



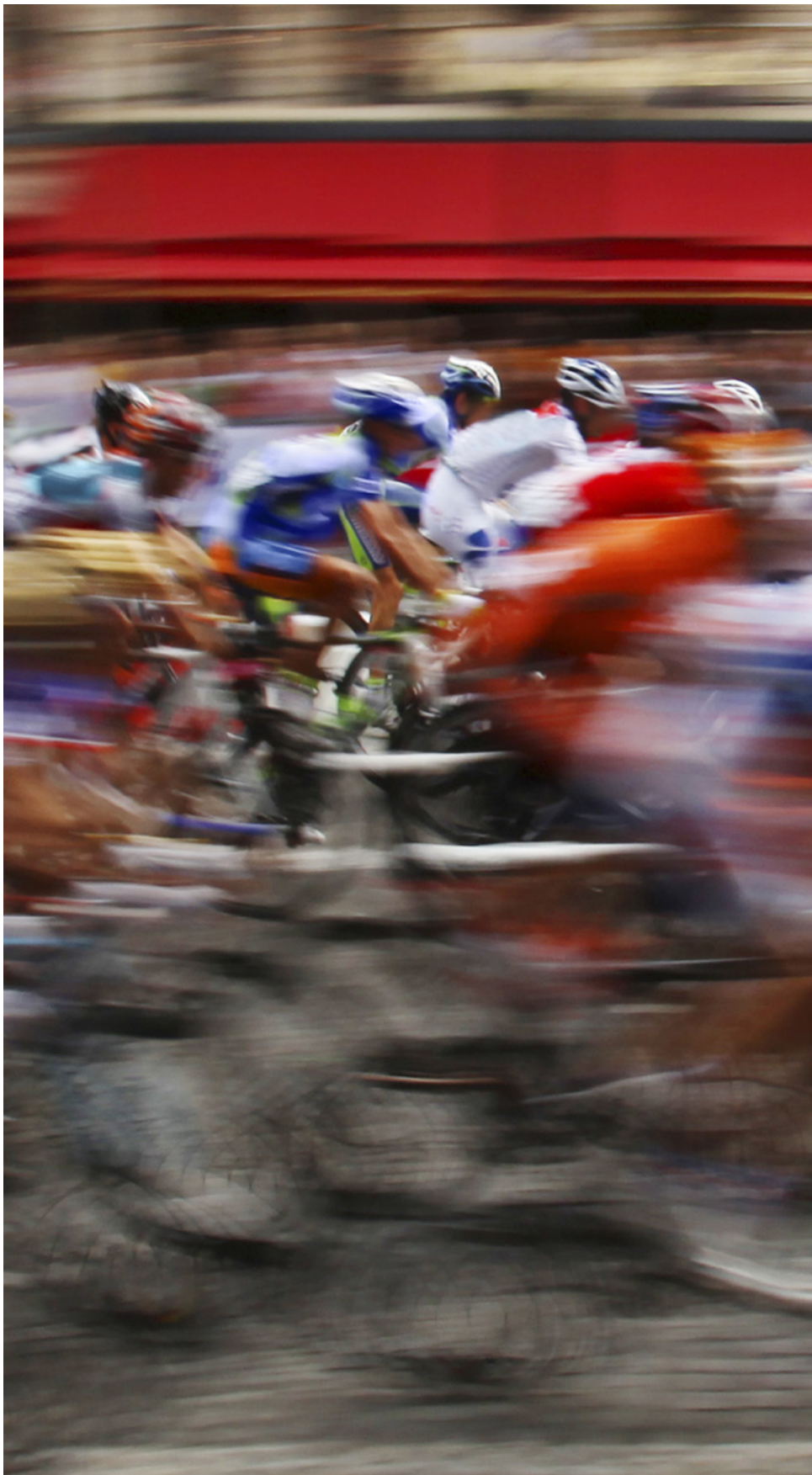
Master in Sport Business

ONLINE



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THE PROGRAM



60 ECTS

13 months
(weekly dedication
of 10-12 hours)

Online

Start
End of september
and March

English or Spanish

The Master in Sport
Business offers two
specializations: Sport
Management and
Sport Marketing and
Sponsorship.

***“The master’s
degree has a
clear professional
orientation. We
work to ensure
that participants
integrate the
knowledge and
skills that are
most in demand
in the sports
industry.”***



JOYCE VAN KOOTEN
Study advisor and
professor at Johan
Cruyff Academy in
Amsterdam
Professor of the online
modules in English on
Leadership in Sport
Organizations and
People Management
in Sport

MASTER IN SPORT BUSINESS ONLINE



“It is a program that responds specifically to the demand of sports companies nowadays”.

LUKAS DORDA
Online Learning
Manager at Johan
Cruyff Institute

The sports business industry has undergone significant changes and transformations in the last decade, becoming more data-driven, technologically advanced, and inclusive. Fan centric culture is a key focus, with new technologies being used to enhance the overall fan experience more comprehensively.

Data analytics has become increasingly important, while the sports sponsorship market has grown significantly. Esports has also gained popularity, with major events and leagues attracting large audiences and significant investment from sponsors. Women’s sports have gained more attention and investment, while social media has become a key platform for sports organizations to engage with fans and build their brand.

New technologies such as virtual and augmented reality have opened up new opportunities for sports organizations to interact with fans and enhance the fan experience. Overall, the sports business industry has become more innovative and dynamic, with a greater focus on connecting with fans, while using more and more sophisticated technology approaches to drive growth.

The main objective of the Master in Sport Business Online is to provide you with a comprehensive understanding of the sports industry and the skills needed to succeed in this field. The program is designed to prepare you for a variety of roles within the sports industry, including key areas such as management, marketing, sponsorship and event management.

You will learn about the latest trends and technologies in sports marketing and management, and develop the skills needed to succeed in this fast-paced and competitive field.

