Escuela Universitaria
Real Madrid
UNIVERSIDAD EUROPEA

Online

Certified
Programmes

Take a step forward in your professional career. Specialize in the sports sector alongside Real Madrid C.F., a global leader in innovation and sports management.

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Programs that make your dreams come true

Introduction

Train to become **one of the professionals leading the sports industry** with the university courses from the Escuela Universitaria Real Madrid Universidad Europea.

With this specialized training in the sports industry, you will learn the **necessary tools to lead the digitalization** of the sports sector alongside Real Madrid C. F.

The certifieds program we offer is based on the main areas with the **highest demand** in the sports sector. Specialize in one of these and take a quality leap in your professional career thanks to the Escuela Universitaria Real Madrid Universidad Europea.

Methodology

Focused on updating the profession, oriented towards **digitalization** in all branches of the sports sector with the **highest employment demand**.

With a flexible study methodology, you can study when, where, and how you want. Our **online methodology** allows you to adapt your training to your circumstances. You will have access to all course content from day one and organize your learning according to your availability.

The certified program is in **english** and will take **three months to complete**. Each module includes various content (texts and illustrative videos). At the end of each module, you will have an **assessment to evaluate the knowledge gained**. Upon completion, you will receive a certificate accrediting the successful completion of the course.
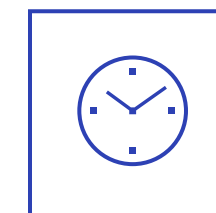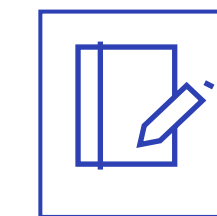
MODALITY
Online

EXPLANATORY VIDEOS
Text and ilustrative videos

DURATION
Three months

SELF-ASSESSMENT
You will evaluate your learning with an assessment

LANGUAGE
English

ECTS
6

Certified program in Football Data Analytics

Introduction

With the **Certified Program in Football Data Analytics**, you will gain a comprehensive understanding of the data ecosystems used in football and sports activities.

You will discover how sports analysts from top clubs work and their tools, learn to analyze **large volumes of data** to make decisions, **study real cases**, historical analyses, and situations related to injury prevention, among many other things.

The analytical tools you will learn about include: R, Pentaho, MYSQL, Microsoft Power BI, and Tableau. You will enhance your profile with **technical-tactical knowledges** supported by data to access new opportunities for professional development.

ACREDITTED TITLE
Certified Program in Football Data Analytics

Study plan

The curriculum of the Certified Program in Football Data Analytics consists of 4 modules that will provide you with practical, multidisciplinary, and up-to-date training. All materials will be available on the virtual campus. The program contents include:

Module I. Sports analytics.
Introduction to Sports Analytics.
Sports Analytics methodology, DNA.
Performance indicators, KPIs.

Module II. Data processing.
Data integration and quality. Databases - MySQL, ETL, Pentaho.

Module III. Data analysis and reporting.
R Language. Microsoft Power BI.
Tableau.

Module IV. Practical application, sports analytics.
Wellness control and injury prevention.
Sports scouting and talent detection.
eventing and tracking.

Certified program in Sports Coaching

Introduction

With the **Certified Program in Sports Coaching**, you will gain all the knowledge to lead and manage high-performance teams, both in sports and in businesses.

This program will enable you to **develop skills and knowledge** focused on mediating and intervening in sports teams and experts. You will also learn resources and techniques to be more consistent in your leadership projects. You will undergo a spiral learning process, starting from **an individual point and progressing to the collective.**

You will manage the presence or absence of trust within your teams, knowing how to handle **important conversations appropriately**. Additionally, you will support professionals in **dealing with frustration**.

Study plan

The curriculum of the Certified Program in Sports Coaching consists of 4 modules that will provide you with practical, multidisciplinary, and up-to-date training. All materials will be available on the virtual campus. The program contents include:

Module I. Leadership in sport.
Self-leadership, change management, emotional intelligence and leadership.

