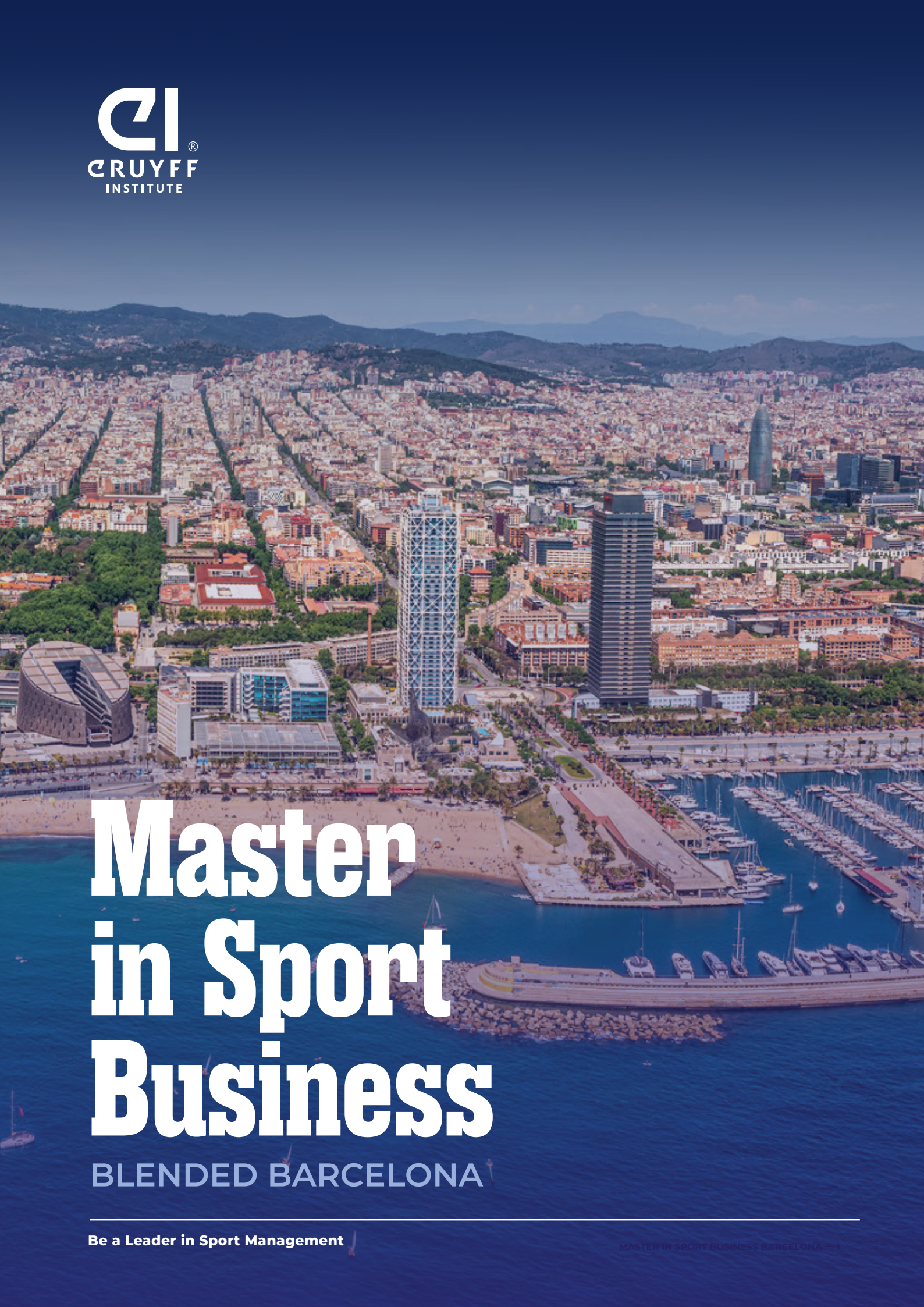
CRUYFF INSTITUTE



Master in Sport Business

BLENDED BARCELONA

Be a Leader in Sport Management

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10 months
(60 ECTS)

Blended
Classes on Thursdays and Fridays

Start September

Barcelona

English

"It is a pleasure to learn from great professionals and have the opportunity to work with real cases that help us integrate our skills into professional life."

