

University Master's Degree in Sports Management

ON CAMPUS BARCELONA
ONLINE



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30 Admission, qualification and fees

60 ECTS

9 subjects

Start

September to June

On campus Barcelona

Classes on Tuesdays and Fridays from 3:15 p.m. to 8:15 p.m. (and some Mondays)

Spanish

Online

English or Spanish

“The University Master’s Degree in Sports Management has been a unique experience. It has allowed me to expand my network, get to know different sports centers applying practical cases and enrich my knowledge thanks to the interaction with my classmates and professors in an excellent learning environment, enhancing my personal and professional growth.”



EDGAR ROMERO

Director at UP sports (doctoral candidate)
University Master’s Degree in Sports Management, 2016-17

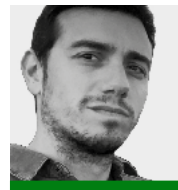
UNIVERSITY MASTER'S DEGREE IN SPORTS MANAGEMENT

The sports industry already represents 1% of the world's GDP, more than 2% of the European Union's GDP and more than 3.3% of Spain's GDP and today it is one of the professional sectors with the highest economic growth. This fact has favored the creation of new occupations and jobs (almost 3% of employment in the EU) and a greater specialization that demands well-trained professionals to properly manage major sporting events, sports facilities, clubs and sports organizations, marketing and advertising resources, communication, etc.

The professionalization of sport and sport management in a constantly changing market requires both a constant updating of knowledge and professionals specialized in sport, capable of understanding the current economic and business ecosystem, where the application of new technologies opens up infinite possibilities and where the weight of entrepreneurial initiatives is increasingly important.

The University Master's Degree in Sports Management offers, on the one hand, an overview of the most relevant aspects in the operations of companies in the current sports industry, and on the other hand, dissects some more specific areas, such as the management of events and sports facilities and sport sponsorship. The program not only provides the theoretical knowledge necessary to understand the context of the sector, but above all, it focuses on practical learning and developing the most necessary competencies and skills required in sport management.

This master's degree is aimed primarily at people who are passionate about sport, involved in both the business and sport fields, at athletes (active or not) who want to educate themselves in sport management, and university graduates who want to focus their professional career on the sports industry.



“The master’s degree not only offers a global vision of sport management, with a theoretical-applied vision of the reality in the sector, but it is also accredited by the University Quality Agency of Catalonia as a program recognized for its quality. This mention is recognized throughout the European Union, making our master’s degree one of the programs with the highest academic quality in the entire European territory.”

RICARD ESPARZA
Academic Coordinator
of the Master's Degree
Autonomous University
of Barcelona

IS THIS THE MASTER'S DEGREE YOU ARE LOOKING FOR?

Thanks to the collaboration between Johan Cruyff Institute and Universitat Autònoma de Barcelona, you have all the innovation of specialized academic training in sport management and all the quality and recognition of university education with quality accreditation.

The University Master's Degree in Sports Management has been offered by Johan Cruyff Institute as a specific master's degree since the 2004-2005 academic year. By then, we were pioneers in creating an academic training program specifically designed to respond to the needs of a changing sports industry that needed professionals prepared to face new challenges.

The constant desire to strengthen our academic content and expand our services led us to seal an alliance with the Faculty of Economics and Business of the Universitat Autònoma de Barcelona (UAB), through its FUAB Formació platform. Since 2016, Johan Cruyff Institute has been offering this program jointly with the university, which means that both the structure of the master's degree and the subjects taught in it are the result of the joint work of both institutions.

It is, therefore, a pioneering program that is constantly being improved, with content that is updated and adapted to the business reality, always preserving the innovative spirit that has brought so many professional successes to the participants during its successive editions. This continuous effort to improve, together with its official nature, explains why each new edition of the course is in high demand, both in the classroom and online.

Currently, the University Master's Degree in Sports Management is a "classic" that, in addition, has official status and meets the quality standards of a regulated and approved program at European level.