The Master in Sport Business offers two specializations: Sport Management and Sport Marketing and Sponsorship.

These specializations provide you with focused and in-depth knowledge of specific areas within the sports industry. By choosing one of these specializations, you can tailor your studies to your career aspirations and gain a competitive edge in the sports job market.

Rankings SportBusiness International Magazine
SEPTEMBER 2022

2nd **WORLDWIDE**
MASTER IN SPORT
MANAGEMENT

DESIGN YOUR OWN PROGRAM

This program provides you with the skills and knowledge you need to meet the new challenges posed by the sport market. We encourage you to customize it and get a performance bonus in your professional career.

One program, two specializations

The Master in Sport Business Online has two specializations, one in sport management and another in sport marketing and sponsorship, providing a comprehensive understanding of the sports business industry from different perspectives. By offering both specializations, students have the flexibility to tailor their education to their career goals and interests, and they can develop a broad range of skills that are applicable to various roles in the sports business industry.

Sport management focuses on the strategic and operational aspects of sports organizations, including team management, event management, and facility management. It provides the knowledge and skills necessary to manage the day-to-day operations of a sports organization.

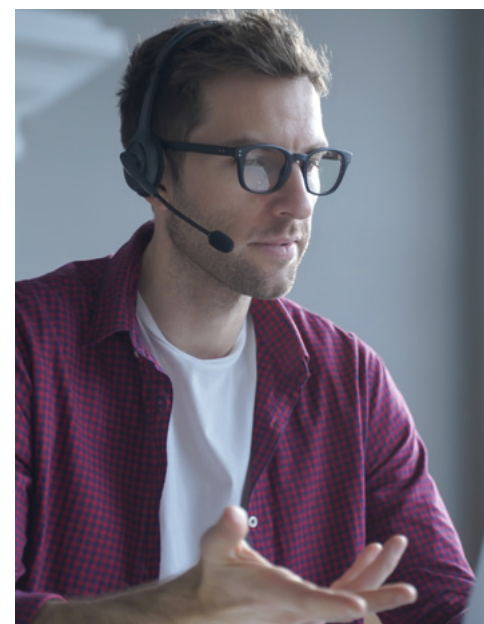
On the other hand, sport marketing and sponsorship specialize in the commercial aspects of sports organizations, It provides the knowledge and skills necessary to promote and market sports organizations and their products and services.

**SPORT MANAGEMENT
SPECIALIZATION**

**SPORT MARKETING AND
SPONSORSHIP SPECIALIZATION**

SPORT MANAGEMENT + MARKETING AND SPONSORSHIP

Furthermore, upon completing your chosen specialization, you have the option to pursue the other specialization as well. This presents a valuable opportunity to expand your skill set and broaden your knowledge in multiple areas of expertise.



Open and customizable

The Master in Sport Business Online is composed of an introductory module, mandatory modules and elective modules. The mandatory modules are divided into foundation modules (Core) and specialization modules (Advanced), linked to this specific program.

Within the elective modules you will have to choose between different group of modules to create your own specialization.

☑ **The mandatory modules** are the core of the master's degree: they provide you with the keys to orient your professional career towards sport management or marketing.

☐ **The elective modules** complete the foundation of knowledge and offer you wide-ranging content and areas of interest that broaden your career options.

Professional approach

Both the approach and the level of demand ensure that you will obtain the final knowledge and skills you need to guide your career.

39 MANDATORY CREDITS

24 ECTS CORE

15 ECTS ADVANCED

21 ELECTIVE CREDITS



Study plan

Within the elective modules you will have to choose between different group of modules to create your own specialization.

Specialization in Sport Management

MANDATORY 39 ECTS

CORE 24 ECTS

- Strategic Management in Sport Organizations
6 ECTS
- Financial Management in Sports Organizations
6 ECTS
- Sport Marketing
6 ECTS
- Master's Degree Final Project
6 ECTS

ADVANCED 15 ECTS

- Innovation and Entrepreneurship in Sport Organizations
3 ECTS
- Sport Facility Management
6 ECTS
- Sport Event Management
6 ECTS

ELECTIVE 21 ECTS

21 ECTS

Choose 4 — 12 ECTS

- Leadership in Sport Organizations
3 ECTS
- People Management in Sport
3 ECTS
- Sustainability in Sport
3 ECTS
- Data Analytics in Sport
3 ECTS

- Sport Law
3 ECTS

- Corporate Social Responsibility in Sport
3 ECTS

Choose 1 — 3 ECTS

- Sport Media
3 ECTS
- eSports
3 ECTS

- Fan Engagement
3 ECTS

- Marketing Digital
3 ECTS

Choose 1 — 6 ECTS

- Sport Sponsorship: Strategy
6 ECTS
- Sport Sponsorship: Activation and Measurement
6 ECTS

More information about each of the modules at www.johancruyffinstitute.com

Specialization in Sport Marketing and Sponsorship

MANDATORY 39 ECTS

CORE 24 ECTS

- Strategic Management in Sport Organizations
6 ECTS
- Financial Management in Sports Organizations
6 ECTS
- Sport Marketing
6 ECTS
- Master's Degree Final Project
6 ECTS

ADVANCED 15 ECTS

- Innovation and Entrepreneurship in Sport Organizations
3 ECTS
- Sport Sponsorship: Strategy
6 ECTS
- Sport Sponsorship: Activation and Measurement
6 ECTS

ELECTIVE 21 ECTS

21 ECTS

Choose 4 — 12 ECTS

- Fan Engagement
3 ECTS
- Sport Media
3 ECTS
- eSports
3 ECTS
- Marketing Digital
3 ECTS
- Data Analytics in Sport
3 ECTS
- Sustainability in Sport
3 ECTS

Choose 1 — 3 ECTS

- People Management in Sport
3 ECTS
- Leadership in Sport Organizations
3 ECTS
- Corporate Social Responsibility in Sport
3 ECTS
- Sport Law
3 ECTS

Choose 1 — 6 ECTS

- Sport Facility Management
6 ECTS
- Sport Event Management
6 ECTS

OBJECTIVES

13 OBJECTIVES TO GO FURTHER

Just get going, you have a future to conquer and now you can follow the path where your vocation for sport and your career expectations in marketing, management, sponsorship and event management converge.

