



Escuela Universitaria  
Real Madrid  
UNIVERSITY OF EUROPE

Private Master's Degree

# Executive MBA in Sports Management

Online

Lead the future of sports management with a groundbreaking master's program, offering unique insights from top industry professionals, including experts from Real Madrid C. F.





**Escuela Universitaria  
Real Madrid**  
UNIVERSIDAD EUROPEA





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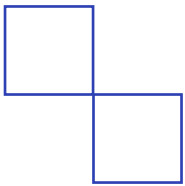
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# Real Madrid Graduate School Universidad Europea

**Real Madrid Graduate School Universidad Europea** is a world-leading postgraduate institution, established in 2006 to inspire and develop top-tier professionals for the dynamic sports industry. As a trailblazer in sports education, the School offers an innovative teaching methodology rooted in Real Madrid C.F.'s expertise in management, sports, and health, honed through years of success at the highest level.

What sets the School apart is its unparalleled connection to the Club's leadership. Senior executives from Real Madrid C.F. actively mentor students across master's programs, offering unique insights and guiding them through real-world case studies drawn from the Club's day-to-day operations, providing hands-on experience in tackling challenges in the global sports industry.

Recognised for excellence, the School received the prestigious 2018 National Sports Award Copa Stadium for its commitment to advancing education, research, and professionalisation in sports on both national and international stages. Join a program that blends academic rigour, industry expertise, and a passion for sports to fast-track your career in this exciting field.



# ELITE values

that go beyond sports

Our values are present in all areas of the school's education: study programs, methodology, teaching, internships, and relationships between students and faculty.



**Entrepreneurship:** are dreamers and innovators, which is why we don't settle for what we've achieved. We take risks and always aspire to open new paths.



**Leadership:** It is part of our institution's DNA. Our reference is the constant pursuit of success and the relentless drive for self-improvement.



**Integrity:** Our school must always be a model of the values that have shaped the history of Real Madrid. Beyond success and achievements, we must always strive to be an example of education and life.



**Teamwork:** The team is the most important; together we go further. The interests of the team always come before our personal interests.



**Excellence:** Our work and commitment are to always give the best of ourselves. The word impossible does not exist for us.





## Rankings y ratings que avalan nuestro compromiso



- **QS Stars™:** Cinco estrellas sobre cinco en calidad universitaria, logrando las 5 en algunas calificaciones como: excelencia en docencia, desarrollo económico, aprendizaje online, impacto global, empleabilidad, gobernanza, impacto social, diversidad, equidad e inclusión.



- **Times Higher Education:** sitúa a la Universidad Europea entre las 5 mejores universidades privadas de España.



- **EFQM (Fundación Europea para la Gestión de la Calidad):** concede su máximo reconocimiento a la universidad con un sello de Excelencia Europea 500+ otorgado por el Club de la Excelencia en Gestión.



- **Scimago Institutions Rating:** destaca a la universidad por tener más de 100 publicaciones seleccionadas con la investigación indexada en SCOPUS (base de datos bibliográfica de resúmenes y citas de artículos de revistas).



# Executive MBA in Sports Management

The **Master's in Sports Management** is a **cutting-edge program** designed to refine your leadership and managerial abilities, providing you with in-depth knowledge of the sports industry and the intricacies of managing sports organisations. As the sports sector continues to experience rapid growth and **increasing global influence**, the demand for **professionals with specialised skills** is higher than ever.

This master's program offers a comprehensive exploration of sports management from a global perspective. With a strong focus on practical application, you will **gain expertise in critical areas** such as strategic planning, leadership, and entrepreneurship. The curriculum includes **specialised modules** in sports marketing, communication, legal frameworks, and more, ensuring you are well-equipped to address the unique challenges and opportunities within the sports industry.

Whether you aim to work with **top-tier sports organisations** or **launch your own ventures**, this program provides the tools and knowledge to make a lasting impact in the field.

[Sign up](#)



**Duration**

9 months



**Modality**

Online



**Language**

English



**N of ECTS**

60



# Differentiating aspects



## Real-world projects

Work on actual sports management projects, applying your learning to industry challenges from day one.



## Networking

You will gain access to exclusive sporting events, offering the chance to connect with top professionals and executives in the sports industry.



