



Escuela Universitaria
Real Madrid
UNIVERSIDAD EUROPEA

INTERNATIONAL EXPERIENCES

Academic Year 23/24

Go Beyond

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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.

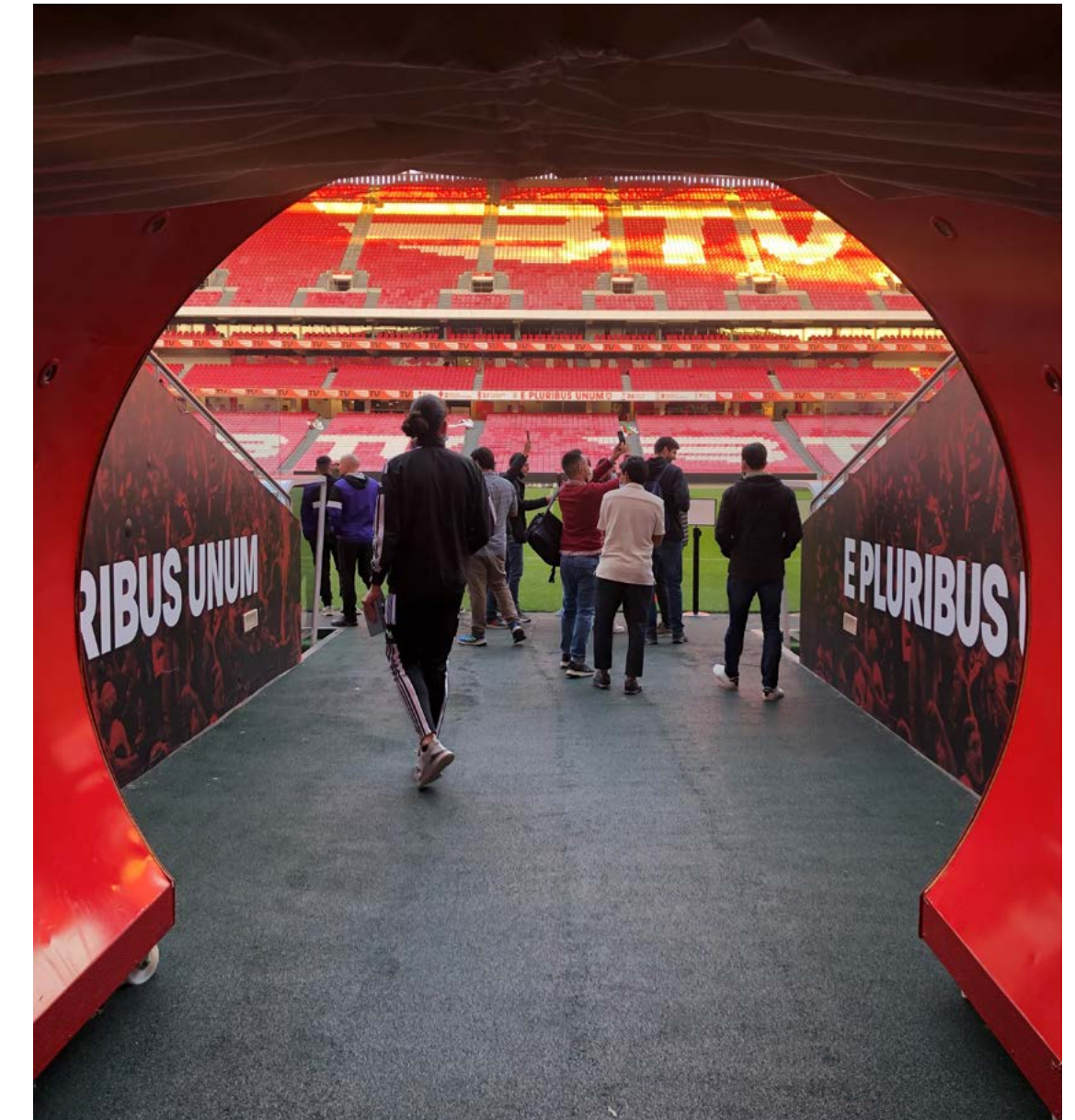
In 2006 started its joint venture with Universidad Europea sharing a great international vocation which is reflected every day in the Campus

Nowadays Real Madrid Graduate School – Universidad Europea offers 38 graduate programs with the mission of training the future leaders of the Sports Industry. Its Academic quality has made the School become a key part of the profesionalization of the field with its more than 15.000 Alumni worldwide.