These are the keys to a program designed to launch your professional project, during which you learn to:

1. Develop a strategic and global perspective of the sports industry and apply business principles to enhance decision-making in the field.
2. Foster an entrepreneurial mindset and innovative culture in sport organizations to create new market opportunities.
3. Apply innovative practices in sport marketing to effectively execute marketing strategies and sponsorships.
4. Identify key factors to lead professional teams and achieve optimal results.
5. Interpret financial statements and create financial strategies for new products and businesses in sports organizations.
6. Optimize sport facility and event management.
7. Understand the operating environment of sport organizations, functional areas, and analytical tools.
8. Analyze and implement marketing and sponsorship strategies, and launch and position new products.
9. Make decisions regarding product, price, distribution, and communication components.
10. Utilize qualitative and quantitative analysis and diagnostic tools for sports market research.
11. Understand and assess the role of digital communities and social media in sport organizations.
12. Utilize technological tools to exploit business resources through sport marketing.
13. Identify new trends within the industry and learn how to plan and measure the overall success of your strategy in different areas such as marketing, sponsorship and fan engagement.



5 KEYS TO MOTIVATE YOU

Qualification, hands-on learning, skills development... you will not be short of incentives. You have every reason to take up a challenge that is full of advantages and is a very rewarding experience.

This is just a foretaste of what you will find in a master's program designed by and for sports lovers:

1. Personal and professional growth

The investment you make for a few months will have a lasting impact on your career and is an experience for life.

3. Job opportunities

We compile for you a list of job offers from around the world in the field of sports and send them to you on a weekly basis.



4. The nearest online master's degree

You study from anywhere in the world, but you are always in contact with your teachers, professionals and classmates, so your learning experience is very engaging.

2. Networking

A full program of online seminars with industry experts is an excellent opportunity to expand your professional network.

5. Study trip (not included in the price)

If you want to go further, the program offers you the possibility of a trip where you will continue your studies while living an unforgettable experience.



CAREER OPPORTUNITIES

CHOOSE FROM MULTIPLE CAREER PATHS

Our programs are constantly updated to meet the needs of companies and expand your range of career options.

The latest trends in sport marketing are waiting for you. These are some of the job opportunities within your reach:

- Marketing manager for sports organizations
- Sponsorship manager for sports organizations
- Fan engagement specialist
- Sports industry data analyst
- Partnerships manager
- Market analyst

This master's degree offers you a balance between generalist and specialized knowledge, so it also opens doors in other areas:

ADVERTISING AND BRANDING

Advertising agencies and communication agencies.

SPORTS COMPETITION

Professional sports clubs and event management

DIRECTION AND MANAGEMENT

Federations, sports associations, NGOs and foundations.

SPORTS CONSULTING

Own business initiatives.

SPORTS JOURNALISM

Media agencies and media outlets.

“Studying this master’s degree gave me new job opportunities. It has been the best academic experience of my life”.



BYRON PIEDRA
Ecuadorian athlete
Alumnus Master in Sport
Management Online
Promotion 2020- 2021

“What an experience the master’s degree! It has helped me a lot in my current job and I have generated new contacts that I will always value.”



MARISKA ELFRINK
Manager New Business at PSV
Alumnus Master in Sport Marketing
and Sponsorship Online
Promotion 2020-2021

80%

OF STUDENTS WORK IN THE SPORTS INDUSTRY AFTER THEIR MASTER’S DEGREE



PEDAGOGICAL MODEL

YOU ARE THE PROTAGONIST

You are immersed in an ecosystem designed to improve your performance: you progress alongside professionals from the sports industry, with the constant assistance of a program manager, teachers who accompany and guide you, and a teaching team that has taken care of every detail of the master's degree.

This is how you learn:

Learning by doing

You learn theoretical concepts and quickly put them into practice, while using the most innovative tools in sport marketing and sponsorship. At Johan Cruyff Institute you practice “technique” and “tactics”, but your life experience—“learning by doing”—is the main source of knowledge.

Challenging business cases

You are faced with solving real business problems, tackling challenges posed by companies in the sports industry. You have live sessions with your teachers and industry experts, where we encourage you to be curious, to ask questions, to get involved in the hands-on experience to the fullest.

You are at the center

We support you in your studies, but we are demanding. We guide you, but you are responsible for your learning process. We prepare you, but in this race, you are the one who competes.



RESOURCES AT YOUR FINGERTIPS

- 1 Case studies developed as a team
- 2 Projects that respond to real business challenges
- 3 Business simulations
- 4 Discussions and forums
- 5 Webinars and live chats
- 6 ICT apps and management tools
- 7 Self-assessment exercises
- 8 Virtual resources
- 9 Research
- 10 Links to bibliographic references

FORMAT

THE MOST HUMAN ONLINE MASTER'S DEGREE

**Enjoy all the advantages of online education
without giving up direct assistance and
personalized attention from your professors.**

We are always with you

The professors continuously monitor your progress and help you improve your performance. In the classes you put theory into practice, but you also have access to theory webinars to reinforce your knowledge. When you use the resources of the digital platform you are in contact with a professor who can answer your questions at any time. You study online, but the human component of this master's degree keeps your motivation alive.

Final project and cross-cutting projects

They are the opportunity to put into practice everything you are learning and to put your knowledge into practice by carrying out a real project. You will be developing a real project with the help of a tutor during your preparation. Also, throughout the course, you will participate in a series of seminars where specialists and entrepreneurs in the sports sector will present their business initiatives. Is there a better source of inspiration for your projects?