Rankings SportBusiness International Magazine
SEPTEMBER 2022

TOP 40 GLOBAL
RANKINGS
MÁSTER EN SPORT
MANAGEMENT

UAB, AMONG THE BEST UNIVERSITIES

1ST

BEST UNIVERSITY
IN SPAIN
RANKINGS (QS WUR 2023)

**TOP
178**

WORLDWIDE
QS WORLD UNIVERSITY
RANKINGS (QS WUR 2023)

**TOP
183**

WORLDWIDE
THE WORLD UNIVERSITY
RANKINGS (THE WUR 2023)

2ND

BEST SPANISH
UNIVERSITIES IN
RESEARCH
(U-RANKING 2022)

UAB

Universitat Autònoma
de Barcelona

FUABformació

The UAB is barely half a century old, but it is already ranked among the best universities in the world. This “relative” youth translates into a groundbreaking and innovative spirit that is evident in the constant updating of its educational offerings and in the commitment to study plans that are fully adapted to social demands. The University Master’s Degree in Sports Management is an example of this.

The UAB is also a university open to the world, because of its willingness to welcome students and professors of different nationalities, and because it has been able to create an ecosystem where there is a constant transfer of knowledge, where different research projects are developed in collaboration with other universities, scientific organizations, companies and government agencies. It is precisely in this framework of collaboration where the work with educational institutions such as Johan Cruyff Institute is developed.

The pursuit of excellence in the fields of teaching and research has led to a constant improvement in the quality of teaching offered by the UAB, which has been recognized in the main world rankings, such as the QS World University Rankings (QS WUR), the Times Higher Education World University Rankings (THE WUR) and the Academic Ranking of World Universities (ARWU).



OBJECTIVES

8 GOALS TO HELP YOU EXCEL PROFESSIONALLY

Meet the business reality, learn to recognize business opportunities, anticipate changes, be prepared to make the most of the resources of any company or sports organization.

These are the objectives of a program designed to launch your professional project:

1. Define the socio-economic framework in which sports companies find themselves in order to carry out strategic management.
2. Recognize, negotiate and use available financial resources to sustainably manage a sports entity.
3. Identify indicators to develop the potential of the people who make up a sports company.
4. Design the commercial management of sports products and services through marketing strategies and plans.
5. Economically manage infrastructures and sports facilities.
6. Plan and manage sporting events.
7. Apply the knowledge and skills learned in a professional environment in the field of sport management.
8. Create a business plan or a project related to sport management.

SYLLABUS

A PROFESSIONAL LEAP IN 60 ECTS

The educational program of the master's degree is organized in 9 modules, including a curricular internship and a final project.

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

MODULES

1	Economics of Sport and Strategic Management 9 ECTS
2	Financial Management of Sport Organizations 6 ECTS
3	Innovation, Entrepreneurship and Leadership in the Sports Sector 6 ECTS
4	Sport Marketing 6 ECTS
5	Sport Sponsorship 6 ECTS
6	Sports Facilities Management 6 ECTS
7	Sports Events Management 6 ECTS
8	To choose between two electives: 9 ECTS <ul style="list-style-type: none">• Internship*• Emerging Trends in the Sports Industry
9	Final Project 6 ECTS

You must accredit 200 hours of curricular external academic internships. Additionally, you will be able to accredit 750 hours of extracurricular internships.

*The program offers support in the search for organizations to do external internships.

For more information on each of the modules, please visit [HERE](#).

CHOOSE FROM MULTIPLE CAREER PATHS

Prepare yourself to perform multiple functions in different areas of sport and apply what you learn immediately in your professional work, either for a company or organization or as an entrepreneur.

We have created a master's degree that gives you an overview of sport management, but also delves into various functional areas of companies operating in this market.

These are some of the job opportunities available to you:

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.

Sports manager in public organizations.

SPORTS CONSULTING

Sports services advisor.

MARKETING AND SPONSORSHIP

Director of marketing for sports organizations.

Manager of sponsorship in sports organizations.



80%

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

(2016-2021)

5 KEYS TO ACCEPT THE CHALLENGE

Qualification, hands-on learning, skills development... you have many reasons to accept 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. Degree with quality accreditation

You get a degree with quality accreditation, approved throughout the European Union, with which you can access doctoral studies and that is also officially recognized as postgraduate education if you apply to work for a government agency.

4. Job opportunities

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



2.

Networking

You have many opportunities to interact with experts and expand your professional network, and in the on campus mode, there is also a series of visits to sports facilities.