## Faculty excellence

Study under esteemed experts in sports management, marketing, finance and other areas, including active members of Real Madrid C. F.



## 80% international students

The master's program is international, offering you the opportunity to build professional relationships with top global experts and students from various nationalities.



## 360° perspective

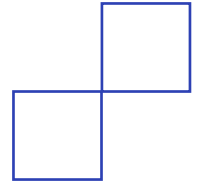
Gain a global and strategic perspective across all areas of the industry's management, becoming an expert in key company functions, including marketing, management, operations, and sports facility management and operations.



## White Week

For one week, you will have the opportunity to attend live-streamed talks with leading professionals from various areas of the industry, executives from Real Madrid C. F., and elite athletes.





# Faculty

The MBA in Sports Management features an outstanding faculty, recognised as a reference in the sports industry. The connection with the sports industry is integrated into the program and serves as the foundation of our practical learning approach.

The master's faculty consists of top executives from Real Madrid C. F. and academics specialized in the sports industry, offering an up-to-date perspective on the realities of the sector.



**Dr. Pablo Burillo**

Director of the Executive MBA in Sports Management

**“Lead, manage, and seize new opportunities emerging in the global sports industry.”**

PhD in Sports Science from the University of Castilla La Mancha. Master's in Sports Organization Management from the Royal Spanish Football Federation. Principal Investigator of the Sport Management European Research Group.

## ■ José Luis Ruiz Expósito

Corporate Director at Real Madrid C. F.

Executive MBA in Sports Management Co-Director

Graduate in Economics and Business, expert auditor with over 30 years of experience in auditing and consulting for the football industry at Arthur Andersen and E&Y.

- **Ángel Alcázar**  
Head of Expense Control, Real Madrid C. F.
- **Alberto Blázquez**  
PhD. Coordinator of Sports Management, Government of Extremadura.
- **José Bonal**  
PhD. Professor, Escuela Universitaria Real Madrid Universidad Europea/Real Madrid C. F.
- **Gastón Brum**  
Executive Director, Argentine Tennis Association.
- **Juan Cantero**  
Sports Consultant, MetaFinal.
- **Manuel Cano**  
Head of Sponsorship, Real Madrid C. F.
- **Pedro Corrales**  
Head of Sponsorship Creation, Real Madrid C. F.
- **Álvaro Fernández**  
LunaPhD. Professor, UEM/Real Madrid C. F.
- **Mario G. Gurrionero**  
PhD. Managing Partner, Comunicar es Ganar.
- **Diego García Diego**  
Legal Director, RC Deportivo de La Coruña. Expert in E-sports.
- **Jorge García Unanue**  
PhD. Founding Partner, IGOID-SPORTEC.
- **Manuel Garzón**  
Corporate Licensing Manager, Real Madrid C. F.
- **Pablo Vega**  
PhD. General Director, CrossDNA.
- **Tomás Gutiérrez**  
Executive Director, Novacapital.
- **Ramiro Lahera**  
Executive Director, Táctica Sport Culture, President of the Madrid Triathlon Federation.
- **Juan Pedro Martínez**  
Retail Manager, Real Madrid C. F.
- **Ignacio Mochales**  
Director of Competitions, Royal Spanish Swimming Federation.
- **David Moracho**  
Marketing Services Manager, Real Madrid C. F.
- **Abel Moragón**  
Planning and Control Manager, Real Madrid C. F.
- **Elena Naranjo**  
Legal Manager, Real Madrid C. F.
- **Francisco Panadero**  
Director of Infrastructure and Assets, Real Madrid C. F.
- **Ismael Parrilla**  
Director of Spain and Latin America, NSCA (National Strength and Conditioning Association).
- **Óscar Sánchez Campos**  
Director of Sports Facilities, Madrid.
- **Miruna Seitán**  
Corporate Licensing Manager, Real Madrid C. F.
- **Ignacio Somalo**  
PhD. Founder, Lonesome Digital.
- **Alberto Talavera**  
PhD. Manager, Spanish Association of Golf Managers.
- **Javier Tola**  
Managing Director, Simply Sport.

