

MBA SPORTS MANAGEMENT

MADRID · Master in Continuing Education



CREDITS
60 ECTS



COMMENCEMENT
January



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.

Objectives

Due to the great progress produced in the sports sector in the last decade, the need to train professionals in all areas of it is created.

Thus, the main objective of this Master is to offer the highest quality training to all those professionals in the sports industry. For this, it is intended to have the most prestigious teachers in the different subjects from a theoretical point of view, but above all a practical one.

On completion of the program you will be qualified to:

- Correctly and accurately interpret the law regarding sports by which both public and private sports organizations are governed.
- Manage quality processes and policies in sport organizations.
- Resource planning (human, organizational and financial) of sports institutions.
- Manage any type of sports facility in a sustainable manner.
- Organize sporting events at local, national and international levels.
- Create marketing and communication strategies for organizations and sports events.
- Identify new business opportunities and innovate in the sports industry.
- Research and teach sports management.

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 Continuing Education MBA Sport Management, 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.



Student profile

The Master in Continuing Education MBA in Sports Management is particularly designed for people who intend to boost their careers in sports management:

- Graduates or Graduates in Business Administration and Management.
- Graduates in Physical Activity and Sport Sciences.
- Graduates in any area of knowledge who want to orient their professional career towards sports management.

Curriculum

I. Legal Aspects	4 ECTS
II. Sports Marketing and Communications	10 ECTS
III. Planning, Human Resources and Financial Management	10 ECTS
IV. Sports Equipment, Facilities and Quality	10 ECTS
V. Corporate Social Responsibility	3 ECTS
VI. Sports Coaching	3 ECTS
VII. External Placements (Professional Profile)	10 ECTS
VIII. Final Thesis	10 ECTS

Trips & activities

During the course, there will be an exciting international educational trip to Dubai 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.

More activities and national trips will be also developed during the course so the students will get the opportunity to interact with professionals of the sports industry.