This year we'll receive around a 1.200 students, 80% of them come from out of Spain. The multicultural profile of the teaching staff and students, coming from more than 90 different nationalities, add a unique value to our graduates.

Our open and multidisciplinary carácter is enriched with a unique and exclusive International Experiences proposal to dive in different profesional models, oriented to several sports and linked with renowned sports entities in each discipline.



We'll visit some worldwide renowned sports facilities, the headquarters of regulatory institutions in sports, and other protagonist of the last trends in the Sports Industry. The visits will have several working sessions with the main leading professionals having the chance to Exchange oponions and Deep dive in the 'know-how' of these sports entities.

A unique chance to broader borders and open your mind.

#GoBeyond





Agenda

NOVEMBER 2023						
M	T	W	T	F	S	S
		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 2023						
M	T	W	T	F	S	S
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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 2024						
M	T	W	T	F	S	S
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	31				

FEBRUARY 2024						
M	T	W	T	F	S	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

MARCH 2024						
M	T	W	T	F	S	S
				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	31

APRIL 2024						
M	T	W	T	F	S	S
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					

MAY 2024						
M	T	W	T	F	S	S
		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	31		

JUNE 2024						
M	T	W	T	F	S	S
					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

- London
- Madrid
- Columbia University**
- Holidays
- Germany

- Netherlands and Germany (Marketing European Leagues)
- Switzerland (International Sports Organizations)
- Rome (Sports Health Management Model)
- Portugal (Training Methodologies)
- New York

New York, World Sport Business Capital

Goals

Deep dive in the American Sports management!

A unique experiences to get to know first hand the american sports organization, from the different leagues, teams, marketing manager and events organizers.

You'll assist to sport live events to live in first person the management of sports as a show.

This field trip is aimed to students from the Sports Management, Marketing or Technologies fields. In any case visits and knowledges are relevant to have a 360° view of the Sports Industry.

Visits & Networking

During the professional visits you'll enjoy masterclasses and networking with these sports institutions executives.

Some examples from previous trips*:

- NBA
- NFL
- NHL



- MLB
- St John's University
- New York Red Bull
- Madison Square Garden
- MetLife Stadium
- US Open (Fleashing Meadows)

Additionally, and in function of the competing calendar, you'll may have the chance to enjoy sport live events from the american leagues..

(*)Visits will depend on the competitions calendar and availability..

Logistic details

This field trip lasts one week approximately and you can enjoy it in two different periods: by the end of November/begin December and another trip in March (before Easter).

The academic program, tickets to events and facilities, and transportation in the destination are included in the program.

More details about this experience will be provided at the beginning of your master.









*The legal requirements to enter each country, such as visas and vaccines, are the responsibility of the students.

Accommodation, transportation to the corresponding city, and living expenses are also the responsibility of the students.

Trips will only take place if a minimum number of students attend.



Model agenda

	SUNDAY November 26th	MONDAY November 27th	TUESDAY November 28th	WEDNESDAY November 29th	THURSDAY November 30th
MORNING					
NIGHT					

*The agendas are provisional, as they are projections from previous years.

London, the Sport Business pioneers in Europe



IMG

WEMBLEY



Goals

Get to know a unique and differential business model, cradle of many sports and pioneering in the implementation of profesionalization strategies in Sport.

This field trip is aimed to students from the Sports Management, Marketing or Technologies fields. In any case visits and knowledges are relevant for all areas and a big complement for football programs' students.

Visits & Networking

You'll have the chance of visiting some of the most emblematic headquarters, receiving masterclasses with the experts and executives that lead them.

Some examples from previous experiences are(*):

- Chelsea FC
- Watford FC
- IMG
- Twickenham Stadium
- Wembley Stadium

- Wimbledon
- Tottenham Hotspur Stadium

In addition, and based in the competitions calendar you'll have the chance to enjoy Premier League matches and some other sport live events.

