



Educating the next generation  
of Leaders in Sport Management

**UAB**  
Universitat Autònoma  
de Barcelona

**JOHAN CRUYFF INSTITUTE**  
Barcelona

# Official Master's Degree in Sport Management

The Johan Cruyff Institute and Universitat Autònoma de Barcelona (UAB) collaborate to jointly deliver the Official Master's Degree in Sport Management linked to the Faculty of Economics and Business of the UAB. In the 2019 edition of the Times Higher Education World University Rankings, the UAB is the second Spanish university, occupying position 145 in the world ranking. In Europe, the UAB ranks among the Top 100 (63th position).

The Official Master's Degree in Sport Management is a program that examines the most important aspects of management applied to sport. You can study it at the Barcelona Campus or online through the Johan Cruyff Institute's virtual campus.

### OFFICIAL MASTER'S DEGREE ON CAMPUS



#### Degree

Official Master's Degree in Sport Management from the Universitat Autònoma de Barcelona.



#### Duration

10 months. 60 ECTS



**Start** September

**End** June



#### Location

Casa de la Convalescència.  
Calle Sant Antoni María Claret, 171  
08041 Barcelona



#### Language

Spanish



#### Payment methods

Payment by installments available



#### Enrollment

Registration open until the start of the program. Limited number of places available.

### OFFICIAL MASTER'S DEGREE ONLINE



#### Degree

Official Master's Degree in Sport Management from the Universitat Autònoma de Barcelona.



#### Duration

11 months. 60 ECTS



#### Start

September



#### Language

English. Also available in Spanish



#### Payment methods

Payment by installments available



#### Enrollment

Registration open until the start of the program. Limited number of places available.

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## OBJECTIVES

The main objective of the Official Master's Degree in Sport Management is to guide you in your development as an integrated sport management professional and train you in the use of management tools to recognize business opportunities, establish strategies, anticipate changes, optimize resources and analyze information with sound judgement.

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## AIMED AT

The Official Master's Degree in Sport Management is right for you, if:

- You are an (ex) athlete looking for education and an official degree in sport management to give your professional career a boost.
- You are working in a business environment and want to specialize in the sports industry.
- You wish to complete your education with an official master's degree specializing in sport administration and management.
- You are a working professional who wishes to focus on a career in the sport industry.

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## LEARNING OUTCOMES

Upon the completion of the program, students will be able to:

- Assess the socio-economic and legal framework of a sports company so as to develop a strategic management plan.
- Recognize, negotiate and use the financial resources available to sustainably manage a sports entity.
- Identify indicators that allow for the development of the potential of the people that make up a sports company.
- Design the commercial management of sports products and services through marketing strategies and plans.
- Financially manage sports infrastructures and facilities.
- Plan and manage sporting events.
- Apply the knowledge and skills learned in a professional sport management environment.
- Prepare a business plan or project related to sport management.

### Career opportunities

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**Sports competition**  
(professional sports teams and event organizers)

.....  
**Governance**  
(sports federations and associations)

.....  
**Sports facilities and events**  
(championship organizers, sport clubs).

.....  
**Community sports**  
(foundations, (local) government, institutions).

.....  
**Sports consulting**  
(private business initiatives)

.....  
**Sports journalism**  
(media)

.....  
**Marketing and sponsorship**  
(private and public companies)



The global sports market reached a value of nearly \$488.5 billion in 2018, having grown at a compound annual growth rate (CAGR) of 4.3% since 2014, and is expected to grow at a CAGR of 5.9% to nearly \$614.1 billion by 2022.

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## LEARNING MODEL

The Official Master's Degree in Sport Management puts you at the center of your education. You will enjoy learning based on a learning-by-doing methodology. We encourage collaborative work and transfer the content to specific situations in sport management (connective teaching methodologies and social constructivism). Our expert faculty staff will guide you in the learning process, providing high quality training with the flexibility of online study.

The Johan Cruyff Institute uses a learning environment rich in educational tools to foster a model based on the interaction between the student, the group and the teacher.

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## BENEFITS

- **Learning 3.0:** flexible schedules, different learning environments and technologies.
- **World-class faculty:** interaction with expert faculty and industry professionals.
- **Collaborative tools, teamwork, communication and debate.**
- **Sports-industry oriented:** training that brings you closer to the business side of the sports industry.
- **Learning from experience:** designed for professional improvement.

