

# Professional Master's Degree

## MBA in Sports Entities Management

Endorsed by the NBA



**tech** technological  
university



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

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/pk/sports-science/professional-master-degree/master-mba-sports-entities-management](http://www.techtute.com/pk/sports-science/professional-master-degree/master-mba-sports-entities-management)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Skills

---

*p. 12*

04

Course Management

---

*p. 16*

05

Structure and Content

---

*p. 22*

06

Methodology

---

*p. 28*

07

Certificate

---

*p. 36*

# 01

# Introduction

Sport has become a fundamental pillar in modern society. For this reason, countless sports entities need to have trained managers to face any challenge or eventuality in this field of work. With this in mind, the program designed for this subject will allow sports personnel to train to be an elite manager, taking advantage of the knowledge in the field of legal sports, the development of communication and leadership skills and, of course, everything related to the organization and planning of important events. Throughout the months the professional will acquire the general knowledge of the Management of Sports Entities to be able to apply them in this global and interesting sector, thanks to the flexible online format.



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*Achieve a level of excellence  
as a sports professional by  
serving on a board of directors”*

Sport is a transversal discipline that in recent years has grown internationally, becoming an economic sector with a great impact on the GDP. That is why the sports professional who is immersed in this environment must have a managerial knowledge that will help them improve their professional profile. Likewise, they should know all the areas that have an impact on sports, such as finance, law, marketing, communication, events or new trends.

This program, specially designed to meet the needs of coaches, athletes and professionals related to the sports world who wish to bring a fresh and innovative vision to the management of a Sports Entity. For this reason, each module will provide the student with high-quality and in-depth theoretical content. Each topic was designed based on building a logical and orderly knowledge on the part of the student for a better understanding and in turn a greater assimilation of the contents in order to be able to apply successful Sports Entities Management at a practical level.

One of the characteristics that differentiates this program from others is the relationship between the different topics of the modules at a theoretical level, but above all at a practical level, so that the student obtains real examples of Sports Entities Management, as well as the professional world of sports, resulting in the student being able to build knowledge in the most complete way.

In addition, it is composed of a very complete legal-sports content, in order to have relevant information in this field. It will provide the student with a general vision of the sports environment, as well as knowledge of all the areas that make up Sports Entities Management: legal, financial, strategic, events, marketing, communication, without forgetting to provide basic managerial skills applied to sports.

This **MBA in Sports Entities Management** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ The development of numerous case studies presented by specialists in Sports Entities Management
- ♦ The graphic, schematic and practical contents of the course are designed to provide all the essential information required for professional practice
- ♦ Exercises where the self-assessment process can be carried out to improve learning
- ♦ Algorithm-based interactive learning system for decision making
- ♦ Special emphasis on innovative methodologies in personal training
- ♦ 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



*Delve into the study of this very complete Professional Master's Degree and improve your skills in Sports Entities Management"*

“

*This Professional Master's Degree is the best investment you can make when selecting a refresher program, for two reasons: in addition to updating your knowledge as a personal trainer, you will obtain a qualification from TECH Technological University"*