(*) Visits will depend on the competitions calendar and availability.

Logistic details

This field trip five days and it takes place at the end of February.

The academic program, tickets to events and facilities, and transportation in the destination are included in the program.

More details about this experience will be provided at the beginning of your master.

*The legal requirements to enter each country, such as visas and vaccines, are the responsibility of the students.

Accommodation, transportation to the corresponding city, and living expenses are also the responsibility of the students.

Trips will only take place if a minimum number of students atten.



Model agenda

	THURSDAY February 10th	FRIDAY February 11th	SATURDAY February 12th	SUNDAY February 13th	MONDAY February 14th
MORNING					
NIGHT					

*The agendas are provisional, as they are projections from previous years.

Marketing and Sports Business in Europe



Goals

This experience is focused on the most relevant trends in the Sports Marketing and Business fields, discovering the last trends with the main executives from Clubs and institutions from Europe.

In addition this field trip pays special attention to Sports Sustainability and the Digital Transformation that Sports Industry is living nowadays.

This experience is aimed to students from the Sports Management, Marketing or Technologies fields. In any case visits, masterclasses and all the experience will provide you with new knowledge valuable for any sports profesional.

Visits & Networking

You'll travel through the Netherlands and Germany visiting some of the most renowned sport institutions and enjoying masterclasses from their executives in order to discover the most succesfull strategies in Sports Marketing and Business, a unique opportunity for your profesional networking.

Some of the institutions visited previously are(*):

- Bayern Munich
- Ajax Amsterdam
- BVB Dortmund
- Adidas
- Deutsch Football Museum
- Allianz Area (Munich, GER)
- Johann Cruyff Arena (Amsterdam, NL)
- Signal Iduna Park (Dortmund, GER)
- Circuito Automovilismo Assen (NL)

To complete the experience, and based in the competitions calendar, you'll have the chance to enjoy Eredivisie or Bundesliga matches.

(*) Visits will depend on the competitions calendar and availability.

