

COURSE IN

# BIG DATA AND AI IN SPORTS MANAGEMENT

100% ONLINE

Masterclasses with experts AI in sports.

**TRAIN YOUR DREAMS**



Escuela Universitaria  
Real Madrid  
UNIVERSIDAD EUROPEA

COURSE IN

# BIG DATA AND AI IN SPORTS MANAGEMENT

## FROM ZERO TO HERO

- You will know the fundamentals on which artificial intelligence, Machine Learning and Deep Learning are based, as well as their main areas of application.

## JOIN THE REVOLUTION

- It revolutionises the sports industry with a global and transversal vision of data applied to sport, an area in which an organisation such as Real Madrid C. F. is embarking.

## JUST DO IT

- You will learn to develop artificial intelligence systems in a practical way and without the need for programming.

## CLIMB THE AI LADDER

- You will lead the digital transformation of your organisation, applying artificial intelligence in sports management.



## REAL MADRID GRADUATE SCHOOL - UNIVERSIDAD EUROPEA

- Universidad Europea - Real Madrid Graduate School is the world's leading graduate school in sport that offers a unique academic model.
- More than 13,000 graduates have been trained at the school, most of whom carry out their professional activity in the Sports Industry, having clearly contributed to the professionalization of the Industry at a Global level.
- We have been promoting the professionalization and modernization of the sports sector for more than 15 years since university training.

# 1 What make us different



## MASTERCLASSES WITH EXPERTS IN THE SPORTS SECTOR

Receive an **exclusive and specialised education** to become an expert in the sports industry thanks to the **Real Madrid 100% Online Courses**. Make the most of the **live masterclasses** led by professionals in the sports sector that we have prepared for you.

**Every 15 days you will have the opportunity to attend these sessions** where different key areas of the chosen industry will be analysed in depth. We'll look closely at the challenges in this field and, with the help and expertise of experienced professionals, look to find solutions.

The content of these 5 masterclasses is focused on topics such as artificial intelligence, big data, esports and personal branding, among others. Get to know and learn the tools and technologies needed **to lead the digital transformation of the sports industry**.

Learn from inside the industry, thanks to the **pioneering Graduate School in the sports sector**.



## METHODOLOGY

Online didactics is the formation of the future and one of the best tools to learn. In this case, students will be able to access the course through the virtual campus whenever they want. All the material will be available from the beginning of the course and will have access for four months from that date to the virtual classroom to be able to carry out the course at your own pace. The course consists of 4 teaching units with theoretical - practical and audiovisual content.



## STUDENT PROFILE

This online course is aimed at sports management professionals who want to learn the basics of artificial intelligence to grow professionally.

It is also aimed at all those graduates who, although they do not have specific training in mathematics and computing, wish to incorporate disruptive technologies based on the practical application of artificial intelligence to their training, to improve and redirect their professional development.



## TITLE

At the end of the course, the student will receive the Course in Big Data and AI in Sports Management certificate issued by Universidad Europea de Madrid



## DURATION

10 weeks. 100 hours.

# 2 Study Plan

## MODULE 1. INTRODUCTION TO ARTIFICIAL INTELLIGENCE

- Artificial Intelligence, the new electricity.
- Impact of AI on industry and society.
- Tutorial: Build your first AI system.

## MODULE 2. FROM DATA TO KNOWLEDGE

- Climbing the AI ladder.
- The areas of AI.
- Tutorial: Evaluation of actions in soccer

## MODULE 3. HOW DO MACHINES LEARN?

- Introduction to Machine Learning.
- Learning, an iterative process.
- Tutorial: Build an expected goal model

## MODULE 4. HOW TO INTEGRATE ARTIFICIAL INTELLIGENCE IN YOUR ORGANISATION

- Digital transformation.
- How to implement an AI project.
- Tutorial: AI-based player scouting in soccer.

## OUR PARTNERS



Teaching staff made up of Artificial Intelligence experts on the sports Industry.

This Master has the endorsement of Olocip, spanish pioneers company in development and application of Artificial Intelligence in the sports industry.



# 3

## THE REAL MADRID GRADUATE SCHOOL - UNIVERSIDAD EUROPEA

We are proud to once again be pioneers and to share with society such an exciting project as a university program dedicated to training professionals who are experts with specific knowledge and skills in areas such as health, management, communication, and physical activity, all of which are linked to sports.

Emilio Butragueño  
General Manager of the Real Madrid – Universidad Europea International School

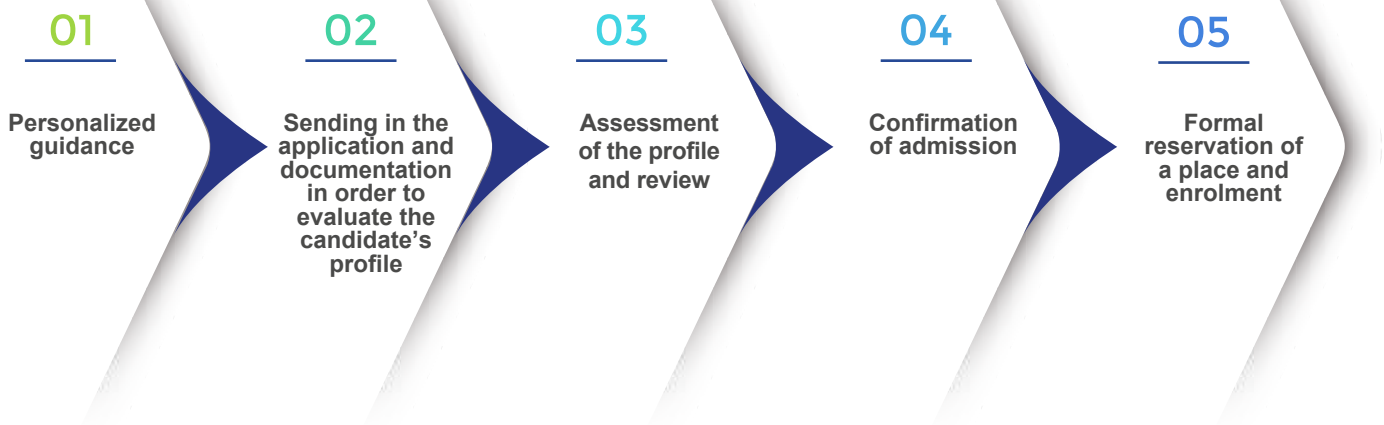
# 4 Admission Process

The admissions process for Real Madrid Graduate School- Universidad Europea programs runs throughout the whole year, although enrollment in all graduate programs depends on the availability of places.

For personalized guidance, you can contact us via phone: **(+34) 918 340 192** or e-mail: **ueonline@universidadeuropea.es** to receive advice from the Admissions staff.

Once candidates have received guidance and have provided the necessary documentation, the Admissions staff will send them a date for taking the entrance exams for the programs they are interested in, and for a personal interview with the Master's Program Director or a member of the Admissions Committee.

**The admissions process does not involve any costs or commitment for candidates, until their place is formally reserved.**





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