5.

Study trip

The program allows you to take a trip where you will continue your training in an international destination while enjoying an unforgettable experience.



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. You take an official master's degree, but you use Johan Cruyff Institute's pedagogical model, where you train "technique" and "tactics", and where your life experience—learning by doing—is the main source of knowledge.

Teamwork

Work on different projects with people of different nationalities and professional backgrounds who share with you their 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. In the on campus mode, personally present your solutions to Johan Cruyff Institute partner companies that challenge you with specific strategic problems.

Different learning environments

Imagine a master's degree where it is possible to go beyond the boundaries of the classroom, whether it is virtual or face-to-face. Thanks to technology, you have access to meetings with professionals and their work contexts, and if you study on campus, you can also visit different companies and sports organizations to get to know them first-hand.

You are at the center

We accompany you, but we are demanding. We guide you, but you are responsible for your training 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

DUAL FORMAT, MAXIMUM EFFECTIVENESS

Whether you choose the on campus format or distance learning, you will always progress hand in hand with your professors, the input of your peers and the expertise of professionals in the sports industry.

We are always with you

The professors continuously monitor your progress and help you improve your performance. When you use the resources of the digital platform you are in contact with a professor 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 apply your new knowledge by carrying out a real project, whether it is more oriented to research, to develop entrepreneurial ideas, or to work under real challenges. As you prepare it, you will be accompanied by a tutor. Also, in the on campus mode, 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?

Internships

Sports clubs, federations, sports complexes, events and sports marketing companies, intermediary agencies, consulting firms... when you do your internship you begin to open doors in the professional world. Each year we sign agreements with different entities in the sports sector, and you will have the support of the program to find an internship where you can put your new knowledge into practice.

The University Master's Degree in Sports Management includes an optional module of 9 ECTS credits for an internship. Internships can be paid or unpaid, depending on the organization where you do them. But the most important thing is that they allow you to gain experience and improve your skills and, above all, forge relationships to build a network of contacts that will be very useful in your professional career.

You can apply for one of the offers that we publish in the virtual classroom of the master's degree, or look for the company that interests you the most. We will guide you through the process to provide you with the best experience.



+180
AGREEMENTS
WITH
COMPANIES,
FEDERATIONS
AND CLUBS



ON CAMPUS MODALITY

(In Spanish)

You enjoy an immersive experience with the closeness that only face-to-face sessions can offer.

Intense and demanding

Socialize, debate, interact, learn and enjoy classes that are authentic laboratories of ideas and where human contact is motivating. And get ready for an intense program that will demand effort, concentration and hours of study, but will reward you with a real impact on your professional future.

ONLINE MODALITY

You have the highest quality education with the flexibility of online academic training.

Planned in detail

If you study online you want great results while optimizing your time to the maximum. That's why we have designed a program where each knowledge module, each activity, each delivery, is planned to the tiniest detail, but that allows you to progress at your own pace. The result? You study a master's degree with the same level of qualification as the on campus one and you always know how you can organize yourself to perform at your best.

ADVANTAGES

- You choose the format that best suits your needs.
- You always study in direct contact with your teachers.
- You learn from the direct experience of professionals in the sports sector.
- You do excellent networking.

**15—25 h
per week in person
(3—5 afternoons)**

+

Individual dedication

750 h of internships

**12—14 h
of online dedication
per week**

+

Flexible hours

750 h of internships

YOUR TRAVEL COMPANIONS

If you believe that the exchange of ideas multiplies talent and you want to educate yourself in a cosmopolitan environment, wait until you meet your classmates. In the University Master's Degree in Sports Management, you will work with people from different cultures, countries and professional backgrounds, but who share a common passion for sport.



"The Master allowed me to learn from great professionals about the different areas covered by sport management, meet people who are now my colleagues and friends, experience firsthand the transformative power of sport and live in a cosmopolitan and wonderful city like Barcelona".

MANUELA PARODI
Project Monitoring and Evaluation
Assistant for the International
Paralympic Committee (IPC)
University Master's Degree in Sports
Management Barcelona, 2018-19



"Partnering with people of different nationalities and diverse backgrounds offered an abundance of new perspectives that enhanced my learning experience, and made tasks and assignments so enjoyable. The classroom is like a microcosmos of the industry, with different students bringing various expertise and various sport-industry experiences, which allowed me to learn so much. The remote experience allowed me to advance my career and education at the same time, and that is an opportunity that is often under-valued by prospective students who are fixed on an in-person-only program".