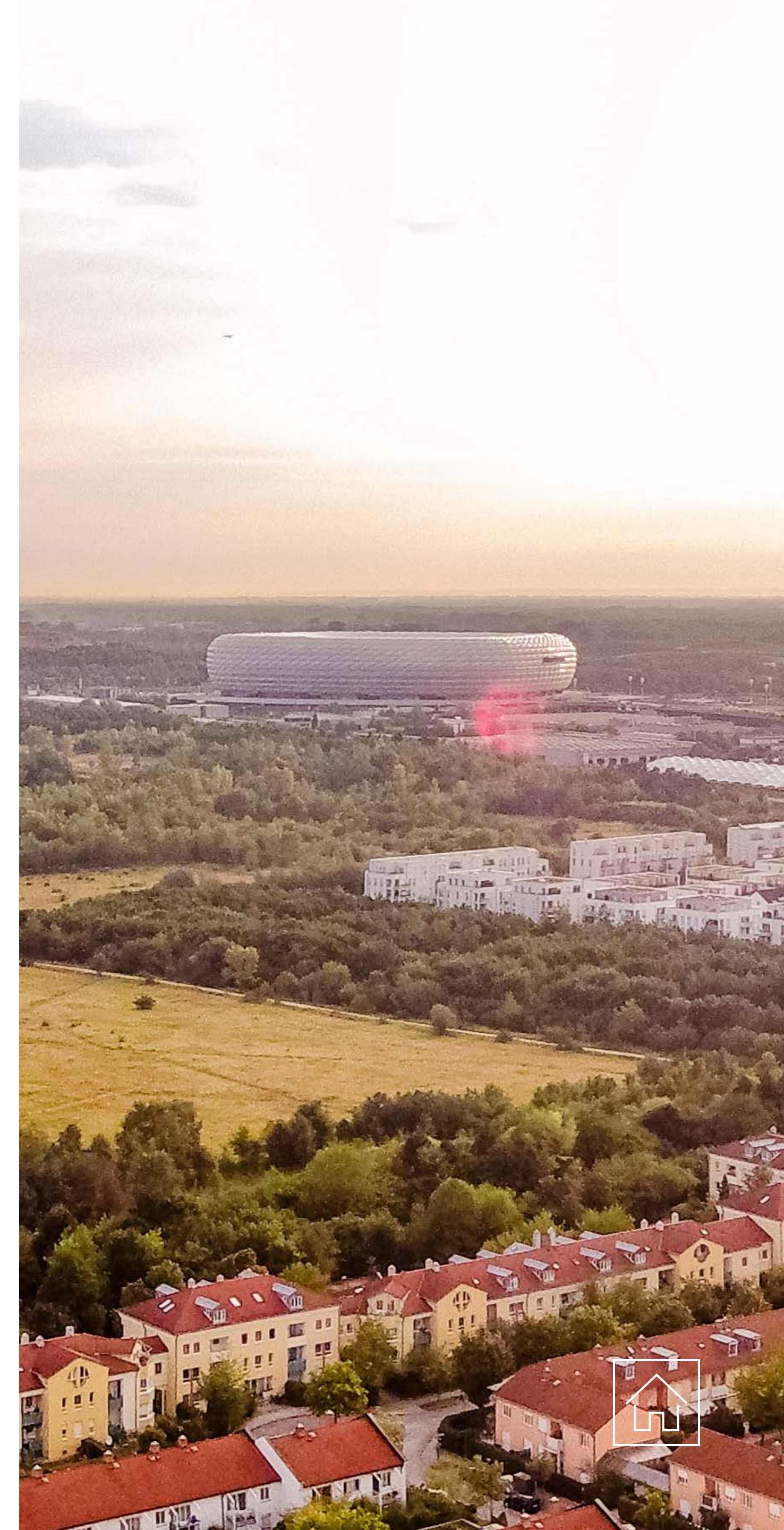
Logistic details

This field trip lasts 5 days approximately and it takes place at the end of February.

Tickets to events and facilities are fully paid by the School, also transportation in the destination is covered by the School.

More details about this experience will be provided at the beginning of your master.

*The legal requirements to enter each country, such as visas and vaccines, are the responsibility of the students.
Accommodation, transportation to the corresponding city, and living expenses are also the responsibility of the students.
Trips will only take place if a minimum number of students atten.



Model agenda

	THURSDAY February 22nd	FRIDAY February 23rd	SATURDAY February 24th	SUNDAY February 25th	MONDAY February 26th	TUESDAY February 27th
MORNING						
NIGHT						

*The agendas are provisional, as they are projections from previous years.

Switzerland, the heart of international sports

Goals

During this experience you'll visit the world sports governing bodies in charge of the most relevant sports and competitions worldwide.

The goal of this field trip is to obtain a general view of how these institutions lead with the operational, regulatory or mediatic aspects of each sports.

The experience is aimed mainly to Law, Communications, Marketing, and Management students.

Visits & Networking

You'll enjoy masterclasses from executives and experts from this institutions focused on each field.

Amongst the sports institutions visited in previous years we can find(*):

- FIFA
- International Olympic Committee

- Court of Arbitration of Sports (CAS/TAS)
- FIBA
- International Testing Agency
- Maison du Sports
- Olympic Museum
- Federation Equestre International
- International Triathlon Union

(*) Visits will depend on the competitions calendar and availability.

Logistic details

This experience lasts 3-4 days approximately and you can enjoy it in March. In case there is a huge request volume a second trip will take place in June.





Tickets to events and facilities are fully paid by the School, also transportation in the destination is cover by the School.

More details about this experience will be provided at the beginning of your master.

*The legal requirements to enter each country, such as visas and vaccines, are the responsibility of the students. Accommodation, transportation to the corresponding city, and living expenses are also the responsibility of the students. Trips will only take place if a minimum number of students atten.



Model agenda

	WEDNESDAY March 20th	THURSDAY March 21st	FRIDAY March 22nd
MORNING	FIFA		
NIGHT	FIFA		

*The agendas are provisional, as they are projections from previous years.

Portugal, a unique football methodology



Goals

Portuguese football clubs have shown during the last decades their hability to maximize their ressources and stay at the world football elite at all levels, in business and on the field. Event with les economic ressources they always keep some teams amongst the best ones in the biggest european tournament.