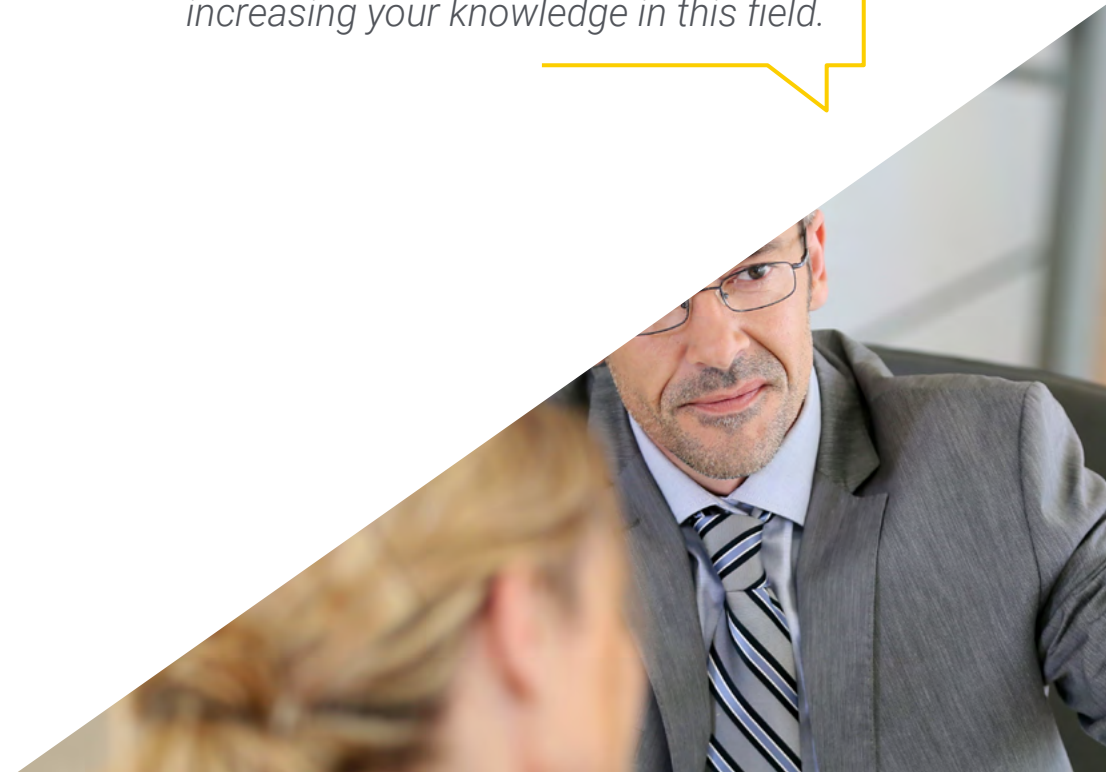
Its teaching staff includes professionals belonging to the field of sports sciences, who bring to this program the experience of their work, as well as recognized specialists from leading companies and prestigious universities.

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 immersive learning programmed to learn in real situations.

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

*This Professional Master's Degree offers specialization in simulated environments, which provides an immersive learning experience designed to prepare for real-life situations.*

*This 100% online Professional Master's Degree will allow you to combine your studies with your professional work while increasing your knowledge in this field.*



# 02 Objectives

TECH is always at the forefront of academia, it develops its programs to meet the professional objectives of its students. Consequently, the MBA in Sports Entities Management seeks to develop a theoretical-practical learning, so that the sports professional masters the different aspects that are part of this discipline in all its areas, looking for a Sports Manager of the highest quality. With this in mind, the future graduate has a series of specific and general objectives that will guide them at all times.







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*Our goal is to achieve academic excellence and help you achieve professional success. Don't hesitate any longer and join us”*



## General Objectives

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- ♦ Provide knowledge about the environment and the sports market
- ♦ Specialize professionals to work in the sports industry
- ♦ Become a successful sports manager
- ♦ Train managers, leaders and future managers of sports entities
- ♦ Learn about the international market, with practical experiences of the professionals who are part of the faculty
- ♦ Understand that sport is an economic and business sector different from any other sector, with its specificities and particularities



*Sports requires specialized professionals, and we give you the keys to position yourself among the professional elite”*





## Specific Objectives

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

- ♦ Obtain a legal basis for the sports sector
- ♦ Define the most important legal regulations for sports management
- ♦ Develop criteria based on the laws that exist in the sports sector

### Module 2. Organizational Structure of International Sport

- ♦ Know the international sports ecosystem
- ♦ Understand the different actors that are part of sport both at the international level
- ♦ Identify the main sport pillars within the major entities of the sector.

