



Escuela Universitaria
Real Madrid
UNIVERSIDAD EUROPEA

SEMANA BLANCA - WHITE WEEK - 2023



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Private Master's Degree

Executive MBA in Sports Management Online

Top 10 MBA in Sports Management in the World
Top 3 MBA in Sports Management in Europe
Best specialised MBA in the sports area in Spain



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Private Master's Degree Executive MBA in Sports Management

Introduction

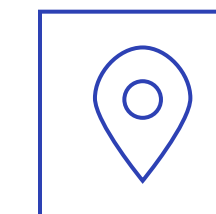
This **Private Master's Degree Executive MBA in Sports Management** is specially designed for professionals and executives who need to combine work and study. This MBA is 100% in English and provides a specialisation and training in the field of sports management.

The **Online Sports MBA** is a 10-month programme **ranked as one of the twenty best Online MBAs in Sports Management worldwide, according to the SportBusiness International Ranking 2021**, and one of the ten best in Europe. In 2024, it was chosen by **Mundo Posgrado** as **the best specialized online MBA in sports management**.

This flexible methodology allows you to combine online with unique **optional face-to-face experiences** in which you will be in direct and continuous contact with the business world of the sports sector and will provide you networking with industry professionals, teachers and colleagues of multiple nationalities.

In the international stays you will be able to choose between different destinations such as **London, New York or Madrid**, among others, where you will learn first-hand about the management model of leading sports organizations and events at a global level. In Madrid, at the beginning of the course, you will attend the Experiential Week where you will meet your teachers and classmates, visit the Real Madrid C. F. facilities, and attend masterclasses on sports management with leading professionals from the sports sector.

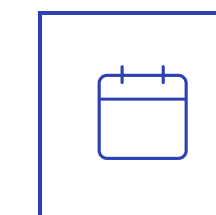
In addition, you will enjoy the **Real Madrid Online Experience** where you will be able to attend a series of online webinars developed by Real Madrid C. F. executives focused on the club's practices in different areas such as areas of sport management, marketing, finance, legal, communication or use of facilities.



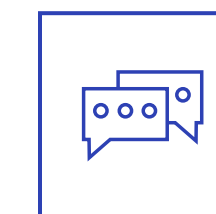
LOCATION
Virtual Campus



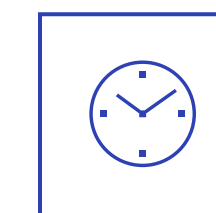
METHODOLOGY
Online with live classes



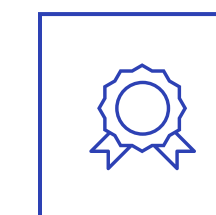
SCHEDULE
The **online classes** take place twice a week in the afternoon (Spain). The duration of the classes is approximately 1,30h, between 17:30h and 21:30h.



LANGUAGE
English



DURATION
10 months



ECTS
60



What makes us different?

International and specialised networking

An international programme that will allow you to foster relationships and contact with top international professions and students of multiple nationalities. This educational commitment will exponentially improve the scope and professional possibilities of our students.

Professional staff in the sector

The faculty is made up of active professionals from the most recognised companies in the sector, the same ones who will become a very valuable part of the students' network of contacts.

Invitation to the White Week Online

This event organised by the School is exclusively for our students. A week of unique lectures with leading sports industry professionals, elite athletes, and Real Madrid C. F. executives.

Madrid, revolutionizing the sports industry

Discover the most important aspects of the club. You will have the opportunity to get to know the Valdebebas Sports City from the inside, you will have access to the Real Madrid C. F. training facilities and you will visit the Bernabéu. You will also visit the city's main international sports entities and meet their executive managers.

Instructional Approach

The Executive MBA in Sports Management Online uses the case study method (analysis of real situations outlined by professors depending on their field of expertise) as well as a combination of content-based and hands-on approaches to each of the topics covered. The topics are structured into modules as follows: 25% initial theory (general concepts), 50% theoretical-practical development, and 25% case study practice.

