Founding Partner of Bellver Sports-Legal Boutique
- Founder and President of the Leadership Woman Football platform
- Founding Partner and President of the Sports Law Association of Madrid
- Coordinator of the International Association WISLaw-Women in Sports Law Spain
- Member and Founding Member of the Spanish Association for Ethical Quality in Sport
- Master's Degree in International Relations from the University CEU San Pablo Madrid
- Master's Degree in Business Taxation by ICADE
- Master's Degree in Sports Law from the University of Lleida
- Degree in Law with a specialization in European Union Law from CEU San Pablo University. Madrid
- Miki Roqué Paz Award through Sport for her associative work, training and improvement of the Sports Sector, especially in gender issues and defense of women in sport
- Certified by FIFA through its FIFA Female Leadership Development Program
- Included in the prestigious international list Who's Who Legal (WWL: Sports & Entertainment), as one of the leading Women Lawyers in the Sports Law Sector

Teachers

Dr. Rubio Sánchez, Francisco

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

Mr. González Graña, Carlos

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

Ms. Díaz Marí, Montserrat

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

Mr. Barras García, Pedro J.

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

Dr. Valiño Arcos, Alejandro

- Expert in Sports Law
- Professor at the Law School of the University of Valencia.
- President of the Court of Sports of the Valencian Community
- President of the Competition Committee of the Tennis Federation of the Valencian Community
- Sporting Director of Tenis Sporting Club
- Alternate Judge of the Provincial Court of Valencia with more than a hundred of Resolutions as Rapporteur
- Doctorate in Law from the University of Valencia
- Degree in Law from the University of Valencia
- Author of books, articles and reviews on legal matters (Roman Law, Ancient History, History and current affairs of Valencian Foral Law, Spanish Civil Law, Sports Law, Comparative Law and European Private Law)

Ms. Esperidião Hasenclever, Mônica

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

Mr. Novo San Miguel, Andrés
- Specialist in Sports Event Management
- Head of Institutional Marketing and Events at Diario AS
- Head of Strategy and Product Development at RPM Sports
- Event Production Manager at Innevento Sports
- Degree in Audiovisual Communication from the University of the Basque Country
- Degree in Advertising and Public Relations from the University of the Basque Country

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

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

A unique, essential and decisive learning experience to boost your professional development"

Certificate

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

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

This private qualification will allow you to obtain a **Professional Master's Degree MBA in Sports Entities Management** endorsed by **TECH Global University**, the world's largest online university.

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

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

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

Accreditation/Membership

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

Modality: **online**

Duration: **12 months.**

Accreditation: **90 ECTS**

Certificate (right panel)

tech global university

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

Professional Master's Degree MBA in Sports Entities Management

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

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

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

Dr. Pedro Navarro Illana
Dean

The Official Online University of the NBA

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S techtitute.com/certificates

---

Professional Master's Degree MBA in Sports Entities Management

General Structure of the Syllabus

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

General Structure of the Syllabus

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

Dr. Pedro Navarro Illana
Dean

tech global university

---

*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.

tech global university

Professional 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**

Professional Master's Degree
MBA in Sports Entities Management

Accreditation/Membership

tec h global university