The portuguese methodology in terms of football training is one of the most renowned and successfull internationally.

This Experience is specially designed for students from Football, Sports Management or Sports Training masters, but in any case the knowledge obtained is usefull for any other sports related área.

Visits & Networking

During this field trip you'll be visiting some of the most relevant football clubs and youth academies in Portugal. You'll enjoy unique sessions with Project managers, Sporting directors, scouting managers or youth academy directors, physical trainers and marketing executives.

Some examples of previous visits are (*):

- FC porto
- SL Benfica
- Sporting Clube Portugal
- SC Braga
- Federación Portuguesa de Fútbol

Visiting these Clubs and Academis you'll have the chance to see on the field how this teams work in terms of High performance conditioning, talent development and football methodology.

(*) Visits will depend on the competitions calendar and availability.

Logistic details

You'll have the chance to enjoy this field trip in April, and it lasts one week approximately.













Tickets to events and facilities are fully paid by the School, also transportation in the destination is covered by the School.

More details about this experience will be provided at the beginning of your master.

*The legal requirements to enter each country, such as visas and vaccines, are the responsibility of the students.
Accommodation, transportation to the corresponding city, and living expenses are also the responsibility of the students.
Trips will only take place if a minimum number of students atten.



Model agenda

	SATURDAY April 6th	SUNDAY April 7th	MONDAY April 8th	TUESDAY April 9th	WEDNESDAY April 10th	THURSDAY April 11th
MORNING						
NIGHT						

*The agendas are provisional, as they are projections from previous years.

The Netherlands, the great youth academy of world football



Goals

Dutch Football has been issuing a long list of iconic football players and teams at a global scale. Even it is not one of the biggest markets dutch teams has been competing against the most relevant football club worldwide and being one of the most successful national teams.

In this experience you'll have the chance to get to know the most relevant football clubs in Netherlands and their Youth Academies, discovering from their professionals their business and talent development models.

You'll learn directly from its professionals their training methodology directly on the field, working closely with those teams and learning their methodology in order to apply it in your professional future.

Visits & Networking

During this experience students will visit and work together with technical staff and youth academies of the most relevant football clubs in Netherlands.

Last edition our students visited the following clubs (*):

- Feyenoord de Rotterdam
- AZ Alkmaar
- PSV Eindhoven

(*) The academies and clubs to be visited may change in function of the availability and the competition calendar.

Logistic details

The Dutch experience lasts around 5 days and it takes place in March. Based in the number of students registered the experience could have a second edition in September.







Tickets to events and facilities are fully paid by the School, also transportation in the destination is covered by the School.

More details about this experience will be provided at the beginning of your master.

*The legal requirements to enter each country, such as visas and vaccines, are the responsibility of the students.
Accommodation, transportation to the corresponding city, and living expenses are also the responsibility of the students.
Trips will only take place if a minimum number of students attend.



Model agenda

	FRIDAY March 1st	SATURDAY March 2nd	SUNDAY March 3rd	MONDAY March 4th	TUESDAY March 5th
MORNING					
NIGHT					

*The agendas are provisional, as they are projections from previous years.

Health and Sports in Italy



Goals

Italy has been one of the most successful nations in terms of Football and Sports during the last decades, beside this Italy has some of the most renowned universities in Europe in some areas of Health Sciences.

During this trip students will get to know new management models or trends in the Sports Health field visiting a research reference University, research centers or medical centers.

In addition there will be meetings and visiting to Sport Clubs and their facilities.

Visits & Networking

During this field trip will be supported by Università degli Studi di Roma 'Foro Italico', one of the most renowned and exclusives in Italy

You'll be visiting the Biomedical Campus where you can find its own Hospital and Sports and Health Research center.

Beside this 'Foro italico' has some of the most iconic sports facilities in Rome (*):

- Rome Olympic Stadium
- Foro Itálico Tennis
- Swimming Olympic Center
- Nicola Pietrangeli Stadium

During the visits you'll have the chance to learn directly from professionals from 'foro Italico' and sports institutions as A.S. Roma

(*) Visits will depend on the competitions calendar and availability.