Online Methodology

The online methodology focuses on the learner and on guaranteeing effective and personalised learning, always accompanying them so that they can achieve their objectives. Technology and innovation allow us to offer a dynamic and motivating environment, with the flexibility you need and the tools that ensure quality training. During the learning process, the student will have several resources such as:

- **Live virtual classes** that can be connected to from any from any place and device. These sessions are also recorded in case the student cannot attend or wants to watch them again. The exams are online, so you don't have to travel at any time.
- **You will have the support of our expert faculty** who will facilitate the learning process, as well as a tutor who will guide and help students to achieve their goals.
- **The student will obtain comprehensive training** based learning through real cases combined with theoretical and theoretical and practical learning.



International School

The history of Real Madrid is an example of **vision, dedication and a pioneering spirit** that has inspired generations throughout the years. Its legend in the world of football has forged the most prestigious and respected sports brand on every continent. Real Madrid is a multicultural club open to all and a leader in the global sports industry.

In 2006, the club started its joint venture with Universidad Europea, sharing a great international vocation which is reflected every day on the campus.

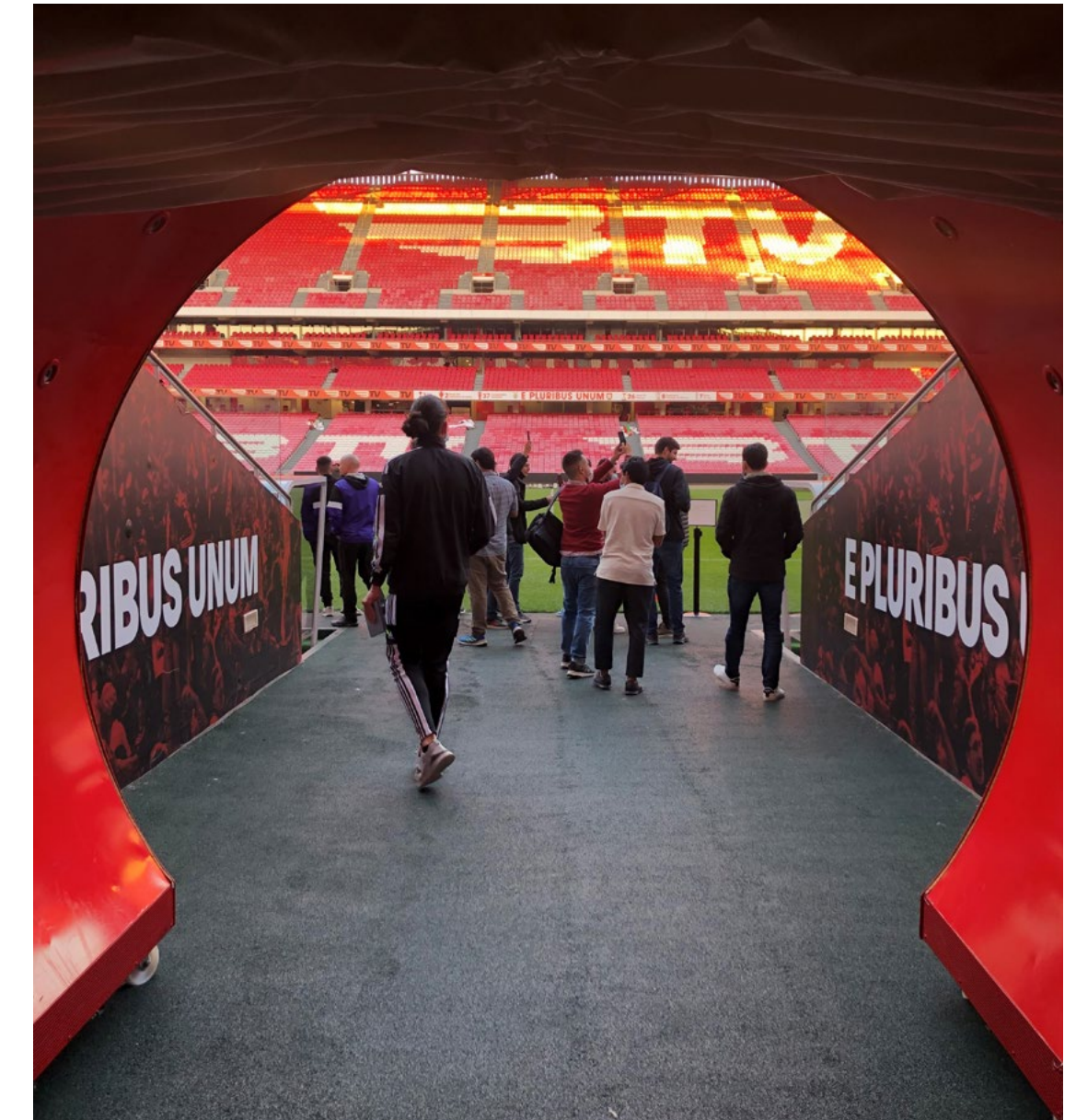
Nowadays, Escuela Universitaria Real Madrid Universidad Europea offers 32 graduate programmes with the mission of training the future leaders of the sports industry. Its academic quality has made the School become a key part