Module II. Talent management.
Communication, serenity, best practices. Sports foundations/volunteering.

Module II. Talent management.
What is talent? Talent and confidence, collective talent.

Module IV. Elite teams.
Success stories, intervention in teams (I) and (II).

ACREDITTED TITLE
Certified Program in Sports Coaching

Certified program in Sports Marketing and Digital Transformation

Introduction

The Certified Course in Sports Marketing and Digital Transformation will introduce you to the fundamentals of digital marketing. These include data capture, lead generation, and performance indicator analysis.

You will learn to work with **content creation platforms,** social media, analytical tools, and monetization methods to create **marketing plans** that assist sports entities.

You will understand what **digital research** is and how to start the process of collecting, analyzing, and evaluating digital data to **obtain relevant information**. You will study real cases from different sports fields, delving into industry trends and much more.

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ACREDITTED TITLE
Certified program in Sports Marketing and Digital Transformation

Study plan

The curriculum of the Certified Program in Sports Marketing and Digital Transformation consists of 4 modules that will provide you with practical, multidisciplinary, and up-to-date training. All materials will be available on the virtual campus. The program contents include::

Module I. Research, audiences and content.
Digital research to identify and set the main business drivers, users and audiences segmentation to influence consideration, content marketing as a strategy to generate visibility and conversión.

Module II. Disruption, digital ecosystem, and social environment.
New opportunities through disruptive tolos, brand transformations in the new digital environment, marketing through social platforms.

Module III. Investment, monetization and conversion.
Advertising and promotion opportunities, contents monetization strategies, conversion as a marketing goal.

Module IV. Marketing, reputation and analytics.
Developing a digital marketing plan, tracking and controlling a sports Brand, web and social analytics, managing digital operations.

Certified program in Big Data and AI in Sports Management

Introduction

With the **Certified Program in Big Data and AI in Sports Management,** you will be trained in the most pioneering technologies of the sector to enhance the performance of a club or institution.

You will be qualified to develop projects and **implement AI systems** in your company.

You will learn the fundamentals of AI, **Machine Learning, and Deep Learning,** understand how to apply them in sports contexts, and lead the **digital transformation** of your organization, among other things.

ACREDITTED TITLE
Certified Program in Big Data and
AI in Sports Management

Study plan

The curriculum of the Certified Program in Big Data and AI Sports Management consists of 4 modules that will provide you with practical, multidisciplinary, and up-to-date training. All materials will be available on the virtual campus. The program contents include:

Module I. Introduction to Artificial Intelligence.
Artificial intelligence, the new electricity, impact of AI on industry and society, tutorial: build your first AI system.

Module II. From data to knowledge.
Climbing the AI ladder, the areas of AI, tutorial: evaluation of actions in soccer.

Module III. How do machines learn?
Introduction to Machine Learning.
Learning, an iterative process.
Tutorial: Build an expected goal model.

Module IV. How to integrate artificial intelligence in your organisation.
Digital transformation.
How to implement on AI project.
Tutorial: AI-based player scouting in soccer.

Certified program in Sports Physiotherapy and Artificial Intelligence

Introduction

With the **Certified Program in Sports Physiotherapy and Artificial Intelligence**, you will acquire knowledge and learn applications that will allow you to develop injury prevention and rehabilitation plans tailored to each athlete's situation.

You will have access to the **Hylyght** platform, a tool that will introduce you to the use of **artificial intelligence applied to sports physiotherapy.**

You will be provided with functional tests to conduct evaluations for **injury prevention** and **recovery planning**. With this university course, you can train to become a physiotherapist, doctor, or fitness trainer.

Train with the **most pioneering technology on the market.** You will learn to apply scientifically proven injury detection tests with athletes and plan the recovery from a sports injury.