Logistic details

This experience lasts 4 days approximately and you can enjoy it in March, if needed there will be a second field trip by September.






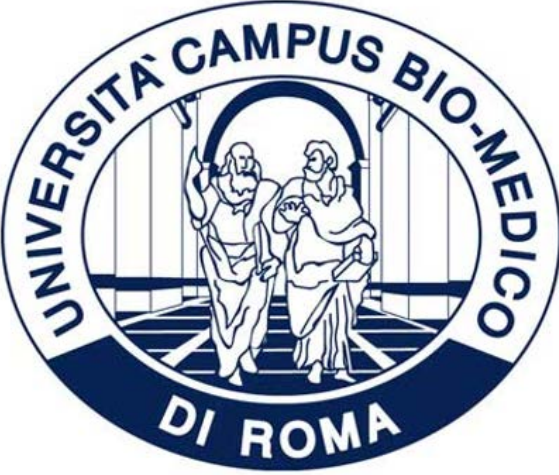
Tickets to events and facilities are fully paid by the School, also transportation in the destination is covered by the School.

More details about this experience will be provided at the beginning of your master.

*The legal requirements to enter each country, such as visas and vaccines, are the responsibility of the students. Accommodation, transportation to the corresponding city, and living expenses are also the responsibility of the students. Trips will only take place if a minimum number of students attend.



Model agenda

	THURSDAY March 21st	FRIDAY March 22nd	SATURDAY March 23rd
MORNING			
NIGHT			

*The agendas are provisional, as they are projections from previous years.

Madrid, revolutionising the sports industry



Goals

This experience aims to discover the most relevant aspects of the Club's operations. You will have the opportunity to get an insider's view of Valdebebas Sports City, access the training facilities of Real Madrid C.F., and visit the Santiago Bernabeu Stadium. Additionally, you will visit the main international sports entities in the city and meet with their executive leaders.

Visits & Networking

Some entities previously visited include(*):

- Real Madrid Sports City, Valdebebas.
- Santiago Bernabeu Stadium.
- La Zarzuela Racecourse.
- Superior Sports Council.
- Metropolitano Civitas.
- Leganés Sports Club.
- Getafe Football Club.

(*): Visits will depend on the competitions calendar and availability.

Logistic details

The trip lasts approximately one week and takes place at the end of June. Tickets and entry to events and facilities are covered by the School, along with transportation. The details of this experience will be provided at the beginning of the Master's program.

*The legal requirements to enter each country, such as visas and vaccines, are the responsibility of the students. Accommodation, transportation to the corresponding city, and living expenses are also the responsibility of the students. Trips will only take place if a minimum number of students attend.



Nueva York, Columbia University Certificate

Goals

Columbia University ranks 14th in the Times HE World University Ranking, and the Sports Management program is ranked number 1 in this field. In this experience, you will have the opportunity to attend lectures with university professionals for a week on the American sports industry, which is the number one worldwide. With this experience, you will obtain a Columbia University Certificate.

Visits & Networking

Some entities previously visited include(*):

- Local Arena or Stadium
- Barclays Center

(*) Visits will depend on the competitions calendar and availability.



Logistic details

The trip lasts approximately one week and takes place in the month of June. Tickets and entry to events and facilities are covered by the School, along with transportation. The details of this experience will be provided at the beginning of the Master's program.

This Columbia University certificate is an extra cost for students.

*The legal requirements to enter each country, such as visas and vaccines, are the responsibility of the students. Accommodation, transportation to the corresponding city, and living expenses are also the responsibility of the students. Trips will only take place if a minimum number of students attend.



