



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

Classes from 6 Nov 2023 to 21 March 2024

NOVEMBER						
M	T	X	TH	F	S	SU
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER						
M	T	X	TH	F	S	SU
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JANUARY						
M	T	X	TH	F	S	SU
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY						
M	T	X	TH	F	S	SU
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19	20	21	22	23	24	25
26	27	28	29			

MARCH						
M	T	X	TH	F	S	SU
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL						
M	T	X	TH	F	S	SU
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY						
M	T	X	TH	F	S	SU
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20	21	22	23	24	25	26
27	28	29	30	31		

JUNE						
M	T	X	TH	F	S	SU
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY						
M	T	X	TH	F	S	SU
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## MODULE I: BASIC OF SPORTS MANAGEMENT

Welcome day: Introduction to Master's Degree

Legal Aspects of Sports Management, Direction, and Sponsorship

## MODULE II: SPORTS MARKETING AND COMMUNICATIONS

Sports Marketing

Sports Communication and Protocol

## MODULE III: PLANNING, HUMAN RESOURCES AND FINANCIAL MANAGEMENT

Human Resources Management and Administration

Strategic Planning

Economic Management

## MODULE IV: SPORTS EQUIPMENT, FACILITIES AND QUALITY

Morphology and Planning of Sports, Facilities and Equipment

Organization and Management of Sports Services and Events in Facilities

Quality and Sustainability in Sports

## MODULE V: External Work Placements

Curricular Internship 200h (To be done from April 22nd to July 12th)

## MODULE VI: Final Thesis Master

FTM Deposit/Defense (1st call)

FTM Deposit/Defense (2nd call)

## EDUCATIONAL TRIPS:

Educational Trips