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## FACULTY

The Official Master's Degree in Sport Management combines a core of university professors with teaching and research experience, with a set of experts professionally active in their fields and linked to companies and institutions in the sector.

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## PROGRAM

The curriculum of the Official Master's Degree in Sport Management consists of 9 compulsory teaching modules.

### 1 SPORT ECONOMICS AND STRATEGIC MANAGEMENT

- The basic concepts of microeconomics, to be able to perform an analysis of the demand and supply of sporting events, analyzing the demand and supply of sport as a leisure service.
- An introduction to the theory of production in the sporting events market, analyzing the cost structure of sports clubs and the trend towards indebtedness.
- The macroeconomic environment context and the effects of the organization of major sporting events.
- The structure and governance of sports institutions, analyzing the role of institutions: clubs, leagues and federations.
- Rationality and incentives in sport.
- The strategic analysis tools used to analyze the strategy and purpose of a sports company.
- The ideal strategy to establish a business model within the sports field.

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### 2 SPORT FINANCE

- The basics of financial management, to be able to understand the main financial statements of a sports company.
- The most important ratios to analyze the differences between sports companies.
- How to diagnose the situation and problems of a sports company.
- The ideal strategy to establish a business model within the sports field.
- The different sources of financing.
- Short- and long-term planning processes, analyzing the strategy and purpose of a sports company and analyzing the budget as a management tool.
- The differences in the economic-financial management of sports institutions—sports public limited companies, sports associations and public limited companies.
- Evaluation and feasibility of a sports investment project, analyzing its profitability based on its financing.

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### 3 MANAGEMENT, INNOVATION AND LEADERSHIP IN SPORTS ORGANIZATIONS

- The development and retention of employees, which is key for the entity to achieve its strategic objectives, both at a sports and management level.
- A human resources management model and different tools that will enable to implement people management processes in any sports entity.
- People management, in order to ensure that everyone feels involved and committed to the project.
- The development of new business areas and constant innovations.
- The main concepts and successful practices of sports organizations.

## 4 SPORT MARKETING

- The fundamentals of the new commercial and marketing model applied to sport management.
- The different research techniques—both quantitative and qualitative—that can help decision-making.
- The importance of being oriented toward customer satisfaction and loyalty.
- How to apply market research tools as a decision element to define the 4Ps.
- The importance of transmitting confidence through commercial action and sport marketing.
- Personalization of the service as a differential factor.

## 5 SPORT SPONSORSHIP

- The necessary components to develop a sport sponsorship project.
- The basic principles of sponsorship and the main actors involved.
- The different types of sponsorship.
- The main characteristics of each type of sponsorship.
- The management of sponsorships linked to the third sector within the CSR strategy.
- The world of sponsorship from the point of view of the property and the sponsor.

## 6 FACILITY MANAGEMENT

- The main characteristics of a sports facility and the regulatory framework applicable to sport in a territorial community.
- The main concepts of strategic planning for the effective, efficient and financial management of a sports facility.
- The development of ideas for the creation of a sports facility, instruments for the design of a sports facility, the different agents involved in the process, feasibility studies and the main characteristics of an architectural project.
- The main user-orientation strategies for a sports facility, designing and promoting different types of services and activities that can be offered in a sports facility, and establishing marketing policies—the right mix (especially pricing strategies), and launch and positioning strategies.
- Different merchandising elements as promotional and communication elements of a sports organization.
- The most relevant basic aspects and concepts in relation to people management, the different aspects of the legal, organizational, maintenance and basic financial management of a sports entity, as well as how to redevelop an obsolete sports facility.
- How to prepare the maintenance plan of a sports facility, including a basic knowledge of the elements that make up the plan.
- How to evaluate an investment and its sources of financing within the framework of a sports facility.
- How to properly manage the operating account of a sports facility and the treasury budget.

## 7 EVENT MANAGEMENT

- The different types of events according to their size, impact and duration.
- The appropriate models for each type of event.
- The application process, planning the event timeline with milestones.
- How to develop a minimum organizational structure for an event.
- How to estimate a budget and analyze its impact.
- The communication and promotion strategy for a sports event.
- The operations plan of an event, as well as the legacy it leaves behind and its economic impact.

