



Educating the next generation
of Leaders in Sport Management

Sport Management

Masters, postgraduate diplomas and courses

OFFICIAL MASTER'S DEGREE IN Sport Management

**ON CAMPUS
BARCELONA**



Academic Degree
Official Master's degree in Sport Management in association with Universitat Autònoma de Barcelona



Duration
10 months. 60 ECTS

Start
September

Location
Barcelona

Languages
Spanish

OFFICIAL MASTER'S DEGREE IN Sport Management

ONLINE



Academic Degree
Official Master's degree in Sport Management in association with Universitat Autònoma de Barcelona



Duration
11 months. 60 ECTS

Start
September

Languages
English or Spanish

MASTER IN Sport Management

**ON CAMPUS
AMSTERDAM**



Academic Degree
Master in Sport Management from the Johan Cruyff Institute

Duration
10 months. 60 ECTS

Start
September

Location
Amsterdam

Languages
English

MASTER IN Sport Marketing and Management

**BLENDED
BARCELONA**



Academic Degree
Master in Sport Marketing and Management from the Johan Cruyff Institute

Duration
10 months. 60 ECTS

Start
September

Location
Barcelona

Languages
Spanish

MASTER IN Sport Management

ONLINE



Academic Degree
Master in Sport Management from the Johan Cruyff Institute

Duration
13 months. 60 ECTS

Start
September / February

Languages
English or Spanish

POSTGRADUATE DIPLOMA Sport Management

ONLINE



Academic Degree
Postgraduate Diploma in Sport Management from the Johan Cruyff Institute

Duration
7 months. 30 ECTS

Start
September
February

Languages
English or Spanish

COURSE Sport Management

**PRESENCIAL
LIMA**



Academic Degree
Master course in Sport Management from the Johan Cruyff Institute

Duration
180 hours (9 modules of 20 hours each)

Start
November

Location
Lima

Languages
Spanish

COURSES IN Sport Management

ONLINE

- Sport Marketing Fundamentals
- Strategic Management in Sport Organizations
- Financial Management in Sport Organizations
- Leadership in Sport Organizations
- Digital Marketing in Sport
- Data Analytics in Sport
- Sport Media
- Innovation and Entrepreneurship in Sport Organizations
- Sport Sponsorship I: Strategy
- Sport Sponsorship II: Activation and Measurement
- People Management in Sport
- Governance in Sport
- eSports
- Sport Facility Management
- Sport Event Management
- Corporate Social Responsibility in Sport
- Sport Law

GENERAL INFORMATION



Payment methods
Installment payment available



Enrollment
Registration open until the start of the programs or until all spots are filled.

The sports industry has had a growing impact on the global economy over the last 20 years with investment in public infrastructure, mobilizing resources and creating new professions and jobs. Today it is one of the professional sectors with the most economic momentum, creating opportunities for many people who aspire to a future in the world of sports.

AIMED AT

The Sport Management Programs from the Johan Cruyff Institute are for you, if:

- You're an (ex-) athlete who is looking for an specialized education in sport management to give your professional career a boost.
- You're working in a business environment and want to deepen your experience and knowledge in management applied to sport.
- You want to complement your education with a postgraduate degree specializing in sport management.
- You are a professional in the sports industry, with experience in the sector but without studies related to sports management and you want to improve and update your knowledge of the industry.



“ 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 Sports Management. Who better to serve the best interests of sport than someone who has the heart of an athlete? ”

JOHAN CRUYFF
Founder

OBJECTIVES

The main objective of these Sport Management programs is to train you to use management tools to help you recognize business opportunities, develop strategies, anticipate changes, optimize resources and analyze information judiciously.

Career Opportunities

Sports Competition
(professional sports teams and event organizers)

Governance
(sports federations and associations)

Facilities and Sport Events
(championship organizers, sports clubs, sport tourism)

Community Sports
(foundations, municipalities)

Sports Consulting
(own business initiatives)

Sports Journalism
(media)

Marketing and Sponsorship
(private and public companies)



“ The Master is an opportunity to grow professionally. Professors and staff understand the athlete’s lifestyle and facilitate the ways to combine sport and studies, taking care of every single detail that enriches you professionally. ”

RAQUEL GONZÁLEZ
Spanish Olympic Athlete
Master in Sport Management Alumnus

LEARNING MODEL

- 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 approaches the business sector of the sports industry.
- Learning from experience: designed for professional improvement.