SHAY WALLACH
Assistant Director of Inclusion,
NCAA
University Master's Degree in
Sports Management Online,
2020-21



ON CAMPUS MASTER'S DEGREE

AVERAGE AGE

25,5

ELITE ATHLETES

2%

ALREADY WORKING IN
THE SPORTS INDUSTRY

28%

PREVIOUS EDUCATION

68% 
BUSINESS ADMINISTRATION
AND MANAGEMENT/ECONOMICS

12% 
SPORT

11% 
MARKETING AND COMMUNICATION

9% 
OTHER

ONLINE MODALITY

AVERAGE AGE

30,1

ELITE ATHLETES

17%

ALREADY WORKING IN
THE SPORTS INDUSTRY

65%

PREVIOUS EDUCATION

62% 
BUSINESS ADMINISTRATION
AND MANAGEMENT/ECONOMICS

34% 
SPORT

4% 
OTHER

BEYOND THE CLASSROOM

Say hello to an academic training experience that breathes sport on all sides, where you can share great moments with your colleagues, with professional days and events 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 accompanied. Throughout the master's program you will be directly assisted by a program manager who will monitor your progress and you will also be constantly assisted by tutors, professors and the administrative staff of Johan Cruyff Institute.

PASSION

If sport is passion, it is normal that you find yourself surrounded by 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 many opportunities to expand your professional network through the various conferences and events we have scheduled. These are some of them:

- **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.
- **Study Trip:** the study trip in which you can participate and where you can complete your education while living unforgettable moments (if you study online you are also invited to join us, check the conditions).
- **The C Room:** the webinars where current topics in the sports industry are presented and you can discuss these online with students from all over the world.
- **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.
- **Graduation ceremony:** the moment to celebrate with your classmates that you have successfully completed a stage full of effort and dedication. Online students are also invited to attend.
- **iWorkinSport:** 50 of our students can access this virtual job fair that allows them to contact recruiters from the most prestigious sports organizations in the world.

Also, as a UAB student, you have all the advantages enjoyed by UAB students, and you can take advantage of its excellent academic and sports facilities and the different services of its campus.

ON CAMPUS ACTIVITIES

Those of you who have chosen the on campus modality also have the opportunity to participate in the following events and activities:

- **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.
- **Visits to sports entities and facilities** guided by managers who will introduce you to their management model.
- **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.

All participants in the program enjoy invitations and discounts to major sports industry conferences and congresses, as well as discounted 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 that enriches us mutually.



GOAL

TO MAKE A LIVING FROM SPORT

“Above all, what I take away from the master’s degree is having grown as a person and being able to dedicate myself to my passion in the working world.”

ENRIC FAJA PIJUAN

General Coordinator

Unió Esportiva Olot

University Master’s Degree in
Sport Management Barcelona, 2017-18

With a degree in business studies and business administration, and after six years of experience in the HR department of a meat company, Enric was already passionate about sport, but he also wanted to make a living from sport, so he decided to make a complete career change and explore new professional horizons. He now works for a football club and is in charge of more than 25 teams.

Enric Faja succeeded. He was clear about his vocation, but he needed academic training. The university master’s degree on campus was the professional lever that led him to work in the world of football.

— I decided to take the master’s degree because I felt the need to link my profession with my passion: football. I searched at different centers and I opted for the Johan Cruyff Institute master’s degree, because of the link with the Universidad Autònoma de Barcelona and for its great networking possibilities.

— I chose the on campus format because for me it was important to live the classes and the experience in first person. I was able to meet people with the same concerns as mine, from all over Spain, South America and other parts of the world, and I still keep in touch with some of them.

— My assessment of the professors is highly positive: they had experience in business and in the sports industry and they passed on their experience and advice. I especially liked the visits to the Montmeló racing circuit, the RCDE Stadium, the Hotel Montanyà... and seeing all the economic and sporting aspects of their day-to-day life.