Voluntary internships

Football clubs, federations, sports complexes, event and sport marketing companies, intermediary agencies, consulting firms—every year we sign agreements with different entities in the sports sector to meet your preferences, whatever your professional interests may be.

In this program, internships are extracurricular, but if you are interested in doing one you can apply for any the offers that we publish in the virtual classroom of the master's degree or select the company that interests you the most and we will guide you through the process to provide you with the best experience.

3 ECTS
5 weeks

6 ECTS
10 weeks

10-12 h per week
online
(approximate
dedication)

100% Flexible

ADVANTAGES

- You can choose part of the content of your master's degree.
- You decide whether to take it in 13 months or in 18 months.
- You always study in direct contact with your professors.
- You learn from the direct experience of professionals in the sports sector.
- You do some excellent networking.

+170
AGREEMENTS
WITH
COMPANIES,
FEDERATIONS
AND CLUBS

THE MOST FLEXIBLE ONLINE MASTER'S DEGREE

You study a master's degree as demanding as the on-campus one, which also allows you to combine your studies with your work and personal life. Sounds good, doesn't it?

From anywhere in the world

The virtual campus is always operational. You can connect at any time and always have a quick response from your teachers. Live sessions are recorded so you can watch them whenever you want, regardless of the country you live in or the complexity of your schedule, your timetable or your training sessions.

At your own pace

Do you work? Do you train? It doesn't matter. You are still the one who sets the pace you want to set in your life. Decide whether you want to complete your master's degree in 13 or 18 months. We love to make it easy for you so that you can make the most of your master's degree while choosing the workload that suits you best.

Planned in detail so that you can perform at your limit

If you study online you want great results while optimizing your time to the maximum. That's why we have designed a program where every knowledge module, every piece of content, every activity, every delivery and every exam date is carefully planned.

This is how a standard module works:

6 ECTS = 10 WEEKS

Weeks	W 1	W 2	W 3	W 4	W 5	W 6	W 7	W 8	W 9	W 10
Phases	THEORY				PRACTICE				FINAL PROJECT	
Structure	Theoretical content: PPT, PDF, podcast, videos, webinars				Case study + explanation of the activity, webinars				Final project summarizing the course syllabus	

3 ECTS = 5 WEEKS

Weeks	W 1	W 2	W 3	W 4	W 5
Phases	THEORY		PRACTICE		
Structure	Theoretical content: PPT, PDF, podcast, videos, webinars		Case study + explanation of the activity, webinars		



PARTICIPANT PROFILE

YOUR TRAVEL COMPANIONS

If you believe that the exchange of ideas multiplies talent and you want to educate yourself in a cosmopolitan environment, you're in the right place. At Johan Cruyff Institute, you will meet people with diverse cultures, from different countries and professional backgrounds, but who have in common their passion for sport.

AVERAGE AGE
30 YEARS

29%
PROFESSIONAL ATHLETES

NACIONALIDAD

25%
SPANISH

75%
MEN

71%
ALREADY WORK IN THE SPORTS INDUSTRY

75%
INTERNACIONAL

25%
WOMEN

ACADEMIC BACKGROUND

27%
MARKETING AND COMMUNICATION

8%
MANAGEMENT AND ADMINISTRATION

5%
SPORT

60%
OTHER



“This was one of the best choices I could have made. It has given me new contacts and friends within the sports sector, and also new fresh ideas and insights which will help me as a professional within a rapidly changing sports industry.”

ANJA VREG
Board of Directors at WTA
Alumna
Master in Sport
Management Online
Promotion 2019-2020



“Including the quality and diversity of the people, both faculty and peers, I would describe this program as an essential experience for any marketing and communications professional looking to work in sport.”

SERGIU PETRE
Media Manager at
Superbet
Alumnus - Master in
Sport Marketing and
Sponsorship 2020-2021



“My transition from student into Sports Business was smooth, and I can not express enough gratitude to the team who prepared me for that.”

RASMUS HALLBÄCK
Owner at Anchor Sports
Advisors
Alumnus
Master in Sport
Management Online
Promotion 2020-2021

BEYOND THE VIRTUAL CLASSROOM

At Johan Cruyff Institute you will enjoy an educational experience that breathes sport through and beyond. Imagine a program where you can share experiences and opinions with your colleagues, with professional days that are perfect for networking and with inspiring conferences and meetings.

SUPPORT

From the moment we welcome you until the day of your graduation you are permanently supported. Throughout the master's program you will be directly assisted by a program manager who will monitor your progress and you will have the constant assistance of tutors, teachers and the administrative staff of Johan Cruyff Institute.

PASSION

If sport is passion, it is normal that you are connected to people full of energy, classmates, teachers, professionals in the sports industry who share this differential value with you and who pass on their excitement for what they do.



NETWORKING

You have different opportunities to expand your professional network through the different conferences and events we have scheduled. These are some of them:

- **Webinars:** specialized in each of the modules: they are the culmination of each subject and you meet specialists in each subject taught.
- **The C Room:** the webinars where current topics in the sports industry are presented and you can discuss them online with students from all over the world
- **Study trip:** we give you the option of going on a study trip (not included in the program price) where you can complete your education while living unforgettable moments.
- **Amsterdam-Barcelona conference:** you can participate in this conference where you work in a team to solve a business challenge.
- **Graduation ceremony:** the moment to celebrate with your classmates that you have successfully completed a stage full of effort and dedication.

You enjoy invitations and discounts at the main congresses and conferences in the sports industry, so you'll always be up to date and get the most out of your master's degree. And you also have reduced-price tickets to various sporting events.

THE BEST NETWORK OF COLLABORATORS

We work with different institutions and collaborating companies that actively participate in meetings, conferences and activities. Together we have woven a network where there is a constant transfer of talent and knowledge, which enriches us mutually.



FROM WATER POLO PLAYER TO HEAD OF MARKETING, SPONSORSHIP AND SOCIAL MEDIA AT CLUB NATACIÓ GRANOLLERS

Discover how an elite athlete sets new professional goals through discipline and motivation.