TERESA BERNADAS
Groups Ticketing Manager | Product Manager Rookies - FC Barcelona
Alumna Master Sport Business
Academic Year 2023-24

MASTER IN SPORT BUSINESS BLENDED BARCELONA

"It is a program that responds specifically to what sports companies demand".

VÍCTOR JORDÁN
Academic Director at Johan Cruyff Institute

The sports industry already accounts for 1% of the world's GDP and is one of the professional sectors with the highest economic growth. This fact has favored the creation of new professions and jobs, as well as a greater specialization in the management of companies. However, in an increasingly competitive and constantly changing market, it is necessary to have better prepared professionals.

The professionalization of sport requires, therefore, a constant updating of knowledge as well as management specialists who are familiar not only with the most current tools for correct decision making, but also with the specifics of the sports sector.

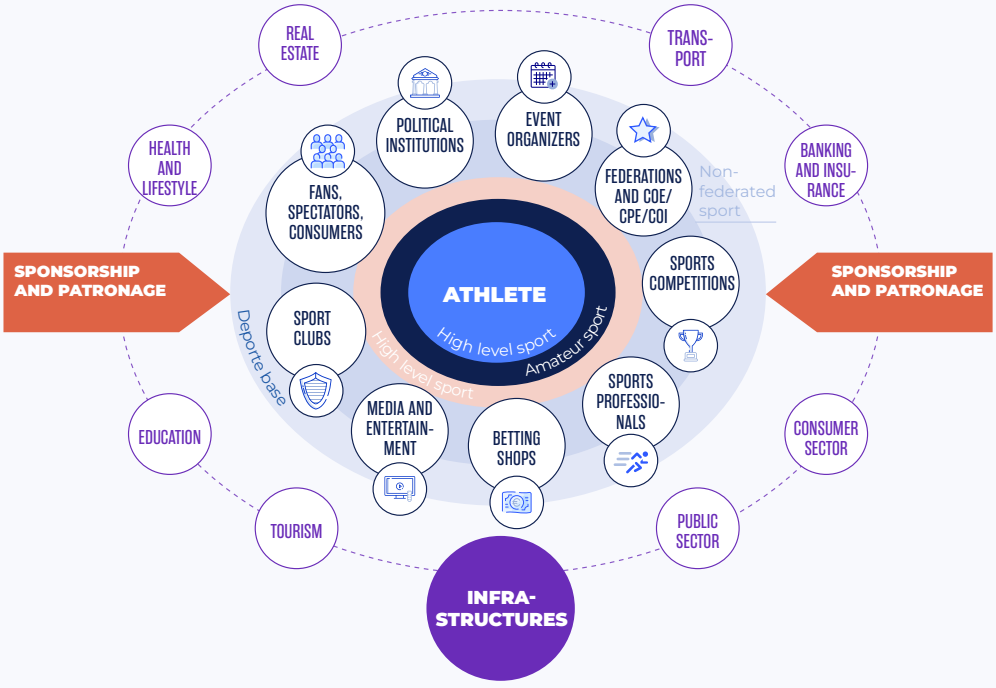
The Master in Sport Business is a 10-month program that delves into the most important aspects of management applied to the sport business.

Classes with expert faculty closely linked to sport, are combined with master classes with exclusive guest lecturers from the world of sport management, outdoor visits (field trips) and a study trip that will enrich the experience you'll have in Barcelona with your classmates, broadening your network of contacts in the sporting world. In addition, each module of the Master will include some hours online.

Sports ecosystem in Spain

Main agents of the sports scene.