Meet the whole faculty







# Online methodology

## Online teaching

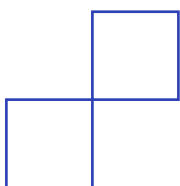
The online methodology at Universidad Europea focuses on the student, ensuring effective and personalized learning, supporting them at every step to achieve their goals. Technology and innovation enable us to provide a dynamic and motivating environment, offering the flexibility needed and the tools that ensure quality education.

Our approach is rooted in experiential learning, making the process intuitive and dynamic. You'll engage with real-world case studies, comprehensive educational resources, lively discussions, virtual classes, and both individual and collaborative projects. This fosters a vibrant exchange of ideas and enriches the learning experience for all students.

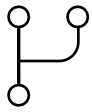


Our Virtual Campus ensures that you can access all course materials at any time, giving you the flexibility to study at your own pace.

Alongside this, a continuous assessment system keeps your progress closely monitored, ensuring that you are always moving towards your goals with the support of your professors.







### Continuous assessment

An evaluation system that allows the student to assimilate the content progressively and effectively as the course progresses.

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### Personalisation

Focused on ensuring **effective, flexible learning** that is tailored in both format and content to meet the needs of the student.

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### Technology and innovation

A virtual campus based on an agile platform that promotes **collaborative learning** and provides tools to ensure high-quality education.

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### Interactive content

Dynamic resources to facilitate content comprehension and motivate students to broaden their knowledge: masterclasses, seminars, and **weekly virtual tutoring sessions**.

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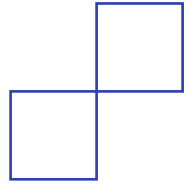
### Academic support

Three specialised roles in the online modality: faculty, program assistants, and the student experience team. Their goal is to support the student's development and resolve any questions.



### Networking

Online students will have access to the **Alumni network, professors, and companies**. This increases the market value of the students' profiles, creating highly attractive professionals in the job market.



# Join AISports Artificial Intelligence in Sports

**Prepare to Apply Artificial Intelligence to management in the Sports Sector**

Gain the opportunity to learn from internationally renowned experts in AI within the sports industry. Through live online classes, exclusive content, and the development of a master's thesis project centred on AI, you'll acquire the skills and knowledge to excel in this innovative field.



**Steve Côté**

Diplomatic

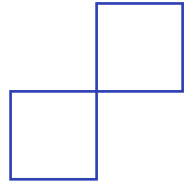
— Executive MBA in Sports Management 2020/2021

”

“This master's offered me everything I 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.



# Partner Companies



At Real Madrid Graduate School Universidad Europea, we believe in the importance of collaborating with leading companies across various sectors. Our network of partner companies enriches our educational ecosystem by providing practical learning opportunities, real-world work experiences, and valuable connections for our students.

These partnerships not only enhance our academic offering but also prepare our students to tackle the challenges and seize the opportunities of today's job market.



**Emile J. Machado**

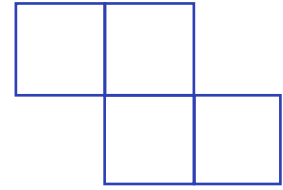
CEO Profit4Life

— Executive MBA in Sports Management 2022/2023

”

“All the knowledge I’ve gained from the MBA has provided me with the tools I need to grow and develop as a professional. The networking opportunities offered by this MBA are also incredible.”

# International experiences



The **international focus of the School** and its strong ties to the global sports industry are evident in every aspect of our academic model.

As a student, you will have the opportunity to **take part in two international trips**, choosing from a selection of exclusive experiences.

This journey offers the chance to visit some of the most influential organisations in your field of study worldwide. You will attend presentations by executives from these organisations, providing invaluable insights into the expertise and strategies behind the success of leading sports institutions globally.

Experiences included in this program:



## New York or London, among other cities

### [Leaders in Sports Management](#)

Choose to dive into American sports management, gaining firsthand insight into organizations like the NBA or USTA, or explore the unique English business model, the birthplace of numerous sports and a leader in implementing strategies for sports professionalization.



## Madrid

### [Revolutionising the sports industry.](#)

You will discover the key aspects of the club's operations. You will get an inside look at the Real Madrid Sports City – Florentino Pérez, and the Santiago Bernabéu stadium. You will visit major international sports organizations in Madrid and meet with their executive leaders.