in how the sports sector has modernised over recent years, and there are more than 13.000 alumni working worldwide in the sector.

This year we'll receive around 1.000 students, with 78% of them coming from outside of Spain. The multicultural profile of the teaching staff and students, coming from more than 70 different nationalities, adds a unique value to our graduates.

Our open and multidisciplinary approach is evidenced by the experiences and opportunities offered by the School, such as the chance to study different management models from a range of sports, including getting to know the key



players within each sport and discipline.

We'll visit some worldwide renowned sports facilities, the headquarters of regulatory institutions in sports, and key players within the sports industry. The visits will include several work sessions with leading professionals, allowing students the chance to exchange opinions and deep dive in the 'know-how' of each organisation.

A unique chance to broaden your horizons and open your mind.

#GoBeyond

Our Students

Private Master's Degree Executive MBA in Sports Management



Students Profile

The objective of the Executive MBA in Sports Management Online is to train management professionals in the world of sports, especially executives in the field of sports who wish to update their knowledge, graduates and professionals from other sectors who wish to focus their professional careers on sports management, or professional athletes who, having retired from competition, aspire to continue in the sports area as managers.



Steve Cote

Alumni Private Master's Degree Executive MBA in Sports Management Online



This master's offered me everything was looking for. It allowed me to study from anywhere I wanted and work at the same time. I enjoyed the networking opportunities and sharing this experience with people from all over the world."



Emile J. Machado

Alumni of Private Master's Degree in Executive MBA in Sports Management Online



All the information I get for the MBA, I feel I have all the tools that I need to the development my self as a professional even the networking I get in this MBA is amazing."



Ismael Parrilla

Alumni Private Master's Degree Executive MBA in Sports Management Online



When you decide to do a master's degree of this prestige and you decide to invest a lot of time, you want to choose the best one. By choosing this programme I was able to meet many people from different countries with important roles in their companies. The syllabus is in line with the professional demands of the market and the professionals behind it. The positioning of this master's degree and the international positioning is what helped me decide to choose the Escuela Universitaria Real Madrid Universidad Europea".





Academic Curricula

Private Master's Degree Executive MBA in Sports Management

Module I: General Management in Sports Companies (6 ECTS)

- Economic Analysis of the Sports Industry.
- Strategic Planning. Analysis of Sports Environments and Competition.
- Business Management Models and Economics Aspects.

Module II: Economics (6 ECTS)

- Annual Accounts for Sports Clubs and Organisations.
- Planning and Control in Sports Organisation Management.
- Financial Management.

Module III: Marketing and Communications (6 ECTS)

- Strategic and Operational Marketing.
- Sponsorship in Sports.
- Audiovisual Rights.
- Sports and Society.
- Sports and the Media.