— Now I can apply the resources I’ve learned in areas as diverse as facility management, sporting events, leadership, strategic management... and help the club in other areas such as marketing and finance.

— I would highly recommend the master’s degree to anyone who is passionate about the world of sport. Working in what you feel comfortable doing is very rewarding; we spend too many hours of our lives at work not to enjoy it

THE PROTAGONISTS

GOAL

TO BOOST YOUR CAREER

ELENA USOVA

Competitions
Coordinator
Rugby Europe

University Master's Degree in
Sports Management Online,
2018-2019



Elena Usova knew she had to continue her education to further her organization and her own development. The university master's degree online was the missing piece.

— By the time I decided to enroll in the University Master's Degree in Sports Management Online I had already been working in the sports industry for about 8 years. I reached a point where I needed substantial knowledge to drive my organization and my own development.

— I chose this master's degree because it offered a series of modules covering all the key areas of sport management.

— During my studies, I already started to apply the knowledge gained in the modules. It really helped me to develop my organization to the level of a professionally managed national federation.

— The application of the knowledge was a boost to the development of the sport at the time and to my professional development and is still very useful in my current work.

BARCELONA: EPICENTER OF SPORT AND TALENT

If you are looking for the ideal place for education, why not do it in one of the most attractive cities in the world.



It's not just us saying so, it's what the specialized publication *The World's Best Cities 2021* affirms. So imagine a city that adds to its impressive urban environment, its great quality of life and a long sporting tradition. If you know it, then you already know what it has to offer, but if not, get ready to enjoy the beach and the mountains all year round, the fascinating architecture of Gaudí and an incredible cultural and leisure offer. And if you are going to study online, don't think twice, find the time and come and visit us.

Barcelona is a magnet for professionals from all over the world. Thanks to all this talent, the Mediterranean capital has become an important economic center for the sports industry and is home to several multinationals in this sector. Not surprisingly, it also has a football club that is a world reference and hosts world-class sporting events such as the Barcelona Tennis Open, the Barcelona World Race and the F1 and Moto GP Grand Prix, among others.

The city also has a great love of sport. It hosted the Olympic Games in 1992, and since then it has had major sports centers and facilities. It also has centuries-old clubs, federations in countless sports, public and private facilities in each of its neighborhoods and even a film festival specializing in sport, the BCN Sports Film.

Urban sports, water sports, activities in the Collserola forests, circuits for runners and up to 200 kilometers of bike paths, sports tradition and economic drive, not only provide the best scenario to do what you like the most, but also form a magma that solidifies in the creation of new companies with innovative ideas and entrepreneurial projects linked to sport.

Barcelona is the perfect city for your studies in Sport Management, and the place where, as a sport lover, you always feel integrated.

1,472

COMPANIES
LINKED TO SPORT
IN 2020

8TH

BEST CITY IN
THE WORLD TO
LIVE AND WORK

1,924

PUBLIC SPORTS
FACILITIES

MORE THAN
5 MILLION
INHABITANTS
IN THE
METROPOLITAN
AREA OF
BARCELONA



Barcelona is the perfect city for your studies in Sport Management, and the place where, as a sport lover, you always feel integrated.