LEARNING OUTCOMES

- To understand and apply strategic, global and objective vision to the sports industry from a business perspective.
- To create new market opportunities by applying an entrepreneurial spirit and a culture inclined towards innovation in sport organizations.
- To use the most innovative practices in sport marketing and be more effective in brand strategy and sponsorship execution.
- To detect the key factors to lead professional teams and obtain the best results.
- To interpret the financial statements of a sports organization and create financial strategies for new products and businesses.
- To optimize the management of a sport facility and sporting event.

ADMISSION REQUIREMENTS

To be admitted, you must meet one of the following requirements:

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

The admission procedure may include a personal interview with the program manager, which will evaluate if your achievements as well as your aspirations and motivations in pursuing this degree, are in line with the objectives of the program.

NETWORKING & ALUMNI

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.

Alumni
CRUYFF INSTITUTE

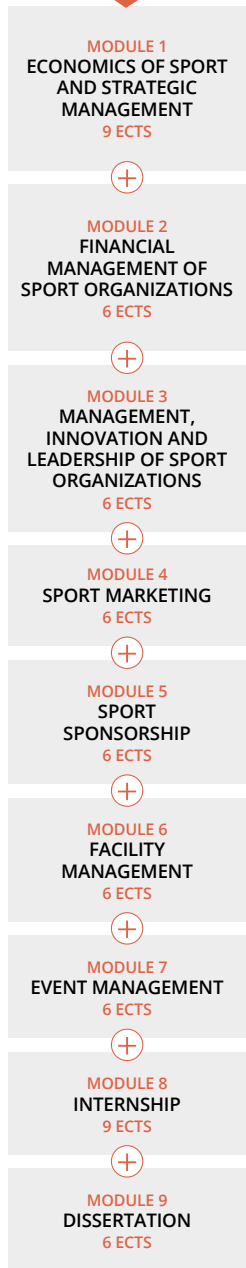
ON CAMPUS AND BLENDED PROGRAMS

On campus programs at the Johan Cruyff Institute include visits to sport organizations, clubs and facilities so that students can experience firsthand the challenges faced by sport managers on a daily basis. As part of some of these visits, students will develop within the framework of certain modules, a proposal to improve the offer to different entities. We also feature Master Classes by guest speakers who occupy key positions within the different areas of the sports industry. As a student of our on campus programs, you will also have exclusive access to the learning platform which allows you to monitor your academic progress 24 hours a day, from anywhere in the world.

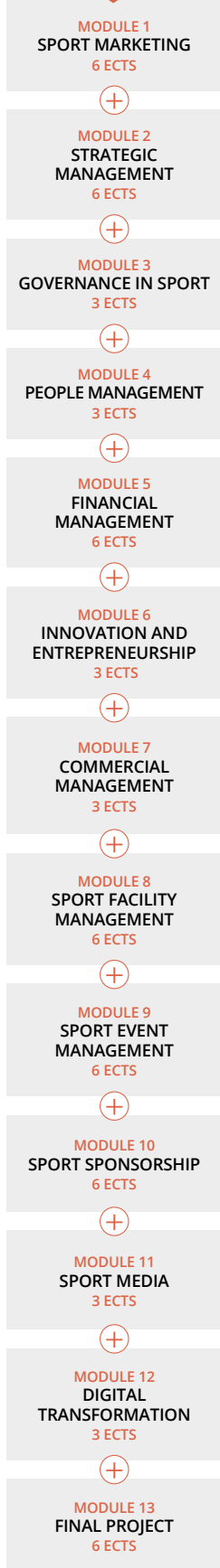
ONLINE PROGRAMS

Online programs offer the possibility of studying from any place at any time through the Virtual Campus. The study pace can be adapted to each individual’s workload and availability. A tutor guides each student through the entire program, and doubts/questions are addressed through personalized attention, chat, videoconferencing or email. The virtual campus offers a collaborative environment between teachers and students facilitating 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. You can also take advantage of the Master Classes given by guest speakers for on campus programs through our broadcast tool, Streaming.

OFFICIAL MASTER'S DEGREE IN SPORT MANAGEMENT



MASTER IN SPORT MARKETING AND MANAGEMENT BLENDED BARCELONA



MASTER IN SPORT MANAGEMENT AMSTERDAM



MASTER IN SPORT MANAGEMENT ONLINE



POSTGRADUATE DIPLOMA IN SPORT MANAGEMENT ONLINE





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of Leaders in Sport Management

HEADQUARTERS

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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



WWW.JOHANCRUYFF.COM