Font: Deloitte Consulting, S.L.U



OBJECTIVES

6 GOALS TO HELP YOU EXCEL PROFESSIONALLY

We have designed a master's degree close to business reality, which offers you the vision to recognize business opportunities and anticipate changes. Prepare yourself to make the most of the resources of any company or sports organization.

These are the main objectives of the Master in Sport Business.

1. To obtain a strategic vision of the sports industry from a business perspective.

2. Create new market opportunities through entrepreneurship and innovation.

3. Use the most innovative practices in sports marketing and develop effective branding and sponsorship strategies.

4. Lead professional teams and obtain the best results from them.

5. Interpret the financial statements of a sports organization and create financing strategies for new projects and ventures.

6. Optimize the management of sports facilities and events.

STUDY PLAN

13 MODULES, 60 ECTS

This master's degree consists of 12 modules, distributed over two semesters, and a final project (MFP) that is carried out throughout the course. The entire structure of the program has been designed to meet the needs of today's sports industry.

Both the approach and the level of demand, ensure that you will have the right knowledge and skills to guide your professional career in sport management.

1	Sport Marketing 6 ECTS
2	Strategic Management 6 ECTS
3	Governance in Sport 3 ECTS
4	People Management 3 ECTS
5	Financial Management 6 ECTS
6	Innovation and entrepreneurship 3 ECTS
7	Commercial Management 3 ECTS
8	Sport Facility Management 6 ECTS
9	Sport Event Management 6 ECTS
10	Sport Sponsorship 6 ECTS
11	Sport Media 3 ECTS
12	Digital Transformation 3 ECTS

THROUGHOUT THE MASTER

Final Project 6 ECTS

OUTDOOR ACTIVITIES

The program includes visits to sport facilities and entities that provide an on-the-ground and first-hand understanding of what management challenges are faced on a day-to-day basis, in the hands of active professionals.

The program may be subject to change. The institution reserves the right to cancel the edition of the program if it does not meet the minimum number of students.

10 MONTHS OF EDUCATION, 5 EXTRAS FOR A CHALLENGE

Studying at Johan Cruyff Institute grants you access to a broad variety of sports entities, plus it is a very rewarding experience. This is just a preview of what you will find in a master's degree designed by and for sports lovers:

1. Personal and professional growth

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

2. Networking

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

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. Development of the skills and competencies most demanded by sports companies

At Johan Cruyff Institute we sign agreements with different entities in the sports sector to provide you with professional opportunities with great future prospects.

5. Study trip

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

AN ALL-AROUND MASTER

The Master in Sport Business covers a wide field of knowledge: whatever your goals, you will have opportunities in different professional fields.

We are closely linked to the sports industry, and we constantly update our programs so that they respond to the needs of the sports entities. These are some of the job opportunities within your reach:

SPORTS COMPETITION
Sports director of clubs, federations and sports organizations.

MANAGEMENT OF SPORTS ORGANIZATIONS
Financial manager in sports organizations.
Human resources manager in sports organizations.
Director of sports and leisure companies.

SPORTS FACILITIES AND EVENTS
Director of sports facilities.
Director of sporting events companies.

COMMUNITY SPORTS
Manager of sports complexes and municipal facilities.
Manager of non-profit sports foundations.
Sport manager in public organizations.

SPORTS CONSULTING
Sports services advisor.

MARKETING AND SPONSORSHIP
Director of marketing for sports organizations.
Sponsorship manager for sports organizations.
Fan engagement specialist.
Sports industry data analyst.
Partnerships manager.
Market analyst.

80%
OF STUDENTS WORK IN THE SPORTS INDUSTRY AFTER THEIR MASTER'S DEGREE

PEDAGOGICAL MODEL

YOU ARE THE PROTAGONIST

Immerse yourself in an ecosystem designed to improve your performance: 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 program.

This is how you learn:

Learning by doing
Learn theoretical concepts and quickly put them into practice while using the most innovative tools in sport management. By using Johan Cruyff Institute's pedagogical model, you train "technique" and "tactics" through 'learning by doing', where the lived experience is the main source of knowledge.