Module IV: Sports Venue Management and Operations (6 ECTS)

- Infrastructure Management within a Sports Entity.
- Production of Sporting Events.
- Quality and Incident Management.

Module V: Management Skills and Human Resources (6 ECTS)

- People Management and Teamwork.
- Coaching Applied to Sports.
- Motivational leadership of Teams.
- Communication: Public Speaking in Professional Environments.
- Emotional Intelligence in Sports Organisations.

Module VI: Specialisation Branch A: Entrepreneurship and Sports for Development (6 ECTS)

- Strategies for Starting a Sports Business.
- The Business Plan and Financing.
- International Organisations in Sports for Development.
- Corporate Social Responsibility and Sports.
- Social Entrepreneurship in Sports.
- Keys to Success and Failure.

Module VII: Specialisation Branch B: Marketing and Communication (6 ECTS)

- The Media.
- Advertising Agencies.
- Official Organisations.
- Sports Rights.
- Sporting Events and Brand Profitability.
- Sports Clubs.
- Sponsorship.
- Brand and Identity Management.
- Practical Application of a Communication Plan.
- Social Network and the Community Manager.
- Sports Content in the New Digital World.

Module VIII: Specialisation Branch C: Sports Facility Operation (6 ECTS)

- Management of Sports Facility Operations.
- Security and Technology at Sports Facilities.
- Municipal Operations and Management.
- The Fitness and Wellness Market.
- Large Parks.
- Golf Course Management.
- Organisation of Sporting Events.
- Management of Leisure and Non-Conventional Spaces.

Module IX: Internships (Optional) (6 ECTS)

Module X: Master's Thesis (6 ECTS)

Faculty

The teaching faculty for the programme consists of top-class professionals from both Spain and abroad.

Program director

Dr. Pablo Burillo Naranjo

Programme Director. PhD in Sports Sciences. Master in Sports Management.

Patricia Santos

Associate Director

José Luis Ruiz Expósito

Master Co-director. General Corporate Director of Real Madrid C.F.

Faculty

Aila Ahonen

PhD. Senior Lecturer JAMK University of Applied Sciences.

Ángel Alcázar

Expense Control Manager Real Madrid C. F.

Alberto Blázquez

PhD. Professor, Extremadura General Sports Authority.

José Bonal

PhD. International Campus Director Fundación Real Madrid.

Diego Borrás

Programme & Module Lead, Sports Management at UCFB, London.

David Moracho

Partnership Strategy Manager Real Madrid C. F.

Pedro Corrales

Sponsorship Creation Manager Real Madrid C.F.

Pedro Díaz Ridao

PhD. Profesor Escuela Universitaria Real Madrid Universidad Europea.

Javier Doña

Stadia & Sports Management Advisor, MKG ARENA.

Juan Carlos Fociños

Director of Sponsorship, Madrid Basketball Federation.

Thomas Fricke

Speaker, lecturer, sports and football management.

Diego García Diego

Director Legal RC Deportivo de La Coruña E-sports expert.

Pablo García-Manitz

CEO Bewolfish.

Jorge García Unanue

PhD. Founder IGOID-SPORTEC.

Matthew Good

CFO Quibim.

Robert Good

Strategic HR Consultant.

Tomás Gutiérrez

CEO Novacapital.

Óscar Ugaz

Exdirector Marketing Real Madrid C. F.

Ramiro Lahera

Executive Director Táctica Sport Culture, President Madrid Triathlon Federation.

Iván Clavel

PhD. Gerente Fundación Deporte Galego.

Óscar Sánchez Campos

Director of Sport Facilities in Madrid.

Javier Tola

Managing Director Simply Sport.

Hannes Hoeltge

Commercial & Marketing Manager Comité Paralímpico Internacional.

Ignacio Somalo

PhD. Founder Lonesome Digital.

Antonio Vos

PhD. CFO Club de Campo Villa de Madrid.