With more than 20 years of water polo behind him and after a time in the world of hospitality, the pandemic made Sergi Gimeno rethink his future. Since last year, he has been in charge of marketing, sponsorship and social media at the club where he played for two decades, the Club Natació Granollers, where they suggested he study the online Master in Sport Marketing and Sponsorship.



SERGI GIMENO
Head of marketing,
sponsorship and social media
at Club Natació Granollers
Former student of the Master
in Sport Marketing and
Sponsorship online 2021

—I chose the online mode to be able to combine my studies with my work and sporting life. With an 8-hour job and 4 hours of training I could not go to class. It was the best option for me. I organized the activities I had and scheduled them according to the time I had available.

—My experience has been very positive, with very involved teachers, and I have been able to apply many of the examples discussed in class. The modules that I have been able to transfer the most to my day-to-day work were the ones on sponsorship, which helped me to create a way to find sponsors, and fan engagement, from which I got several ideas for my club.

—The fact that the master's is international has been very positive for increasing my network of contacts, especially on LinkedIn."

—I recommend this master's if your agenda is very full, because if you are organized you can combine it without having to leave your work or your life to one side, and can improve your knowledge and apply it to what you are most passionate about, sport.

“My experience has been very positive, with very involved teachers, and I have been able to apply many of the examples discussed in class”



FROM THE HANDBALL COURT TO SPORT MANAGEMENT

Discover how an elite athlete sets new professional goals through discipline and motivation.

Eduarda Amorim is a legend in women's handball: she competed in four Olympic Games, has been world champion with Brazil, and has an endless list of titles. At the end of her sporting career, she decided to opt for training as a springboard to the future. Among all the options available, she chose Johan Cruyff Institute's Master in Sport Management Online, which has allowed her to study while continuing to compete at the highest level.

—Sport has its risks, and a sporting career can end very quickly. The physical trainer we had in Rio 2016 was the one who encouraged me to take the step.

—I was looking for information on sport management programs in Europe, where I want to work. I reviewed the different options and decided to apply for a scholarship for the Master in Sport Management Online through The Cruyff Athlete Fund.

—I like the way the different topics of the master's degree are dealt with, it's really applicable, and how much they believe in athletes working on the management side of things after their career.

—More or less, you have to study two or three hours a day, depending on the schedule, but after two months you get into the rhythm and I think it is possible.

—We work with real cases, so you have to apply what you are studying and this is really interesting for me, because you have to present an event, a marketing plan, it's not just theory.

—In each module we have debates and I like to participate because you can give your opinion, receive the opinion of others and the exchange is really enriching.

—I would recommend it to athletes and I would advise them to do it while they are still active, but also to all those who love sport.

EDUARDA AMORIM
Representative of
Olympic athletes
Brazilian Olympic Committee
Student
Master in Sport Management
Online 2021

“I am calm because I am doing what is under my control, which is preparing myself financially and studying. I’m sure this will open up more opportunities for the next stage in my career.”