Model agenda

		TUESDAY June 25th	WEDNESDAY June 26th	THURSDAY June 27th	FRIDAY June 28th	SATURDAY June 29th
MORNING		<p>09:00 – 10:30 Introduction (Columbia - Morningside)</p> <div></div> <p>10:45 – 12:15 Foundations (Columbia - Morningside)</p> <p>12:15 – 13:15 Lunch</p>	<p>09:00 – 10:30 Negotiations (Columbia - Morningside)</p> <div></div> <p>10:45 – 12:15 Sports sponsorship sales (Columbia - Morningside)</p> <p>12:15 – 13:15 Lunch</p>	<p>10:45 – 16:45 Facilities & Came Technology Visit Local Arena or Stadium (TBD)</p> <div></div> <p>10:45 – 16:45 Facilities & In-Game technology visit Local Arena or Stadium (TBD)</p> <p>12:15 – 13:15 Lunch</p>	<p>09:00 – 12:15 Facilities & In-Game technology visit Local Arena or Stadium (TBD)</p> <div></div> <p>12:15 – 13:15 Lunch</p>	<p>09:00 – 10:30 Emergine & niche leagues (Columbia - Morningside)</p> <p>10:45 – 12:15 Entrepreneurship & Innovation (Columbia - Morningside)</p> <p>12:15 – 13:15 Lunch + Certificate presentation</p>
	NIGHT		<p>13:30 – 15:00 Digital (Columbia – Morningside)</p> <p>15:15 – 16:45 Business Intelligence (Columbia – Morningside)</p> <p>16:45 – 17:00 End of day summary & Wrap-up</p> <div></div>	<p>13:30 – 15:00 Sports sponsorship activation (Columbia – Morningside)</p> <div></div> <p>15:15 – 16:45 Marketing & PR (Columbia – Morningside)</p> <p>16:45 – 17:00 End of day summary & Wrap-up</p>	<p>13:30 – 16:45 Program Lead Event (TBD)</p> <div></div>	<p>13:30 – 16:45 Facilities & In-Game technology visit Local Arena or Stadium (TBD)</p> <p>Student Lead Event (TBD)</p> <div></div>

Procedure

- Once you have decided on the desired international experience, complete the pre-registration form by filling in all the mandatory fields at the following link.
 - From that moment, we will begin to define the groups for each experience, always trying to respect your preferences.
 - Once the groups are defined, each student will receive a communication informing them of the experience they have been selected for.
 - Approximately 3 months before each experience, an explanatory meeting will be held with the selected students.
 - Within a maximum of 2 months before each experience, proof of flight, accommodation, and visa* (*if required) will be required from each student through a single form, sent in advance through the communication.



Deadlines

Destination	Fill in the form	Trip confirmation (by the university)	Possible 2nd Trip	Trip meeting	Confirmation (flights and accomodation)	Trip Date
New York 1	31/10/23	8/11/23	30/11/23	16/11/23	10/11/23	26/11/23
London 1	31/10/23	8/11/23	30/11/23	8/12/23	8/1/24	15/2/24
Germany	31/10/23	16/11/23	30/11/23	14/12/23	8/1/24	22/2/24
Netherlands	31/10/23	23/11/23	30/11/23	15/12/23	12/1/24	1/3/24
New York 2	31/10/23	23/11/23	30/11/23	15/12/23	12/1/24	14/3/24
Switzerland	31/10/23	23/11/23	30/11/23	20/12/23	19/1/24	20/3/24
Rome	31/10/23	23/11/23	30/11/23	20/12/23	19/1/24	21/3/24
Portugal	31/10/23	23/11/23	30/11/23	12/1/24	5/2/24	6/4/24
London 2	31/10/23	23/11/23	30/11/23	4/3/24	3/4/24	3/6/24
Madrid	31/10/23	23/11/23	30/11/23	18/3/24	17/4/24	17/6/24
Columbia University*	31/10/23	23/11/23	30/11/23	26/3/24	25/4/24	25/6/24

- **Fill in the form:** Deadline for completing the form.
- **Trip confirmation:** Date when the communication will be sent to inform you if you have been selected for the experience.
- **Possible 2nd trip:** Date when the communication will be sent to inform you if you have the option to participate in a second trip and which one.
- **Trip Meeting:** Date when the trip information meeting will take place.
- **Confirmation:** Deadline for submitting proof of flight and accommodation.
- **Trip date:** Date of the trip.

