



Escuela Universitaria  
Real Madrid  
Universidad Europea



# LEADERSHIP AND SPORTS MANAGEMENT PROGRAM

- The Leadership and **Sports Management Program** has a special focus on the professional side of the business and is designed for professionals who want to combine work and study.
- It will allow students to develop their **Leadership abilities** through the study of concepts in 3 major areas: General Management, HR and Entrepreneurship complemented by the analysis of real case studies.

“ The Sports Industry undergoes the most rapid changes in its history. In this uncertain landscape, managers with the necessary technical expertise and skills are needed to lead their institutions in the direction of growth. ”

*Pablo Burillo*

*Director of the MBA in Sports Management (online)*

# 1

## TOP 3 REASONS

- 60% of the students of the Real Madrid Graduate School are international, which adds a multicultural experience to the program
- Over 30 different nationalities in the classroom
- More than 65 Real Madrid executives are part of the faculty of the Real Madrid Graduate School

# 2

## KEY INFORMATION

### GOAL:

The goal of the program is to develop the **Leadership and Management** competencies of the professionals of the Sports Industry and thus prepare them to be the engine of the change and growth of the Industry.

### WHO IS FOR?

This program is aimed at senior and **intermediate managers** of the **Sports Industry** who, on the course of their duties, need to complement their knowledge and develop their Management skills.

### LOCATION:

Campus Virtual

### DURATION:

1ª Intake: May 2017 to August 2017

2ª Intake: October 2016 to January 2017

### SCHEDULE:

Online

### PRICE:

4.100€



# 3

## PROGRAM

### MÓDULO I. GENERAL MANAGEMENT

- Economic analysis of the sports industry
- Strategic Planning. Analysis of the Sports Environment and competition
- Business Management Models and Economic aspects

### MÓDULO II. MANAGERIAL SKILLS AND HUMAN RESOURCES

- People Management and Team Work
- Coaching applied to sports
- Motivational leadership of teams
- Communication: Public speaking in professional environments
- Emotional Intelligence in Sports Organizations

### MÓDULO III. ENTREPRENEURSHIP, SUSTAINABILITY AND SOCIAL RESPONSIBILITY IN SPORTS

- 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

### MÓDULO IV. FINAL PROJECT

- Final project that integrates all the competencies and concepts acquired and worked throughout the course.

# 4 FACULTY

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## MANAGING BOARD

### **Pablo Burillo Naranjo**

PhD in Physical sciences  
MBA in Sports Management

## PROFESSORS

### **D. José Ramón Capdevila**

Head of Football Administration Real Madrid C.F.

### **D. Robert Good**

Human Resources Strategic Consultant

### **D. Antonio Fernández Monterrubio**

General Manager Group Alvant

### **D. Pedro Díaz Ridao**

Teacher Real Madrid Graduate School / Managing Director at  
Inspirasports

### **D. Matthew Good**

Senior Manager Strategic Planning Telefónica

### **D. Alberto Blázquez**

Lecturer and Human Resources Consultant





The admissions process for **Universidad Europea Graduate School** programs can take place at any time during the year, although enrollment on any graduate program will depend on the availability of places.

For personalized advice, you can go to either of our university campuses (**La Moraleja** or **Villaviciosa de Odón**), or contact us by phone: **902 040 663** or e-mail: [ueonline@uem.es](mailto:ueonline@uem.es) to receive advice from the Graduate Admissions staff. For calls from outside Spain, please use this number: **+34 91 834 0192**.

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**The admissions process involves no costs or commitment for candidates until their place is formally reserved.**

Real Madrid Graduate School - Universidad Europea reserves the right to cancel or delay the start of a graduate program if the required minimum number of enrolled students is not met. The University also reserves the right to make any necessary changes in timetables, faculty assignments, location and campus for the programs. For more information, please check the Graduate School Regulations.

Once candidates have received advice and have provided the necessary documentation, the Graduate Admissions staff will set a date for taking the entrance exams corresponding to the program they are interested in, and for a personal interview with the Master's Program Director or a member of the Admissions Committee.

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## ADMISSIONS COMMITTEE

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