Teamwork
Work on projects with people of different nationalities and professional backgrounds who share the same team spirit and passion for sport. Have fun, learn from your colleagues, share your points of view with them and participate together in debates that are as diverse as they are enriching.

Challenging business cases
Face real business challenges, tackling the challenges that companies in the sports sector face on a daily basis. Personally present your solutions to Johan Cruyff Institute and its partner companies, who challenge you with specific strategic problems.

Different learning environments
Imagine a master's program that goes beyond the boundaries of the classroom. Thanks to technology, you will have access to the virtual campus, the e-learning platform that supports your academic progress and facilitates collaborative team work. Thanks to field trips and the international study trip, you will get to know different companies and sports organizations first-hand.

You are at the center
We accompany you, 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

BLENDED MODALITY

THE MASTER THAT FITS YOUR LIFE

Make your studies compatible with your work and personal life: enjoy all the advantages and flexibility of online education without giving up the immersive and rewarding experience of face-to-face sessions.

Maximum adaptability
Face-to-face and online classes are coordinated and run simultaneously throughout the course to achieve common objectives. The face-to-face classes are the backbone of the master's degree and are held on Fridays and some Thursday afternoons. Based on this central axis, you will usually be asked to work on a series of contents and activities before and after each of these sessions. During the course, the teacher will set the work guidelines, the "training rhythm", but you will manage your own time and dedication.

You never walk alone
During the classes, the teachers continuously monitor your progress and help you improve your performance. In face-to-face classes, you put theory into practice, but you also have access to theoretical webinars to reinforce your knowledge. When you use the resources of the digital platform, you are in contact with a teacher who can answer your questions at any time.

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.

10 h
on campus
weekly

****

5—6 h
online weekly

750 hours of voluntary internships
(non-curricular)

ADVANTAGES

- You can pursue education while you continue working, training, and competing.
- You can study from anywhere you want, but always in direct contact with your teachers.
- You have flexible hours to progress at your own pace.
- You do some excellent networking.
- You learn from the direct experience of professionals in the sports sector.

+250
AGREEMENTS WITH COMPANIES, FEDERATIONS AND CLUBS

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
29
YEARS

70%
MEN

30%
WOMEN

19%
PROFESSIONAL ATHLETES

15%
ALREADY WORK IN THE SPORTS INDUSTRY

NATIONALITY

32%
SPANISH

68%
INTERNATIONAL

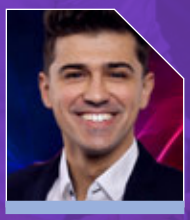
ACADEMIC BACKGROUND

35% MARKETING AND COMMUNICATION

22% MANAGEMENT AND ADMINISTRATION

14% SPORT

29% OTHER



"The international student community provided a diverse and dynamic learning environment, fostering global perspectives. The study trip to Amsterdam was a standout, offering firsthand exposure to sports-related companies, clubs, and organizations. This program has not only equipped me with valuable insights but has also facilitated meaningful connections in the sports business realm."

ENSAR DEMIR
Master in Sport Business
Academic Year 2023-24

"The Master provides an excellent overview of the business aspects within the sports industry. Tailored to the sector or interests of the students, the teachers present cases and examples related to the specific industry or sport that resonates with the majority of the students. Additionally, the program offers outstanding networking opportunities, fostering the development of lifelong friendships."

OWEN DELARUE
Master in Sport Business
Academic Year 2023-24

AN EXPERIENCE BEYOND THE 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 differentia value with you and who pass on their excitement for what they do.

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

- **Step Day:** a day of scheduled interviews to connect master's degree participants with sports companies and facilitate access to professional internships at companies in the sector.
- **Study trip:** we give you the option of going on a study trip (not included in the program price) where you can complement your education with unforgettable moments.
- **The Challenge: Amsterdam-Barcelona conference:** Master's students from both cities share a day in Barcelona where they form teams and solve a business challenge. We encourage you to participate.
- **Visits to sports entities and facilities** guided by managers who will introduce you to their management model.
- **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.