### Module 3. Labor Relations in Sports

- ♦ Understand the existing working relationships in the sports world
- ♦ Identify the connections and different channels within sport
- ♦ Recognize sport allies that seek to benefit the sporting world

### Module 4. Strategic Planning in Sports Organizations

- ♦ Learn about strategy in sport
- ♦ Identify a follow-up path for the sports organization
- ♦ Structure and make strategic plans for the growth of sports organizations. sports organizations

### Module 5. Financial Management and Tax Aspects in Sports

- ♦ Identify the main tax aspects of sport
- ♦ Recognize the most effective financial plans for the growth of sports
- ♦ Cover a financial vision of the sport entity

### Module 6. Marketing and Communication in Sports

- ♦ Acquire knowledge about Sports Marketing and the creation and development of a Marketing Plan
- ♦ Recognize the main media to promote sports
- ♦ Create routes and establish communications with sports agents and media that promote sports

### Module 7. Organization of Sports Events

- ♦ Understand the importance of communication in sports
- ♦ Know the steps and stages for the realization of a sport event
- ♦ Identify the correct planning of an event
- ♦ Research the most important events in the world of sports and analyze their execution

### Module 8. New Trends in Sports: Big Data & Sports

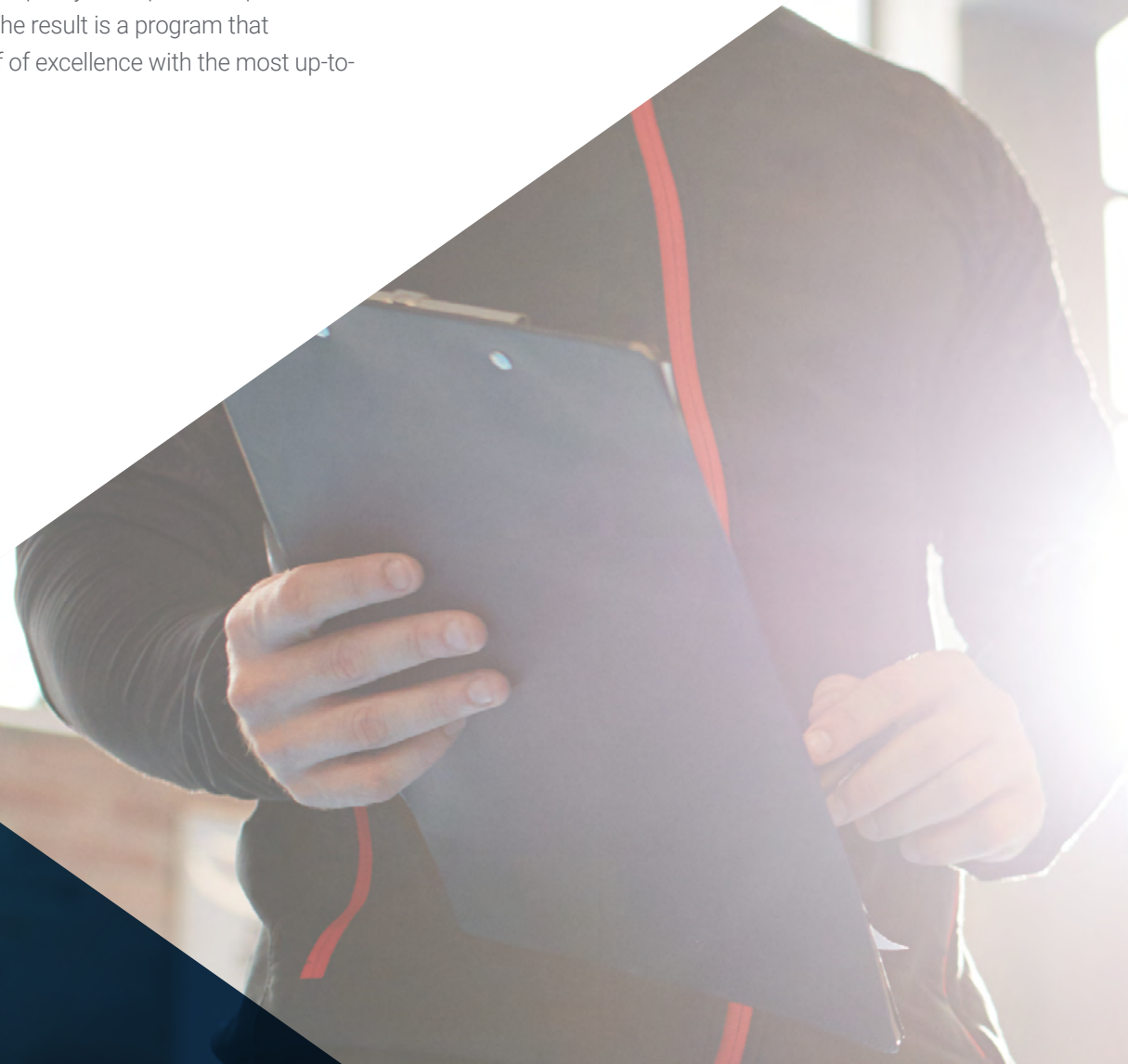
- ♦ Understand the new forms of sports business, as well as the most innovative techniques
- ♦ Analyze results and appropriate new technologies
- ♦ Identify new trends in the world of sports, as well as their advances in technology