## Who it is aimed at and career opportunities



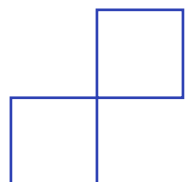
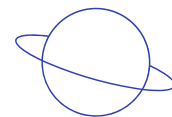
The **Private Master's Degree Executive MBA in Sports Management** is designed for management and sports professionals looking to advance their expertise in the field. This program is ideal for those aiming to integrate innovative methodologies and cutting-edge technologies into their practice. It is designed for:

- Professionals who wish to change sectors and want to focus their professional career on the management of entities in the sports industry.
- Professionals who already work in the sports industry and wish to gain new knowledge and update their training.
- Current or former athletes who want to develop their business skills.

# Access requirements

For access to the Accredited Private Executive MBA in Sports Management it is necessary to fulfill one of the following requirements:

- To be in possession of a University Degree. In the case of being a graduate from a university outside of Spain, it is not necessary to have had the degree officially recognised by the Spanish Education Ministry.
- To have accredited professional experience related to the programme of interest. This guarantees the achievement of the abilities specified in the Profile for prospective students section. Some of the programmes offered at Universidad Europea do not allow access through professional experience. See the full list here.
- Higher Vocational Training Graduates who can accredit professional experience after completion of the internship.
- In all cases, the University may limit access to certain degrees if a specific university degree has not been previously completed.



# Curriculum



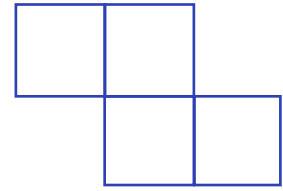
## Modules

- |           |  |            |  |
|-----------|--|------------|--|
| <b>1.</b> | <b>General Management</b><br>— 6 ects  | <b>7.</b>  | <b>Specialization Branch<br/>– Marketing and<br/>Communication</b><br>— 6 ects |
| <b>2.</b> | <b>Finance</b><br>— 6 ects   | <b>8.</b>  | <b>Specialization Branch –<br/>Sport Facility Operation</b><br>— 6 ects        |
| <b>3.</b> | <b>Marketing and<br/>Communication</b><br>— 6 ects   | <b>9.</b>  | <b>Internship</b><br>— 6 ects  |
| <b>4.</b> | <b>Management and Operation<br/>of Sports Venues</b><br>— 6 ects                               | <b>10.</b> | <b>Master Thesis</b><br>— 6 ects   |
| <b>5.</b> | <b>General Management</b><br>— 6 ects  |            |  |
| <b>6.</b> | <b>Specialization Branch<br/>– Entrepreneurship and<br/>Sports for Development</b><br>— 6 ects |            |  |

[View the whole curriculum](#)



# Specialise your master



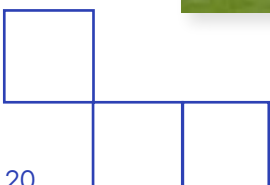
## Executive MBA in Sports Management + Certified Program in Big Data and AI in Sports Management

Learn to implement artificial intelligence, transforming and enhancing the performance of sports organizations through data analysis and management.



## Executive MBA in Sports Management + Certified Program in Sports Marketing and Digital Transformation

Learn the principles of technological transformation and digital marketing in the sports industry. Acquire a new perspective on the use of platforms and analytical tools for the development of content and advertising strategies.



# Admission process

The admission process to pursue an online postgraduate at Real Madrid Graduate School can take place throughout the year, although enrolment in any of our programs is subject to availability of open places.

To complete the process, you must follow these simple steps:

## 1

**Documentation:** You will need to send the specific documentation to your personal advisor.

- Admission form.
- Legal document for access to the chosen degree.
- A copy of your ID card.
- Curriculum vitae.

## 2

**Access:** Once reviewed, your personal advisor will contact you.

## 3

**Place reservation:** Confirm your place in the program through our various payment methods.

- Bank direct debit.
- Credit card.
- Virtual payment.

**And that's it! Welcome to Real Madrid Graduate School.**

[#Trainyourdreams](#)

Sign Up!



# Other programs that could be of interest



## Private Master's Degree in Sports Marketing and eSports Management

Online

English



## Private Master's Degree in Football Coaching and Sport Direction

Online

English



## Máster Universitario en Dirección de Entidades Deportivas MBA

Online

Español







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<https://universidadeuropea.com/en/about-ue/real-madrid/>



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