

COURSE IN

SPORTS TECHNOLOGIES

100% ONLINE

Masterclasses with experts in sports technologies and innovation.

TRAIN YOUR DREAMS



Escuela Universitaria
Real Madrid
UNIVERSIDAD EUROPEA

COURSE IN

SPORTS TECHNOLOGIES

TECHNOLOGICAL INNOVATION

You will discover the main innovations in the sector and you will be aware of their impact on sport.

BIG DATA

- You will know the value of Big Data in decision-making in sports organisations.
- You will acquire a deep knowledge of the environment and the possibility of predicting the impacts of decisions, essential for sports managers.

FAN ENGAGEMENT

- You will learn about the new forms of interaction between fans and their idols, the new communication channels, and how the consumption of sport has changed.
- You will master new management trends and how the knowledge of fans, thanks to technology, allows sports institutions to personalize the offer and maximize income.

ESPORTS

- You will get to know the ecosystem of a new industry, eSports, a fusion between technology and sport.



REAL MADRID GRADUATE SCHOOL

- 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

The Course in Sports Technologies is aimed at professionals in the sports industry or those who want to carry out their professional activity in it and want to update their skills and knowledge of innovation in the sector, acquiring a global vision of the impact of technology in the sports world.



TITLE

At the end of the course, the student will receive the Course in Sports Technologies certificate issued by Universidad Europea de Madrid.



DURATION

10 weeks. 100 hours.

2 Study Plan

MODULE 1. TECHNOLOGICAL INNOVATION IN SPORT

- 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 2. THE VALUE OF BIG DATA IN DECISION MAKING

- The digital transformation of sports institutions - Real Madrid case study.
- Data-driven athlete performance analysis.
- Wearables and Connected Clothing: Health, Nutrition and Wellness Analysis.

MODULE 3. FAN ENGAGEMENT - FROM PASSIVE MEDIA CONSUMPTION TO ACTIVE FAN ENGAGEMENT

- 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 4. ESPORTS

- Ecosystem of a new industry.
- Ways to monetise an Esports club.
- Sponsorship in a new sports environment.

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

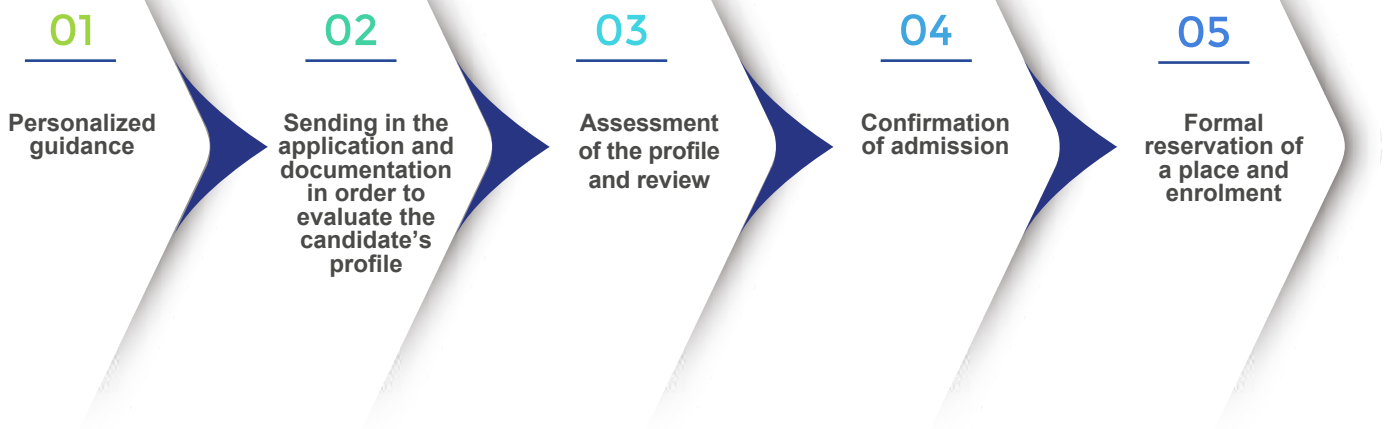
4 Admission Process

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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