### Module 9. Leadership and People Management in Sports

- ♦ Awaken interest in innovation and new trends in Sports Entities Management
- ♦ Enhance leadership skills within a sports organization and learn how to properly manage people in this sector

# 03 Skills

After passing the assessments of the MBA in Sports Entities Management, the professional will have acquired the necessary skills for a quality and up-to-date praxis based on the most innovative teaching methodology. The result is a program that combines the best of the experience of a teaching staff of excellence with the most up-to-date content on the market.





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*You will be able to become an elite Sports Manager by completing the syllabus of this Professional Master's Degree"*



## General Skills

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- Acquire knowledge based on the most current scientific evidence with full applicability in the practical field
- Master all the most advanced methods in Sports Entities Management

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*Increase your skills with our high-quality program and give your career a boost”*





## Specific Skills

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- ◆ Learn about the international market, with practical experiences of the professionals who are part of the faculty
- ◆ Have a vision on sports jurisdiction
- ◆ Know the international sports ecosystem
- ◆ Enhance leadership skills within a sports organization and learn how to properly manage people in this sector

04

# Course Management

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. The teaching team, experts in Sports Entities Management, has a wide prestige in the profession and are professionals with years of teaching experience who have joined forces to help future graduates to give a boost to their profession. To this end, they have developed this Professional Master's Degree with recent updates in the field that will allow you to specialize and increase your skills in this sector.







“

*Learn from the best professionals and  
become a successful professional yourself”*

## Management



### Ms. Bellver Alonso, Reyes

- ♦ Sports Law Attorney and Founding Partner at Bellver Sports-Legal Boutique
- ♦ Founder and President of the Leadership Woman Football platform
- ♦ Founding partner and president of the Sports Law Association of Madrid
- ♦ Coordinator of the international association WISLaw Women in Sports Law, in Spain
- ♦ Member and founding partner of the Spanish Association for Ethical Quality in Sport
- ♦ Degree in Law, specializing in the European Union, CEU San Pablo University
- ♦ Master's Degree in International Relations from CEU San Pablo University, Madrid.
- ♦ Master's Degree in Business Taxation by ICADE
- ♦ Master's Degree in Sports Law from the University of Lleida
- ♦ Miki Roqué "Peace through Sport" Award for her associative work, training and improvement of the sports sector, especially in gender issues and defence of women in sport
- ♦ Certified by FIFA through its FIFA Female Leadership Development Programme (FIFA Female Leadership Development Programme)
- ♦ Included in the prestigious international list Who's Who Legal (WWL: Sports & Entertainment), as one of the leading lawyers in the Sports Law sector



## Professors

### Dr. Rubio, Francisco

- ◆ Alternate Judge of the Provincial Court of Badajoz
- ◆ Professor in several academic institutions of subjects related to Labor and Social Security Law
- ◆ Mediator of the Court of Arbitration for Sport (TAS/CAS)
- ◆ Arbitrator in the Committee of Experts in the Sports and Entertainment Industry of the European Association of Arbitration
- ◆ Consultant and academic advisor at Lemat Abogados
- ◆ Doctor in Law, University of Extremadura, Spain.
- ◆ Degree in Law from the University of Extremadura.
- ◆ Master's Degree in Sports Law from the University of Lleida