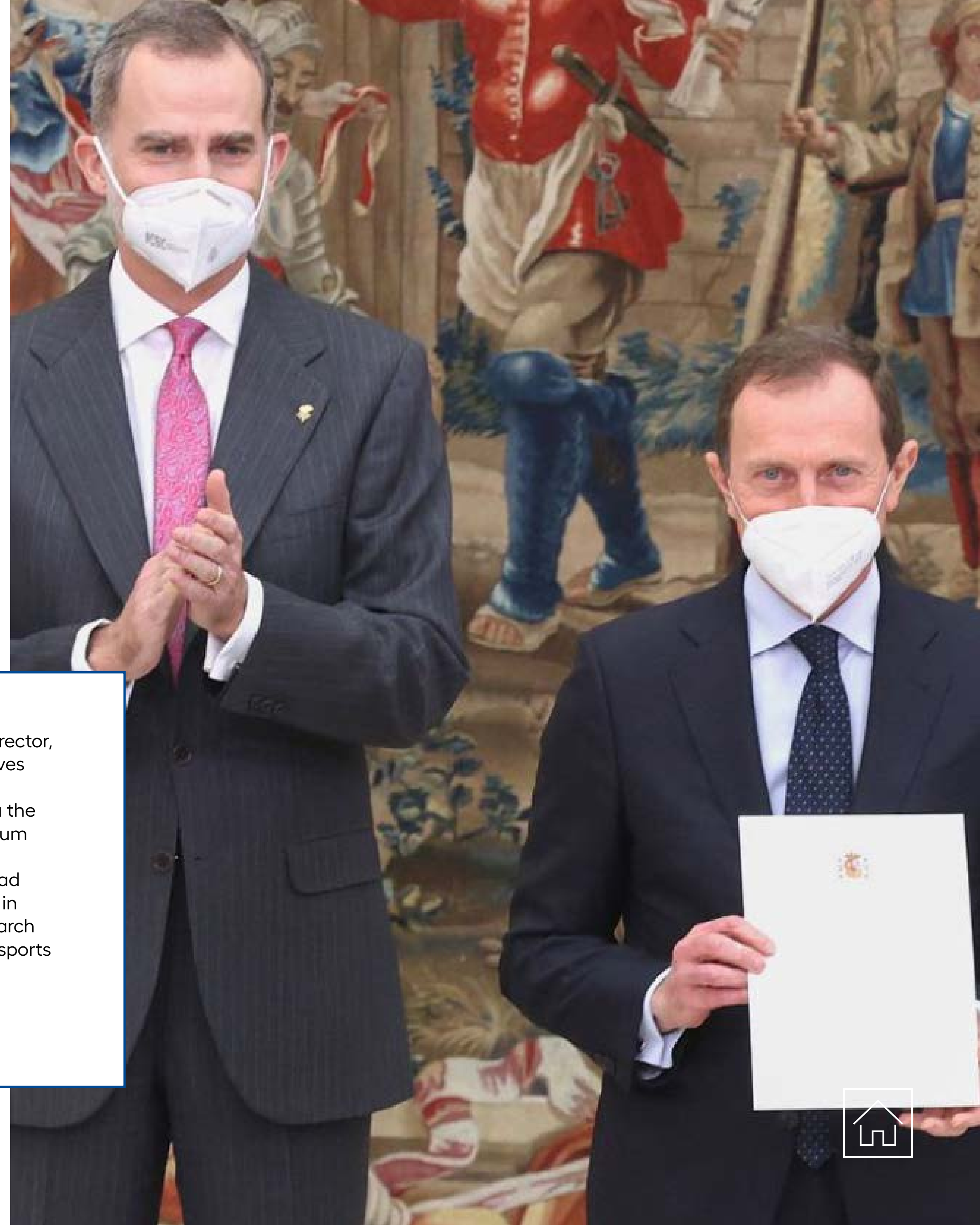
A unique Postgraduate School model in the World

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 from its Majesty Felipe VI of Spain and the Queen Letizia the National Sports Award Stadium Cup granted to Real Madrid Graduate School - Universidad Europea for its commitment in “promoting Education, Research and Profesionalization in all sports related areas”.





Realmadrid

**Escuela Universitaria
Real Madrid**
UNIVERSIDAD EUROPEA

**Book your seat now
Fall 2023**

**Folow us in our social
networks**



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Train Your Dreams