Mario G. Gurrionero

PhD. CEO Comunicar es Ganar.

Josephine Anselin

Founder Outventure Hub.

Katie Mahon

Marketing Director Generation Adidas International.

Álvaro Fernández Luna

PhD. Profesor Escuela Universitaria Real Madrid Universidad Europea.

Steven Mandis

PhD. Associate Professor Columbia University Business School.

Juan Pedro Martínez

Retail Manager Real Madrid C. F.

Scott Minto

San Diego State University MBA Director.

Abel Moragón

Economic Planning and Control Manager Real Madrid C. F.

Celia Morales

VIP Corporate Hospitality Manager Real Madrid C. F.

Hugo Narrillos

PhD. Financial Derivatives Specialist Bankia.

Eduardo Oliver

Lawyer Senn, Ferrero Asociados Sports & Entertainment.

Manuel Garzó

Licensing Manager Real Madrid C.F.

Mario Garrido

CEO Olocip.

Carmen Sánchez Molina

Director of Protocol and Public Relations Real Madrid C.F.

Javier Sánchez Sánchez

PhD. Referee Performance Royal Spanish Football Federation.

Alberto Talavera

PhD. Manager Asociación Española de Gerentes de Golf.

Pablo Vega

PhD. General Manager CrossDNA.





Programmes that facilitate your professional dreams


Our values are present in all areas of the School's training: syllabus, methodology, teaching, internships and student-faculty relations.

The School's training offer includes **postgraduate programmes and university courses** that you can study together to develop your career and succeed in the sports sector.


Study to become one of the leading professionals in the sports industry thanks to our specialised programmes and acquire a double qualification by specialising your master's degree in Sports Physiotherapy with a specialisation and innovation course in the sports sector. Choose the area of specialisation that most interests you. You will enjoy online training, where you will have the opportunity to attend live masterclasses with experts from the sector.




■ Certificate Course in Big Data and AI in Sports Management

 DURATION: **10 weeks**
METHODOLOGY: **online**
LANGUAGE: **spanish/english**

■ Certificate Course in Sports Technologies

 DURATION: **10 weeks**
METHODOLOGY: **online**
LANGUAGE: **spanish/english**

■ Certificate Course in Sports Coaching

 DURATION: **10 weeks**
METHODOLOGY: **online**
LANGUAGE: **spanish/english**




A unique Postgraduate School

Real Madrid Graduate School Universidad Europea was founded in 2006 with the aim of training the sports industry's future leading professionals.

The alliance between Real Madrid – the most successful sports club in history – and Universidad Europea, a leading holistic education institution in Spain, aims to boost professional development and modernisation in the sector through university education.

The graduate school's academic quality and strict standards are demonstrated by the 15,000 students that have already graduated over the past 17 years, many of whom are now working as successful professionals in different areas of the sports industry today.



In the image, our General Director, Mr. Emilio Butragueño, receives the National Sports Award Stadium Cup from his Majesty Felipe VI of Spain and Queen Letizia, granted to Real Madrid Graduate School - Universidad Europea for its commitment in “promoting education, research and professionalisation in all sports related areas.”





Admissions process

The admissions process for **Escuela Universitaria Real Madrid Universidad Europea** programmes runs throughout the whole year, although enrolment in all graduate programmes depends on the availability of places.

For personalised guidance, you can contact us via phone: **(+34) 918 340 912** or e-mail: **facultad.deportesonline@universidadeuropea.es** to receive advice from the Graduate Degree Admissions staff.

Once candidates have received guidance and have provided the necessary documentation, the Graduate Degree Admissions staff will send them a date for taking the **entrance exams** for the programme they are interested in, and for a **personal interview** with the Programme Director or a member of the Admissions Committee.



-  **Personalised guidance**
-  **Sending in the application and documentation**
-  **Assessment of the profile and interview**
-  **Confirmation of admission**
-  **Formal reservation of a place and enrolment**



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profesional de sus estudiantes



European Foundation
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(EFQM)