ACREDITTED TITLE
Certified Program in Sports Physiotherapy and Artificial Intelligence

Study plan

The curriculum of the Certified Program in Sports Physiotherapy and Artificial Intelligence consists of 4 modules that will provide you with practical, multidisciplinary, and up-to-date training. All materials will be available on the virtual campus. The program contents include:

Module I. Screening & RTS decisión after ACL injury.
Theoretical background of RTS screening, introduction ACL return to sport screening, practical testing ACL.

Module II. Screening & RTS decisión after Hamstring injury.
Theoretical background of RTS screening, introduction ACL return to sport screening, practical testing ACL.

Module III. Injury risk profiling: the shoulder.
Theoretical background of injury risk profiling & pre-season screening, introduction injury prevention screening for the shoulder, practical testing: shoulder injury prevention.

Module IV. Injury risk profiling: low back.
Introduction injury prevention screening for the low back, practical testing low back pain prevention, injury risk profiling & pre-season screening in the Hylyght tool for Experts.

Certified program in Sports Technologies

Introduction

With the **Certified Program in Sports Technology,** you will gain the necessary knowledge to lead the transformation and digitization in the sports sector. You will study the technologies that have changed the paradigm of sports and the role they have played in different sports organizations.

This program will allow you to understand the **constant changes** in the sports market and help you anticipate your competitors to position your organization as the main reference in the sector.

You will also become familiar with the ecosystem of the **eSports industry**, which is based on a **fusion** of technology and sports.

ACREDITTED TITLE
Certified Program in Sports Technologies

Study plan

The curriculum of the Certified Program in Sports Technology consists of 4 modules that will provide you with practical, multidisciplinary, and up-to-date training. All materials will be available on the virtual campus. The program contents include:

Module I. Technological innovation in sports.
Main innovations and their impact on sport, the super athlete - new technologies and methods of training and recovery, sustainability as a driver of innovation.

Module II. The value of Big Data in decision making.
The digital transformation of sports institutions - Real Madrid case study, data-driven athlete performance análisis, wearables and connected clothing: Health, nutrition and wellness analysis.

Module III. Fan Engagement - from passive media consumption to active fan participation.
Smart stadiums, the new audiovisual content: VOD, interactivity, VR, AR, 3D, improved relationship with fans by combining physical and virtual activities, activation of sponsorship through increased participation and interaction with fans.

Module IV. Esports.
Ecosystem of a new industry, ways to monetise an Esports club, sponsorship in a new sports environment.

A one-of-a-kind Escuela Universitaria model in the world

A model that was established in 2006 with the mission of training **future professional** leaders who wish to work in the sports industry.

The alliance between **Real Madrid**, the most successful sports club in history, and the **Universidad Europea**, a leading institution in Spain for comprehensive education, aims to promote the professionalization and modernization of the sector through university education.

The academic quality and rigor provided by the School are evidenced by the training of over **15,000 alumni over these 17 years of history,** many of whom are now successful professionals in various areas of the sports industry.