SOCIAL NETWORKING
A master's degree is a professional launch pad, but also an adventure that is lived in the company of your classmates. In the classrooms you share experiences, motivations, and friendships are born that, on occasions, lead to professional relationships.

- **Kick off:** the opening ceremony of the master's program and the moment when we welcome you and you meet your professors and classmates. It is held in person and virtually.
- **Play Time:** football, tennis, water polo... every month you have the opportunity to practice a different sport, share effort and boost team spirit together with the participants of the different programs in Barcelona.
- **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.

OBJECTIVE

TO DEVELOP A PROFESSIONAL PROJECT

TOM PEDERSEN-SMITH
Head of Strategy and Development at EuroHockey

Master in Sport Business Online

Tom Pedersen-Smith is the Head of Strategy and Development at EuroHockey, where he provides strategic support to 42 countries, focusing on areas such as digital transformation, development, and education. He chose to study at Johan Cruyff Institute to acquire new tools and broader knowledge that would enhance his professional work.

His Master's Final Project was the development of the Euro Hockey Institute, a project he is currently implementing.

— One of the most important lessons I gained from the master's degree was to reflect more deeply on the impact of sport. I am now more aware of this as a sports manager and custodian of the field. This reflection has prompted me to reconsider where I want to steer my career in sports, and I believe this perspective will be invaluable for those who enroll in the program in the future.

— The flexibility of Johan Cruyff Institute's online programs was perfect for me—it was exactly what I needed. I am a family-oriented person with two children and a wife who also has a successful career, in addition to my full-time job at EuroHockey. Flexibility was a fundamental requirement when choosing the Master in Sport Business Online.

— The support from the master's professors was invaluable. Being able to communicate with the leaders and instructors of each module and address any challenges related to work-life balance was crucial. It helped me plan deliverables effectively and provided the support I needed at the right time.

“My final project was both academically and professionally relevant as it was directly linked to my work. It involved the planning and launch of the Euro Hockey Institute. The knowledge and strategies I acquired during my time at Johan Cruyff Institute were directly applied to my professional endeavors.”

ALBERT ROMANS

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 education 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 and 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 study 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 sport management training 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 brought to life with a ground-breaking approach that he would describe as “thinking from the playing 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 10,000 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 world from the sport perspective, has become a consolidated and global sport management education 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 learning. 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.

JOHAN CRUYFF INSTITUTE IN NUMBERS

+10,000
STUDENTS

56% ON CAMPUS

44% ONLINE

4
CAMPUSES

BARCELONA
AMSTERDAM
LIMA
MEXICO CITY

+90
Academic programs

11
DELEGATIONS WORLDWIDE

17
INTERNATIONAL AGENTS IN 25 DIFFERENT COUNTRIES

- Argentina
- Brazil
- Canada
- Chile
- Colombia
- Croatia
- Denmark, Norway, Iceland and Faroe Islands
- Ecuador
- Germany, Austria and Switzerland
- Guatemala and El Salvador
- Iran
- Israel
- Italy
- Mexico
- Middle East
- The Netherlands
- Peru
- Uruguay
- Uzbekistan
- Venezuela

127
Teachers

15
Universities and international partners

+250
Agreements with companies, federations and clubs

Rankings SportBusiness International Magazine. September 2024

MASTER IN SPORT MANAGEMENT ONLINE

TOP **#1** EUROPE

TOP **#2** WORLD

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

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."

JORDI VIÑAS
Professor of the Master in Sport Business Barcelona
CEO & Owner of Itik Consulting Sport and Leisure

MARTIJN BAKX
Martijn Bakx is a media rights manager at Mediapro. With over 20 years of experience, he currently oversees all international broadcasting rights sales for LaLiga. In addition to that, he is responsible for new sport-related media projects within the Mediapro Group. Martijn started in the sports business as a promoter of football and basketball games. In his role as executive producer, he was responsible for the European Basketball Championships in 2007 and the Euroleague Final Fours in 2009 and 2010. As a rights manager, Martijn strategically assesses business opportunities, from both the sales and the acquisition perspectives, for the domestic Spanish market as well as on a global scale. In recent years, in addition to his work for LaLiga, Martijn has started up ambitious media projects in Canada, France and Belgium.

