



## MBA MASTERS DEGREE IN SPORTS MANAGEMENT



Choices International is pleased to offer this MBA in partnership with Universidad Europea and Real Madrid

In recent years, sport has become a discipline that has expanded beyond its previously defined boundaries, thus increasing the need for specialised professionals in the various areas associated with the world of sport and sports organizations. The MBA - Master's Degree in Sports Management is taught 100% in English and provides specific training in the field of sports management. Since it was first devised, it has benefited from the support of many sports industry experts and PhD graduates, who have defined the training needed for successfully & responsibly managing institutions in fast-changing environments around the world. Classes will be eminently practical, combining group & individual work with the case study method. Students will have to prepare readings & research and will be evaluated using the Gauss bell curve.

This MBA primarily consists of ten modules on company management, followed by a cross-disciplinary module on management skills. The program contains a segment that specializes in sports and focuses on marketing, management and the operation of sports facilities. The international nature of this program will enable students and sports managers to obtain the broadest possible perspective on all existing sports management models, not only in Spain but also beyond our borders, thanks to the participation of a top-class international faculty. This educational commitment will exponentially improve the scope and professional possibilities of our students.

The objective of the MBA - Master's Degree in Sports Management is to train management professionals in the world of sports, especially graduates who wish to focus their professional careers on sports management, professionals in the field of sports who wish to update their knowledge, professionals from other fields of knowledge who wish to enter the sports world, or professional athletes who, having retired from competition, aspire to continue in the sports arena as managers.

### KEY FACTS

#### LOCATION

Madrid  
Universidad Europea.

#### DURATION

60 ECTS, 2 different editions:  
Spring intake: from May to March  
Fall intake: from October to June

#### SCHEDULE

Spring edition:  
Monday to Thursday between  
9:30 am to 13:30 pm  
Fall edition:  
Monday to Thursday between  
9:30 a.m. to 13:30 p.m.  
Monday to Thursday between  
10:00 a.m. to 14:00 p.m.

#### STUDY OPTION

With Universidad Personal, students can decide the percentage of campus-based & online training they want to be enrolled in.

#### ADDITIONAL TRAINING

##### ACTIVITIES:

Santiago Bernabéu Stadium and Real Madrid Training Complex in Valdebebas.

## INSTRUCTIONAL APPROACH

The MBA - Master's Degree in Sports Management uses the Case Study Method (analysis of real situations outlined by professors depending on their field of expertise) as well as a combination of content-based and hands-on approaches to each of the topics covered.

The topics are structured into modules as follows:

- 25% initial theory (general concepts)
- 50% theoretical-practical development
- 25% case study practice

## ACTIVITIES

During the program, students will come into contact with all the areas in the city where Real Madrid is present (facilities, sporting venues, organizational and management institutions, etc.), as well as with the Fundación Real Madrid. Students will also gain first-hand insight into other facilities and management models through visits to Santiago Bernabéu Stadium, Ciudad Deportiva Real Madrid (Real Madrid Training Complex), Ciudad del Fútbol de la RFEF (Soccer City of the Royal Spanish Football Federation), Caja Mágica (Madrid Open Tennis Stadium), and other spaces intended for leisure and entertainment run by both public and private organizations.

Students may participate in a trip to New York City with other students of the Real Madrid Graduate School. The trip will include visits to the headquarters of important sports leagues such as NBA, MLS, and NHL, major venues like MetLife Stadium, and marketing companies such as Octagon.

This is one of the best experiences a Sports Management student can have, both from a managerial and an operational viewpoint, since they will receive hands-on learning and apply the knowledge they have gained throughout their studies.

## ADDITIONAL EDUCATION ACTIVITIES

- Visit Vitoria with the Baskonia and Alavés management teams.
- Visit Valencia for meetings with executives from Valencia Football Club, the Ricardo Tormo Circuit and the Valencia Marathon organisers.
- Semana Blanca (White Week), during which the students attend sessions with the main directors of the Club and highly relevant professionals in the field of sports.
- Master classes on cutting-edge topics (Big Data, E sports, sports and women, retransmission rights, etc.).

Contact Choices International for further information by email: [info@choices-international.com](mailto:info@choices-international.com)