### Ms. Díaz Marí, Montse

- ◆ Lawyer specializing in Sports Law at Club Inter Movistar Futsal.
- ◆ Level II Basketball Coach at the FBPA
- ◆ Lawyer at Samsung Electronics Iberia
- ◆ Graduated in Law at the University of Oviedo.
- ◆ Specialization in Sports Law at San Pablo CEU University- Madrid
- ◆ Master's Degree in Sports and Entertainment Markets and Industry at the ISDE
- ◆ Official Master's Degree in Sports Law at the INEFC
- ◆ Master's Degree in Access to the Legal Profession and Business Law at San Pablo CEU University - Madrid

**Mr. Barras García, Pedro J.**

- ♦ Senior Tax Advisor at Consultores Sayma Madrid
- ♦ Coordinator and promoter of schools and sports clubs in the field of futsal and chess at the grassroots level
- ♦ Director of several chess schools and coordinator of chess promotion campaigns in collaboration with the Patronato Municipal Sports Board of the Valladolid City Council
- ♦ National FEDA chess instructor and regional futsal instructor
- ♦ Author of several publications in the field of taxation and accounting

**Dr. Valiño Arcos, Alejandro**

- ♦ Professor at the Faculty of Law of the University of Valencia
- ♦ President of the Sports Court of the Valencian Community
- ♦ President of the Competition Committee of the Tennis Federation of the Valencian Community
- ♦ Sporting Director of Sporting Club de Tenis
- ♦ Alternate Magistrate of the Provincial Court of Valencia with more than a hundred of Resolutions as Speaker
- ♦ Doctor 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)



**Ms. Esperidião Hasenclever, Mônica**

- ♦ Chief Marketing Officer and 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
- ♦ Bachelor's Degree in Business Administration from Mackenzie Presbyterian University of Sao Paulo, Brazil
- ♦ Postgraduate degree in Sports Management from Anhembi Morumbi University in 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 Grupo PRISA
- ♦ Event Production Manager at Innevento and Innevento Sports
- ♦ Field manager, logistics assistant, team service manager and head of ceremonies and protocol 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.
- ♦ Degree in Law from the University of La Coruña, Spain
- ♦ Specialization in Labor and Sports Law

**Ms. Carmona Ramos, Sara**

- ♦ Presenter of the Analysis 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 e-Sports at the Catholic University of San Antonio de Murcia
- ♦ Sports coverage of La Liga matches for the Atresmedia group
- ♦ Presenter of the live section of Sports Statistics and *Big Data* in "Deportes Valladolid" in Castilla y León TV
- ♦ Graduate in Journalism at the University of Valladolid
- ♦ Expert in Sports Data Analysis and *Big Data* at the University of Valladolid

**Ms. Pascual, Mónica**

- ♦ CEO and Founder of Making Talent Happen
- ♦ Handling GSE Manager at Swissport Handling Madrid UTE
- ♦ R+D+i Manager and Project Manager at Inpropack
- ♦ Creator of the podcast "Imparables"
- ♦ Author of the blog "Mentalidad Imparable" in Diario AS
- ♦ Graduate 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 the Higher Institute of Law and Economics

05

# Structure and Content

The structure of the contents has been designed by a team of professionals knowledgeable about the implications of the program in daily practice, aware of the relevance of quality specialization in the field of the MBA in Sports Entities Management and committed to quality teaching through new educational technologies. All this, from a global point of view for the sake of its application at international level, incorporating all the fields of work involved in the development of the professional in the management of a sports institution.



“

*We have the most complete and up-to-date scientific program on the market. We want to provide you with the best qualification”*

## Module 1. Introduction to Sports Law and Management

- 1.1. The Sports Environment
  - 1.1.1. Historical Background of Sports Law
- 1.2. Broadcasting of Sporting Events Legal Aspects

## Module 2. Organizational Structure of International Sport

- 2.1. Federations
- 2.2. International Sports Organization
- 2.3. Sport in the European Union
- 2.4. Other Organizations Outside the Federative Pyramid: Examples in Basketball and Paddleball
- 2.5. International Conflict Resolution Formulas

## Module 3. Labor Relations in Sports

- 3.1. Legal Framework for Professional Sports
- 3.2. Professional Athletes
- 3.3. Coaches
- 3.4. Referees and Sports Judges
- 3.5. The Employment Contract of Sportsmen and Sportswomen
- 3.6. Rights and Responsibilities
- 3.7. Collective Bargaining Agreements
- 3.8. Temporary Assignments and Transfers
- 3.9. Termination of the Contract
- 3.10. Social Security