BRUNO BATLLE
Bruno is General Manager at CE Sabadell FC SAD. He is also General Manager at Prime Time Sport.

JOSÉ LUIS BELTRÁN
José Luis Beltrán is digital project manager at FC Barcelona and a specialist in fan engagement, digital strategy & analytics. In his position, he leads the communication and integration tasks between the commercial, marketing, operations and customer service departments from a technological perspective. He is also responsible for communication projects, negotiation and consensus in decision-making between business and technology, as well as the management of e-commerce and m-commerce projects.

TERESA CARVÍ
Teresa Carví is Production Director of LaLigaTV International channel. With over 25 years of experience in the audiovisual production sector, mainly in sports productions such as MotoGP and LaLiga, she currently directs the comprehensive project management of LALIGA's international channel in English and is the producer of FC Barcelona's home matches. Teresa started in the sports industry as a producer of sports programs at Gol TV, and has been working at Mediapro Group for more than 8 years. Teresa also holds a Bachelor's degree in Journalism and Communication Sciences from the Universitat Autònoma de Barcelona and a Master's degree in Football Business in partnership with FC Barcelona from Johan Cruyff Institute.

GALIA DVORAK

GERARD FREIXA

FERRAN GIMENEZ

SERGI GONAZÁLEZ

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-Maresmes, 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.

ARAN NAVARRO

ROSER DE PUIG
Roser de Puig is project manager of the institutional relations, public relations and protocol department of FC Barcelona, and has a degree in law and a master's degree in sports law. Roser joined FC Barcelona in September 2021 after leading the organization of Euro 2020 in Seville within the Spanish Football Federation.

EDGAR ROMERO
Edgar is a seasoned executive with international experience in strategic partnerships, sports business, and marketing. He holds a PhD in Sports Marketing and Education from the University of Barcelona and a Master's in Sport Management from the Autonomous University of Barcelona and the Johan Cruyff Institute. Throughout his career, Edgar has collaborated with leading sports properties, brands, and both public and private sports organizations. His expertise spans sponsorships, fan engagement, VIP hospitality, event management, revenue generation and global expansion. Currently, he serves as Head of Corporate Relations at the Johan Cruyff Institute.

MAR ROTGER
Mar Rotger is managing director at Grupo Arsenal. As head of business development, she is responsible for the definition and technical planning of sponsorship projects, the development of strategies and commercial operations, the optimization of resources and costs, and the activation of sponsorships and events organization. Prior to joining Grupo Arsenal, Mar was a project consultant at CA Sports, marketing and events manager at the Catalan Volleyball Federation and project management consultant at Aura Sports and Creativialab.

RICARDO SALINAS

JESÚS OLIVER
Jesús is Director at WEARECENTRIC. Digital and Strategic Marketing Consultant. MSc Marketing and Sales Management. ESIC Business School.

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).

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 more than 10,000 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:

- Hold a bachelor's degree, diploma or equivalent.
- Have a minimum of three years of experience in the field of sport management (other fields apply).
- Have developed a career as a professional athlete.

REGISTRATION

Open until the beginning of the master's program or until all places are available or untill 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 Business from Johan Cruyff Institute.

PRICE

The price of this program is:
€ 890 Enrollment Fee +
€ 12,000 Tuition Fee +
€ 30 Registration Fee (the registration fee is non-refundable).

Payment in installments is possible:
€3,600 in September 2023 +
€4,800 in December 2023 +
€3,600 in March 2024.

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-registration 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.
2. **Admissions Committee**
   The Admissions Committee of Johan Cruyff Institute evaluates your application.
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

Johan Cruyff Institute

www.johancruyffinstitute.com

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 Management Education

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