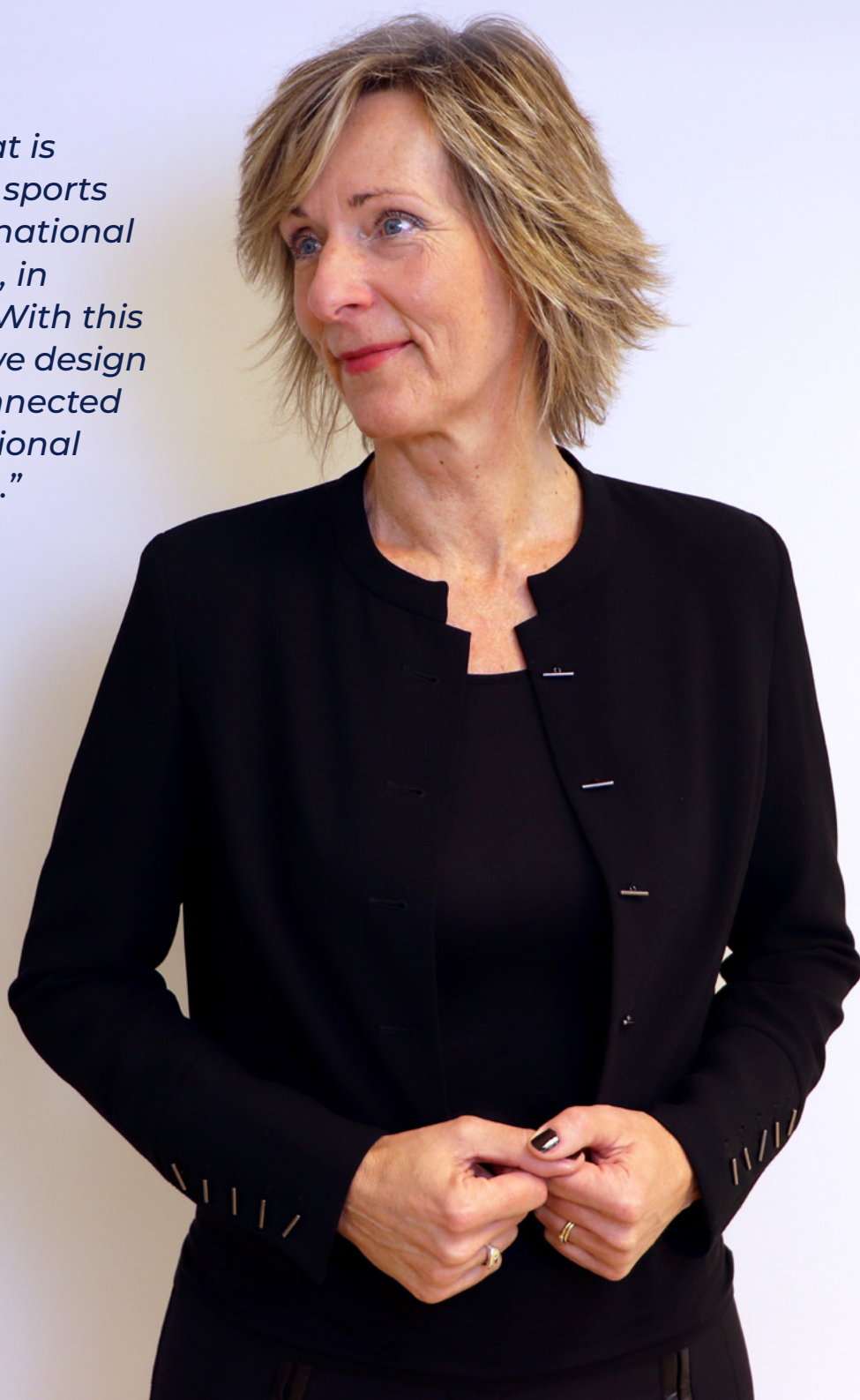
WELCOME TO JOHAN CRUYFF INSTITUTE

MARIËL KOERHUIS

General Manager of Johan Cruyff Institute



We know what is happening in sports clubs, in international organizations, in federations... With this information we design programs connected to the professional world of sport.”



On the way to the top

At Johan Cruyff Institute, we offer you the tools and the learning environment you need for a successful career in the sports industry, a scenario as uncertain as it is full of opportunities, where quality professional training is more essential than ever.

But the road to the top is not easy: the route requires breaking down barriers and overcoming obstacles, keeping pace with the technological revolution, innovating, adapting to the dizzying changes that companies and sports organizations are undergoing. So, whether you are an athlete or not, get ready to start a rigorous and competitive academic training program, which will demand effort, perseverance and discipline, and where your drive and mentality will be great allies to achieve success.

At Johan Cruyff Institute, we accompany you on this exciting journey along which you will grow personally and professionally, and with every step you take towards the top, you become stronger.

**At Johan Cruyff Institute,
sport permeates everything:
it is present in every
class, in every tutorial, in
every little detail, in the
atmosphere you breathe
and in the spirit we share
as teachers, students and
collaborators.**

We welcome you to the institution where your passion is also your professional future, where we listen to your needs, and where we transmit the knowledge and experience that only those closely linked to the sports industry have.

THE OFFICE AS SEEN FROM THE FIELD

Johan Cruyff Institute is a business school founded in 2002, specialized in the education of athletes and professionals in the sports industry.

We grew out of an idea of Johan Cruyff, who decided to create an educational institution to help athletes enter the world of work. This plan was born with a ground-breaking approach that he would describe as “thinking from the field transferred to the boardroom”, and thus transferring all his experience as a player and coach to the business environment.



During these two decades we have progressed and adapted along with the times, while always remaining faithful to our philosophy of “learning by doing” and advancing side by side with our students. And, above all, looking to the future, to give them all the knowledge and innovation demanded by today’s sports industry, where areas that did not exist a short time ago, currently offer a wealth of great opportunities.

As a result, more than 9,500 graduates of Johan Cruyff Institute work as sport managers around the world, in areas as diverse as business administration and management, marketing and leadership in sport management.

What began as a pioneering initiative that looked at the professional universe from the sport perspective, has become a consolidated and global academic project, which today has centers in Spain, the Netherlands, Mexico and Peru, but also reaches all over the world thanks to our extensive experience in online training. What’s more, Johan Cruyff Institute offers programs that have official accreditations from universities and master’s degrees that are well placed in the ranking lists for sport management education.



We like to think that this recognition and the achievements obtained are the result of our own work culture, where sport, innovation and academic quality share the focus with social commitment.

+9,500
STUDENTS

56%
ON CAMPUS

44%
ONLINE

4
CAMPUSES

BARCELONA
AMSTERDAM
LIMA
MEXICO CITY

+90
Academic
programs

11
DELEGATIONS
WORLDWIDE

17
INTERNATIONAL
AGENTS IN
18 DIFFERENT
COUNTRIES

127
Teachers

Rankings SportBusiness
International Magazine
SEPTEMBER 2022

TOP 40

GLOBAL RANKINGS
MASTER IN SPORT
MANAGEMENT

2nd
WORLDWIDE
MASTER IN SPORT
MANAGEMENT
ONLINE

- Australia
- Brazil
- Chile
- Colombia
- Denmark
- El Salvador
- Faroe Islands
- Guatemala
- Iceland
- Ireland
- Israel
- Italy
- Mexico
- Middle East
- Northern Ireland
- Norway
- Peru
- Scotland
- Venezuela

15
Universities and
international
partners

+170
Agreements
with companies,
federations and
clubs

THE FACULTY

LEARN FROM THE BEST PROFESSIONALS

Businessmen, executives, managers, entrepreneurs, researchers... Your teachers are passionate about teaching, but they combine their educational role with their day-to-day work in their companies, their consultancies and their various professional activities.

The faculty of Johan Cruyff Institute is composed of professionals from the sports industry who know how to connect what they teach in the classroom with what they really experience in their day-to-day business. They do this through case-based teaching, simulations, workshops, forming interdisciplinary work teams and bringing you closer to the practical reality of their work.



80%

**ARE WORKING
PROFESSIONALS
AS WELL AS
PROFESSORS**

127

**FACULTY
MEMBERS**



FACULTY TEAM

Working with professionals implies that the list of professionals may eventually be subject to change. In any case, we always ensure the highest teaching quality.



“We stand out for our firm commitment to practical training, supported by a teaching staff that is well acquainted with the latest trends in sport management.”