## Module 4. Strategic Planning in Sports Organizations

- 4.1. Introduction to Strategic Planning and Analysis in Professional Sport
- 4.2. Purchase and Sale of Sports Entities
- 4.3. Soccer Club Management
- 4.4. Sports Structure and Planning
- 4.5. Business Development and Stadium Operation
- 4.6. Brand Development and Commercial Rights
- 4.7. TV Rights
- 4.8. Internationalization of Sports Entities
- 4.9.  *Holding Companies and Investment Funds*
- 4.10. Practical Business Models

## Module 5. Financial Management and Tax Aspects in Sports

- 5.1. Introduction to Sport Finance
- 5.2. Interpretation of Financial Reports
- 5.3. Budget Production and Control. Income Sources and Regulation
- 5.4. Investment Projects Appraisal. Elaboration and Possible Structure of a Feasibility Plan

## Module 6. Marketing and Communication in Sports

- 6.1. Introduction to Sports Marketing
- 6.2. Marketing Plan
- 6.3.  *Branding and Brand Development*
- 6.4. Sports Sponsorship
- 6.5. Ambush Marketing
- 6.6. Communication in Sport
- 6.7. Digital Marketing and Sports
- 6.8. Specialization in Women Sports
- 6.9. Sports Marketing and Other Areas
- 6.10. Trends in Sports Marketing





## Module 7. Organization of Sports Events

- 7.1. Introduction to Sports Events
- 7.2. Origin and History of Sports Events
- 7.3. Management of Sports Events
- 7.4. Planning as a Success Factor
- 7.5. General Plan of the Sports Event
- 7.6. Forms of Income
- 7.7. Sponsorships
- 7.8. Communication
- 7.9. Sports Tourism and Local Promotion
- 7.10. Success Stories of Sports Events

## Module 8. New Trends in Sports: *Big Data* & Sports

- 8.1. Introduction to the Use of *Big Data* in Sport. Current Links and Scenarios
- 8.2. Data Analysis Methodology.: Phases and Strategies
- 8.3. Open Data Providers and Sources
- 8.4. Payment Data Providers and Sources
- 8.5. Reports and Infographics: Vital Importance of the Sample
- 8.6. Data Processing Tools
- 8.7. Communication Applied to Big Data. In Search of the Excellence of the Material and its Sample
- 8.8. Introduction to e-Sports
- 8.9. e-Sports Management
- 8.10. Legal and Regulatory Aspects of e-Sports

## Module 9. Leadership and People Management in Sports

- 9.1. Leadership Styles
- 9.2. Managerial Skills
- 9.3. Entrepreneurship
- 9.4. HR and Talent Management
- 9.5. Team Management
- 9.6. Coaching Applied in Sports
- 9.7. Negotiation
- 9.8. Conflict Resolution
- 9.9. Communicative Skills
- 9.10. Pressure Management





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*Increase your skills with our high-quality program and give your career a boost”*

06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*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"*

### 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.

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



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

The case method is the most widely used learning system in the best faculties in the world. 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 will have to combine all their knowledge and research, and 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 8 different teaching elements in each lesson.

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

*In 2019, we obtained the best learning results of all online universities in the world.*

