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

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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

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POSTGRADUATE DIPLOMA  
Sport Management  
BLENDED  
BARCELONA

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

Duration  
7 months. 32 ECTS

Start  
September

Location  
Barcelona

Languages  
Spanish

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POSTGRADUATE DIPLOMA  
Sport Management  
ONLINE

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

Duration  
180 hours (9 modules of 20 hours each)

Start  
November

Location  
Lima

Languages  
English or Spanish

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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

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MASTER IN  
Sport Management  
BLENDED  
BARCELONA

Academic Degree  
Master in Sport Management from the Johan Cruyff Institute

Duration  
10 months. 60 ECTS

Start  
September

Location  
Barcelona

Languages  
Spanish

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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

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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

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COURSES IN  
Sport Management  
ONLINE

- Sport Management 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
- Sport Sponsorship Advanced
- Human Resources in Sport
- Governance in Sport
- Sport Facility Management
- Sport Event Management
- Corporate Social Responsibility in Sport

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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 right for you, if:

- You’re an (ex-) athlete who is looking for an academic education and a degree in sport management to give your professional career a boost.
- You’re working in a management environment and want to specialize in the sports industry.
- You wish to complete your education with a postgraduate degree specializing in business and sport management.

**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.

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?

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**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)
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.

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.

RAQUEL GONZÁLEZ
Spanish Olympic Athlete
Master in Sport Management Alumnus

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.

“...
Educating the next generation of Leaders in Sport Management

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).