## 8 INTERNSHIP

- Carry out training actions at a public or private, national or international entity related to the sports world.
- Apply and complement the training acquired.
- Get closer to the business reality in which they will work as a professional.
- Develop skills that favor their incorporation into the labor market.

## 9 DISSERTATION

- Test the knowledge (resources) acquired by students throughout the master's program, promoting their ability to solve problems.
- Integrate all the students' vital learning training to help them direct their personal and professional life project.
- Develop students' general and specific competencies, emphasizing global training.
- Enable the module to be a space connecting the academic world and the world of work, where students can network in real situations.
- Encourage students to reflect on the impact of their professional profile.
- Show students how to plan and self-manage the design and execution of a project, with appropriately sized objectives based on available resources (personal, time, market, etc.).
- Ensure that the module is a space for personal and collective reflection.

## FIELD TRIPS

(only in the on campus modality)

The program includes visits to sports entities and facilities, guided by staff members, in order to learn more about their management, for example to the Centre d'Alt Rendiment (CAR), Club Joventut Badalona, Circuit de Catalunya, among others.

\* The above facilities are subject to change

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## STUDENT SERVICES

### VIRTUAL CAMPUS/WEB FACILITATED PROGRAM

As a student of the Official Master's Degree in Sport Management, you will have exclusive access to the learning platform which allows you to monitor your academic progress 24 hours a day, from anywhere in the world. The virtual campus offers a collaborative environment between teachers and students for sharing e-mails, chats, books, articles, case studies, simulations, experiences, websites, blogs and a video library. You will have a wide range of tools at your disposal to make your learning experience interactive, rewarding and complete.

### ALUMNI AND NETWORKING

Johan Cruyff Institute offers students, alumni, faculty and members of our network the opportunity to connect and collaborate, to share their passion for sports and their professional expertise.

The Alumni Cruyff Institute provides a means of interconnection that will enable the whole community not only to re-establish contact with fellow students, but also to create new links with people from the sports sector throughout the whole network who can offer new experiences and initiatives to keep growing in the profession.

### UAB STUDENT

All students of the Official Master's Degree in Sport Management can benefit from the services offered by the Universitat Autònoma de Barcelona at the Bellaterra Campus, including among many others:

- Employment opportunities and advisory service: Treball Campus
- Impulse program for entrepreneurs: UAB Emprèn
- Language services and teaching: Servei de Llengües, UAB Idiomes
- High-level sports facilities
- Library network
- Service to the disability program
- Publishing services
- On campus accommodation

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## ADMISSION REQUIREMENTS

The requirements for admission are:

- An official university degree or its international equivalent. \* Degree qualification and academic certificates issued by institutions in countries outside the EU must be official documents issued by the competent authorities and legalized via diplomatic channels or, where necessary, via the Hague Apostille.
- For the English language group, a level corresponding to B2 level of English in the Common European Framework of Reference for Languages (CEFR) is required. Similarly, for the Spanish group, a level of Spanish corresponding to the CEFR B2 level is required.
- All candidates who cannot accredit an official university degree in Business Administration and Management, Economics, Marketing, Tourism or equivalents are required to take an entrance exam for the master's degree.
- Depending on the results obtained in the entrance exam, the student may be required to take extra courses in order to access the Master's Degree.

\* Depending on your degree you may be asked to take complementary courses as a prerequisite for admission (4 ECTS each one).

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## APPLICATION PROCESS

Pre-enrollment is done through the UAB Website. Once on the UAB Site, you will find the information necessary to complete your enrollment.

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## VENUE

Classes take place at the Casa de Convalescència, one of the last great works of Catalan Modernism (Lluís Domènech i Montaner), forms part of the complex of the Hospital de la Santa Creu i Sant Pau, designed in the late 19th century. The whole hospital complex, including the Casa, was declared Historical Artistic Monument in 1978 and World Cultural Heritage Site by UNESCO in 1997. UAB-Casa Convalescència is currently the headquarters of the Foundation of the Universitat Autònoma de Barcelona (FUAB).

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**Johan Cruyff**  
Founder

**In my opinion, athletes possess remarkable qualities. They are committed, eager to improve and goal-oriented. With these traits and the right academic training, our athletes become successful leaders in the world of sport management. Besides athletes, our programs are also aimed at coaches, managers, and other individuals with a passion for sport. Who better to serve the best interests of sport than someone who has the heart of an athlete?**

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**HEADQUARTERS**

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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  
Management Education



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