

# MASTER'S DEGREE IN MANAGEMENT OF SPORT ENTITIES + MBA

MURCIA



**CREDITS**  
60 ECTS



**COMMENCEMENT**  
November



**SEATS**  
25



**DURATION**  
1 Academic year

## Presentation

The sports industry sector increasingly needs professionals with a high level of training and who are capable of adapting to a changing and constantly evolving environment both nationally and internationally.

This postgraduate course will allow students a high academic and professional specialization in the sports industry sector.

The content and development of this Master in Continuing Education MBA Sport Management is adjusted at all times to the demands and professional demands that graduates need especially for their professional practice, aimed at different areas of sports management such as marketing, event organization or entity management.

## Teaching staff

- **David Blay.** Director of League Valencia 2015 communication preolímpic female field hockey World. Speaker in Valencia, Villarreal, Levante, Mundial de Motos, Fórmula 1 Radio Marca.
- **Maheta Molango.** Former Chief Executive Officer Real Club Deportivo Mallorca. Advisory Board Member at Baker McKenzie.
- **Juan de Dios Crespo, PhD.** Analyst and lawyer of Atlético de Madrid, Valencia C.F., AS Roma, River Plate, Paris Saint-Germain, CBF (Football Confederation of Brasil), among others.
- **Ramiro Lahera.** Marketing Director at 2014 Basketball World Championship; Managing Director of Tactika Sports Culture.

## Master in Management of Sport Entities

- Basics of Sports Management
- Sports Marketing and Communications
- Planning, Human Resources and Financial
- Management
- Sports Equipment, Facilities and Quality
- Internships
- Final Thesis

## Barça Innovation Hub

UCAM Spanish Sports University has included in the registration fee the opportunity to take one of the programs of Barça Innovation Hub that is closely related to each master's program.

For the Master in Management of Sports Entities, the **Certificate in Sports Marketing and Sponsorship** is included, to complete the study plan with a highly valued and recommended area in the sports industry.



**BARÇA  
INNOVATION HUB**

## MBA in Sports Management

- Innovation and entrepreneurship
- Managerial skills
- Design and production of sport events
- Commercial strategies and customer experience
- Legal aspects of sports practice

## MBA in Sports Management

During the course there will be an exciting international educational trip to Dubai and Abu Dhabi in which students can corroborate what they learned throughout the academic year, while at the same time they can enjoy the various tourist attractions in the area.

The most important and most innovative facilities in Dubai and Abu Dhabi will be visited, among which the following stand out\*:

- Ferrari City
- Yas Marina F1 Circuit
- Dubai Sport City
- Dubai Creek Golf and Yacht Club
- Ski Dubai
- Hamdan Sports Complex
- iFly Dubai
- Jumeirah Golf
- XDubai

In addition to the international excursion, there will also be visits to a multitude of public and private sports institutions as well as facilities concerned with the organization of sports events throughout the Community of Madrid and the Region of Murcia.

\* The management reserves the right to modify the facilities due to organizational necessity. In the international educational trip, flight and accommodation costs are included in the price of the Masters.