Image of the ceremony for the presentation of the Copa Stadium National Sports Award granted to the School "for promoting education, research, and professionalization at the national and international levels in all aspects related to sports." The director of the School, Mr. Emilio Butragueño, was responsible for receiving the award from Their Majesties the King and Queen of Spain, King Felipe VI and Queen Letizia.
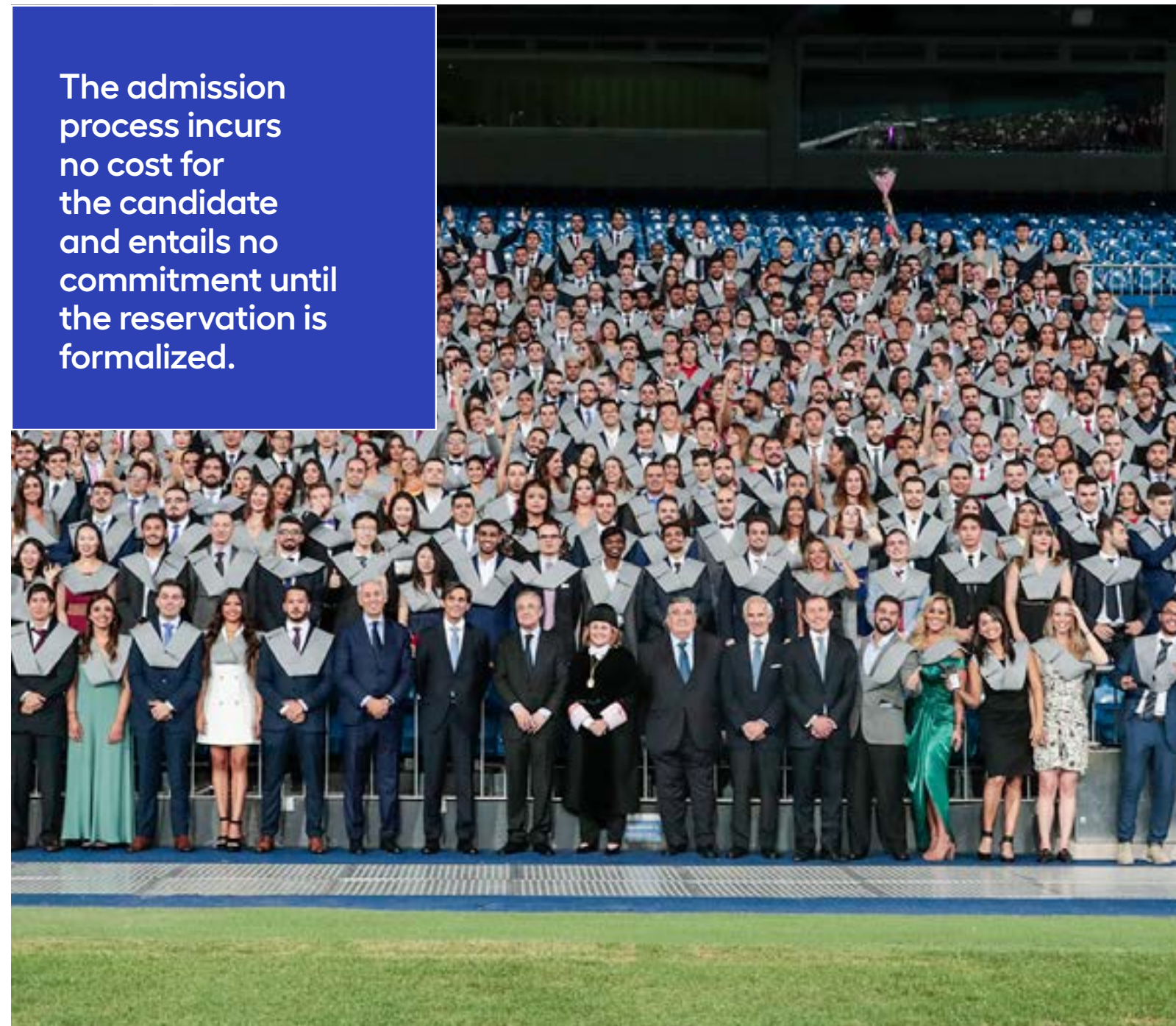
Admisión Process

The admission process for programs at the Escuela Universitaria Real Madrid Universidad Europea can be carried out throughout the year, although enrollment in any of its postgraduate programs is subject to the availability of vacancies.

For personalized guidance, you can contact us through our phone number **(+34) 918 340 192** or at the following email address: **facultad.deportesonline@universidadeuropea.es**, where you will receive advice from the admissions team.

The admission process incurs no cost for the candidate and entails no commitment until the reservation is formalized.

The admission process incurs no cost for the candidate and entails no commitment until the reservation is formalized.

Personalized guidance

Submission of application and documentation

Admission confirmation

Reservation formalization and enrollment

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E

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(EFQM)