



Escuela Universitaria  
Real Madrid  
UNIVERSIDAD EUROPEA

MBA - Master's  
Degree in

# Sports Management

Chosen between 10 best Sports Management  
MBA in Europe per SportBusiness Postgraduate  
Ranking

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Acto de Graduación 2022



# Academic Curricula

## MBA - Master's Degree in Sports Management

### Module I

#### General Management in Sports Companies

- Economic Analysis of the Sports Industry
- Strategic Planning. Analysis of Sports Environments and Competition
- Business Management Models and Economic Aspects

### Module II

#### Finance

- Annual Accounts for Sports Clubs and Organizations
- Planning and Control in Sports Organization Management
- Financial Management

### Module III

#### Sports facility management and operation

- Infrastructure Management within a Sports Entity
- Production of Sporting Events
- Quality and Incident Management

### Module IV

#### Marketing and Communications

- Strategic and Operational Marketing
- Sponsorship in Sports
- Audiovisual Rights
- Sports and Society
- Sports and the Media

### Module V

#### Managerial Skills and Human Resources

- People Management and Teamwork
- Coaching Applied to Sports
- Motivational Leadership of Teams
- Communication: Public Speaking in Professional Environments
- Emotional Intelligence in Sports Organizations

### Module VI

#### Specialization Branch A: Entrepreneurship and Sports for Development \*

- Strategies for Starting a Sports Business
- The Business Plan and Financing
- International Organizations in Sports for Development
- Corporate Social Responsibility and Sports
- Social Entrepreneurship in Sports
- Keys to Success and Failure

### Module VII

#### Specialization Branch B: Marketing and Communications\*

- The Media
- Advertising Agencies
- Official Organizations
- Sports Rights
- Sporting Events and Brand Profitability
- Sports Clubs
- Sponsorship
- Brand and Identity Management
- Practical Application of a Communication Plan
- Social Network and the Community Manager
- Sports Content in the New Digital World

### Module VIII

#### Specialization Branch C: Sports Facility Operation\*

- Management of Sports Facility Operations
- Security and Technology at Sports Facilities
- Municipal Operations and Management
- The Fitness and Wellness Market
- Large Parks
- Golf Course Management
- Organization of Sporting Events
- Management of Leisure and Non-Conventional Spaces

### Module IX

#### Internship

### Module X

#### Master's Thesis

\* Of the four specializations student has to choose three. The Module VI Specialization Branch D – Sports Law, it is available campus based in the afternoon in Spanish.

The University reserves the right to make any appropriate changes to the proposed teaching staff, the syllabus, or the venue where the postgrad course is to take place. The University also reserves the right to delay the start of the course or to cancel it if the minimum number of students is not reached.