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







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

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

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



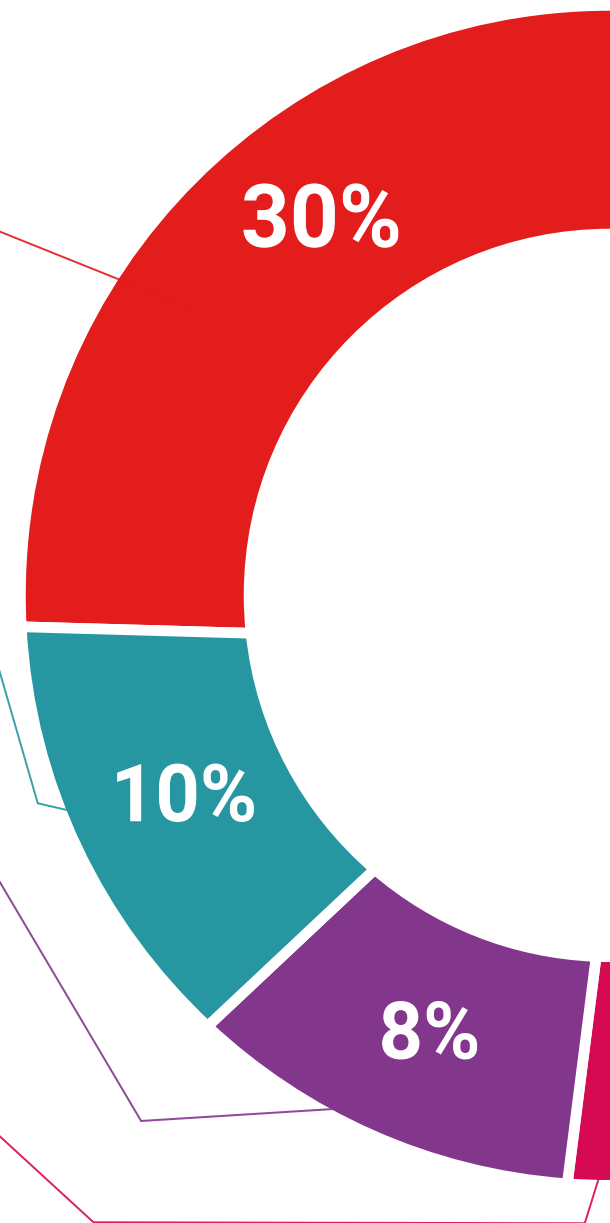
### Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

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





#### Case Studies

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



#### Interactive Summaries

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

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



#### Testing & Retesting

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



# 07 Certificate

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



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

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

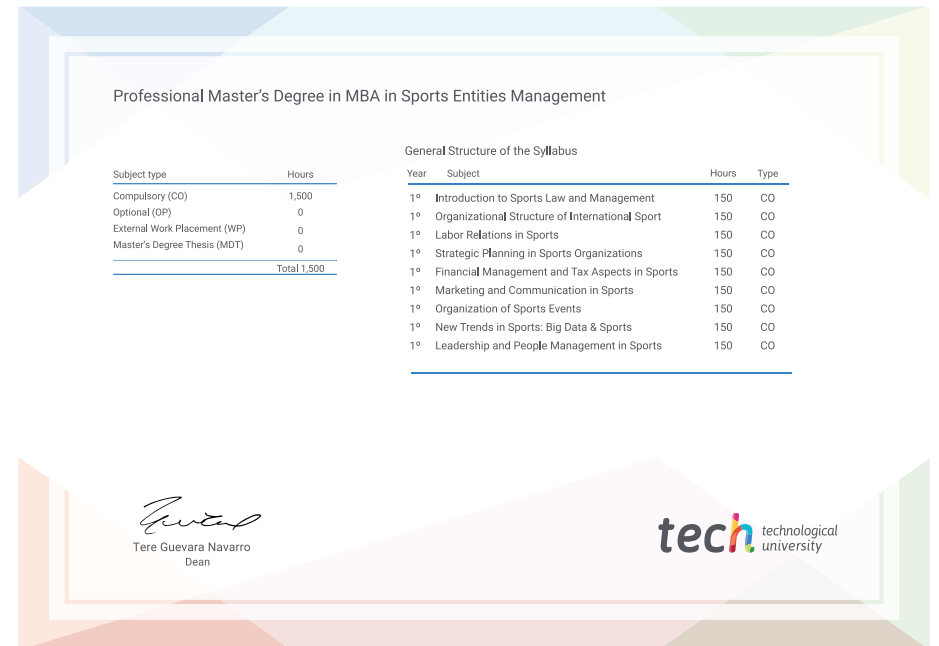
After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree diploma** issued by **TECH Technological University** via tracked delivery\*.

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

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

Official Number of Hours: **1,500 h.**

**Endorsed by the NBA**



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

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

**tech** technological  
university

personalized service innovation

knowledge present quality

online training  
Management

development language

virtual classroom

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