VÍCTOR JORDÁN
PROFESSOR OF THE
MASTER IN SPORT
MANAGEMENT ONLINE.
Academic Director at
Johan Cruyff Institute

ARNAUD AMOUROUX

Arnaud has over 15 years' experience as a political risk analyst, policy adviser and program manager with intergovernmental bodies such as the UN. His fields of expertise include international peace and security (preventive diplomacy, conflict resolution, peacebuilding and peacekeeping), human rights and good governance. He has served both at headquarters (New York and Vienna) and in volatile environments (Democratic Republic of Congo, Sudan and the Balkans). Working in conflict-affected areas has cemented his belief in the irresistible power of sport to build bridges and foster reconciliation.

CARLOS ARRANZ

Sales and marketing director at Real Zaragoza. He has more than 15 years of experience in marketing and advertising. He holds a degree in business economics from the HZ University of Applied Sciences in the Netherlands.

JOSÉ LUIS BELTRÁN

Digital project manager at FC Barcelona and specialist in fan engagement, digital strategy & analytics. He leads the communication and integration between the departments of sales, marketing, operations and customer service from a technological standpoint. He is also responsible for the projects of communication, negotiation and consensus in decision-making between business and technology, as well as for the management of e-commerce projects and m-commerce.

MARC BERNADICH

Marc has been director of business studies at Manresa-Fundació Universitària del Bages (FUB) for more than 14 years, and is professor of entrepreneurship and innovation in sports organizations. He holds a PhD in business administration and management from the Universitat Autònoma de Barcelona.

RICHARD DENTON

Richard has been working in the sport marketing and entertainment business since 1989. He has worked for global brands such as Canon, Philips, Omega, ABN AMRO, Heineken and Unilever, across a variety of sports and events including the FIFA World Cup, UEFA Champions League, Formula 1, Volvo Ocean Race, PGA European golf tour, the Ryder Cup, Wimbledon, Roland Garros and the Olympic Games. Richard used to be managing director of one of Holland's leading sport marketing agencies, Trefpunt-PRISM, from November 2009 until September 2015. His most recent position was manager of sponsorship and partner sales at Vitesse Arnhem, and he is currently the academic director of the Master in Sport Management.

LUKAS DORDA

Lukas has been working at Johan Cruyff Institute as online learning manager since 2014. He has a master's degree in cultural studies from Comenius University Bratislava, as well as several master's degrees in sport management, marketing, sponsorship and football business from Johan Cruyff Institute. He is currently doing a PhD in sport science at UCAM Murcia. He has more than 10 years of work experience in sport business in different European countries and in different roles.

GABRIEL ESCARPENTER

Gabriel holds a bachelor's degree in business administration and a master's degree in marketing from Esade, as well as an executive master's degree in business administration from IESE Business School. He currently holds the position of commercial intelligence manager at Euroleague Basketball and is a professor of sponsorship on the Official Master's Degree in Sport Management (on-campus and online) at Johan Cruyff Institute. Previously, he was digital media executive at Dorna Sports and

held key account manager roles in other multinational companies, such as Rakuten and HP.

DAVID HIDALGO

David is CEO at Grand Valira Soldeu Ski Resort, general manager of the Andorra 2027 World Ski Championships bid, and president of the Andorra Esports Cluster. He has extensive experience in the ski industry, resort planning and operations, organizing world-class sporting events and the management of tourism and leisure activities. David is a lecturer on programs in sport management and sport event management, and is also an expert in finance, innovation and information technology.

VÍCTOR JORDÁN

Víctor is academic director and a board member of Johan Cruyff Institute. He is a lecturer in digital training at UOC, and lecturer, coordinator and consultant at the Fundació Tecnocampus Mataró-Maresme and also lectures on the digital marketing course at Universitat de Vic. Víctor co-designed one of the first MOOCs at the UPF with more than 50,000 students and was the creator of the e-learning area of Johan Cruyff Institute, whose master's and postgraduate courses have remained at the top of the sport management rankings over the years. He is currently working on his doctoral thesis on the esports industry.

ISABEL LÓPEZ FRILE

As a consultant at the Relevance Marketing agency, Isabel is responsible for the daily management of the sports and cultural sponsorships of two large companies in the automotive sector, the monitoring and analysis of the sponsorship activations and ROI analysis and management. Isabel has a degree in sociology from the Autonomous University of Barcelona, and her fields of specialization include the management of cultural, sports and corporate events, and sport sponsorship and patronage.

She is also a tutor on the Course in Sport Sponsorship at Johan Cruyff Institute.

JORDI MORENO

Jordi has a PhD in health and sports psychology from the UAB. He is currently a training and selection consultant at Randstad. He has more than 10 years of teaching experience and collaborates as a professor at the UAB, the UOC and Johan Cruyff Institute in areas such as sport psychology, motivational psychology, people management and leadership.

MARTA PEREZ

Sport management consultant with experience in strategy development and implementation, project management and research. Member of the team that developed and implemented the National School Sport Strategy for the Ministry of Education in Saudi Arabia.

ENRIC RIPOLL

Enric is founder and managing partner of ER Sports Law & Arbitration, a member of the Independent Hearing Panel of the World Badminton Federation and president of the Ethics Council of the International Table Tennis Federation. As a Spanish lawyer, specialized in international sports law, Enric provides legal advice to clubs, academies, intermediaries, athletes and national and international associations, not only in contractual matters such as employment contracts or image rights, but also in legal proceedings concerning match-fixing, ethics, governance, financial fair play, doping, etc. He has extensive experience representing his clients before jurisdictional bodies, as well as national and international federations and ordinary courts.

OLIVER SEITZ

He is currently Head of Business Intelligence at United World. He worked previously as a consultant and as a lecturer in Football Business at the UCFB in London in partnership with The FA. Prior to moving to London, he lived in Brazil, working as the head of marketing of Jacquet Brossard, a French multinational consumer goods company, and previously as head of marketing of Coritiba Football Club, where,

in 2012, he was awarded the Best Overseas Marketing Campaign by the FC Business Awards in London. Dr. Seitz holds a PhD in Football Business from the University of Liverpool.

LUCA SPINELLI

Luca is director of digital transformation and cloud analytics strategy, at the CEMEA SAS. Since 2007, he has worked with clients in both Europe and the Middle East, providing support and guidance in strategic consulting and creating value in many initiatives in analytics, machine learning, AI, data warehousing, big data and strategy management driven by the IT and commercial departments. He facilitates the planning and execution of digital initiatives to enable his clients to achieve ROI and goals through the effective use of technology.

JAVIER TOLA

Javier is managing director at Simply Sport and has more than 20 years of experience in sport management. His professional career has developed between the media (television and radio), international radio and television organizations and sport marketing agencies. He is mainly dedicated to the distribution of audiovisual rights for sporting events, and he also manages audiovisual productions. In recent years, he has also managed online marketing projects and the optimization of social networks for federations and event organizers.

JOSEP TORRES

PhD and bachelor's in actuarial and financial sciences. Master's degree in stock markets and financial derivatives. Diploma in business sciences. Professor of finance at universities and business schools, financial and business consultant and member of boards of directors. He has held management positions in financial, insurance, real estate and higher education companies. He is a corresponding member of the European Academy of Management and Business Economics AEDEM and a full member of the Institute of Spanish Actuaries.

SANDRA TREVIÑO

Sandra has held her position as sponsorship manager at Relevance Marketing for five

years. Previously, she worked as a sponsorship consultant, and before that, she spent three years in the SEAT marketing department. She has more than 10 years of experience in both sports and cultural sponsorships.

JOYCE VAN KOOTEN

Joyce is a study advisor and teacher at Johan Cruyff Academy in Amsterdam. She is also a teacher in personal branding and communication skills, helping student-athletes gain insight into their personal and professional development. Joyce was a consultant in recruitment and selection and management development in the business sector for KPN and TNO. Through her company Joynyou, she works as a personal coach on the Master in Coaching of the Johan Cruyff Institute in Amsterdam, and collaborates with the three Johan Cruyff Academies.

JORDI VIÑAS FORT

Managing partner and founder of Itik Consulting Sport & Leisure. Degree in CAFE. Master in Sport Management from Loughborough University. MBA at Esade. More than 20 years working in the management of sport entities, in the public and private sector, being his areas of expertise strategic planning and facility management. Member of the Social and Educational Research Group of Physical Activity and Sport (GISEAFE).



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SERVICES

ALWAYS WITH YOU

Johan Cruyff Institute offers different services to enhance your employability, complete your education and improve your experience before, during and after your studies.



EMPLOYABILITY

Every week we send you a newsletter with job offers from football clubs, companies and sports entities so that you can follow in detail how the job market is evolving in the sports industry and be the first to know about available job opportunities.

In addition, we have built a wide network of professional partners who are looking for talent and turn to us to fill their vacancies. Johan Cruyff Institute selects the best qualified profiles among its network of students according to their suitability.





PROFESSIONAL INTERNSHIPS

Our students are well-trained candidates, able to bring a lot of value to companies and, therefore, perfect for integrating into their teams through the formula of professional internships. These internships are, in turn, an enriching learning experience, and through them you have the opportunity to live the reality of a sports organization and put into practice the knowledge you have acquired.

ALUMNI CRUYFF INSTITUTE

The Alumni Cruyff Institute digital platform allows the more than 9,500 students who have studied with us to maintain the links created during their studies, as well as to participate in webinars and training sessions, among other resources. Connect to this network and get in touch with peers who share your interests and with former students working in companies and institutions around the world, while keeping the spirit of Johan Cruyff Institute alive.

HOSPITALITY

If you are coming to study from outside Spain, we are here to help you. We will help you with the paperwork and provide you with information about accommodation, health insurance, currency and all the details you need to know to make your experience in Barcelona perfect.

HOW DO I ACCESS THE MASTER'S PROGRAM?

To ensure that your experience at Johan Cruyff Institute is excellent, we make sure that your interests match the objectives of the program and that your educational and professional background matches its characteristics.

REQUIREMENTS

To take this master's degree you must meet one of these three requirements:

- Have a Bachelor's degree, diploma or equivalent.
- Have at least 3 years experience in the field of sport management.
- Have developed a career as a professional athlete.

You can take the program in English or in Spanish (with some materials in English).

REGISTRATION

Open until the beginning of the master's program or until all places are available or until all places are filled.

The program may be subject to change and may be cancelled if the minimum number of students is not reached.

QUALIFICATION

If you successfully complete the different modules of the study program, you will receive the academic title of Master in Sport Marketing and Sponsorship from Johan Cruyff Institute.

PRICE

The price of this program is 8,410 euros (+30 euros registration fee, non-refundable).

Payment in installments is possible.

Special conditions are available for former students and members of related entities.

ADMISSION PROCESS

The final selection of candidates for the master's degree is made through a four-stage admission process:

- 1 Pre-enrollment form**
To apply for admission to the program you must fill out a pre-registration form in which you tell us about your personal and professional achievements, so that we can get to know you.

Pre-registration form:
[Specialization in Sport Management](#)
[Specialization in Sport Marketing and Sponsorship](#)
- 2 Admissions Committee**
The Admissions Committee of Johan Cruyff Institute studies your file and evaluates your application by examining your profile.
- 3 Personal interview**
You are unique, and that is how we treat you. If you meet the requirements, you will have a personal interview where we will assess whether your aspirations and motivations for pursuing this program are in line with the objectives of the program.
- 4 Admission**
Within 72 hours, one of our advisors will contact you. If you have received a positive evaluation, he/she will provide you with all the information you need to enroll in the master's program.



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Johan Cruyff Institute is a member of the North American Society for Sport Management (NASSM), the European Association for Sport Management (EASM), the Catalan Sports Cluster (INDESCAT) and the initiative for higher education institutions, supported by the United Nations (PRME).

PRME Principles for Responsible
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