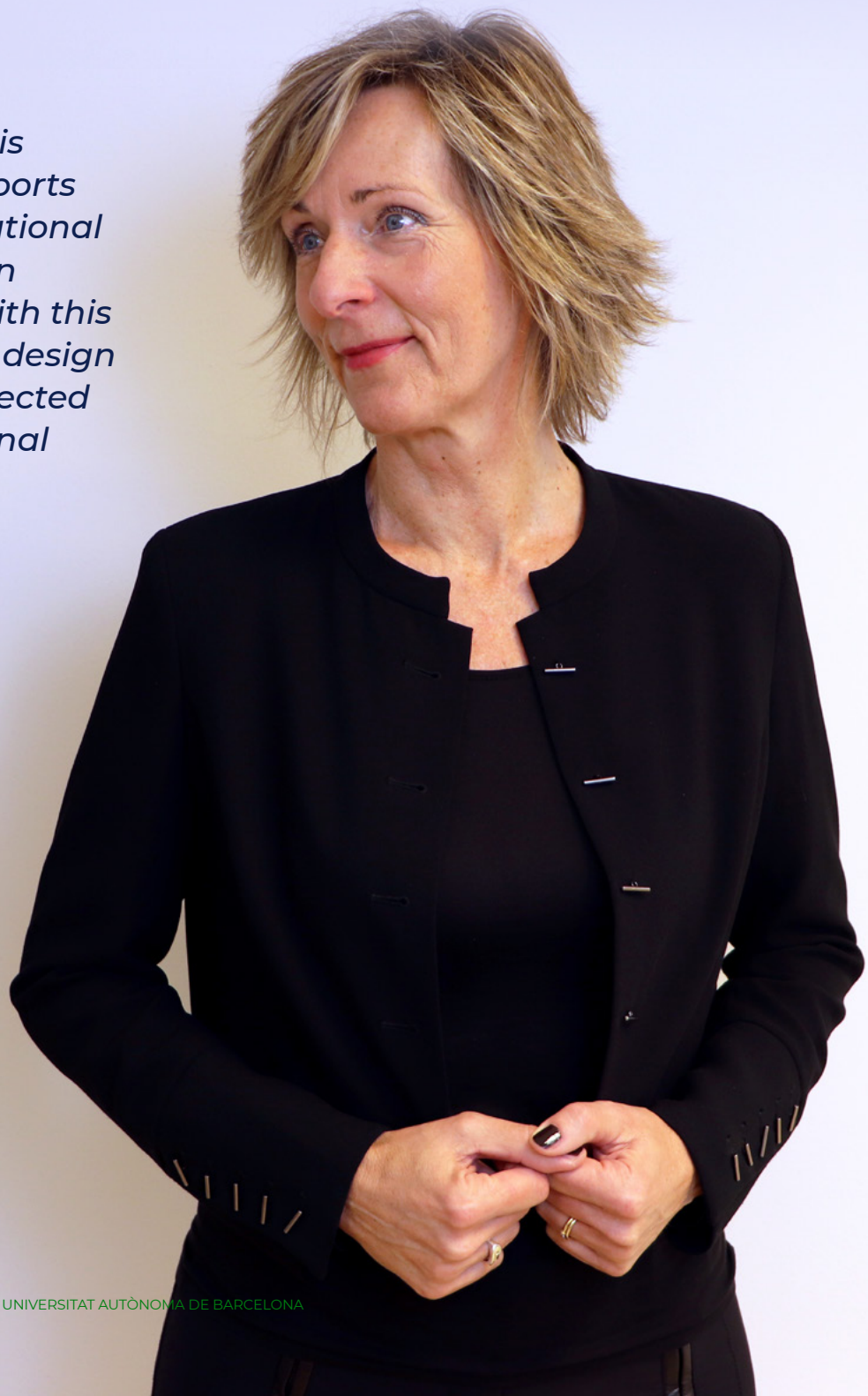
WELCOME TO JOHAN CRUYFF INSTITUTE

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 to progress in a dynamic scenario full of opportunities, where education is more essential than ever to work in the sports industry.

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 require 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 on which you will grow personally and professionally, and, you become stronger with every step you take towards the top.

**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 PLAYING 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 sportsmen and women enter the world of work. This plan was born with a ground-breaking approach that he would describe as “thinking from the field to the boardroom”, thus transferring all his experience as a player and coach to the business world.

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 bring them all the knowledge and innovation demanded by the most current sports industry, where areas that did not exist a short time ago, today offer a wealth of great opportunities.

As a result, more than 9,500 professionals 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, and also reaches all over the world thanks to our extensive experience in online education. 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 limelight with social commitment.



+9,500
STUDENTS

4
CAMPUSES

BARCELONA
AMSTERDAM
LIMA
MEXICO CITY

56%
ON CAMPUS

44%
ONLINE

+90
Academic
programs

11
DELEGATIONS
WORLDWIDE

17
INTERNATIONAL
AGENTS IN
18 DIFFERENT
COUNTRIES

127
Teachers

15

Universities and
international
partners

+180
Agreements
with companies,
federations and
clubs

Rankings SportBusiness
International Magazine
SEPTEMBER 2022

TOP 40
GLOBAL
RANKINGS
MASTER IN SPORT
MANAGEMENT

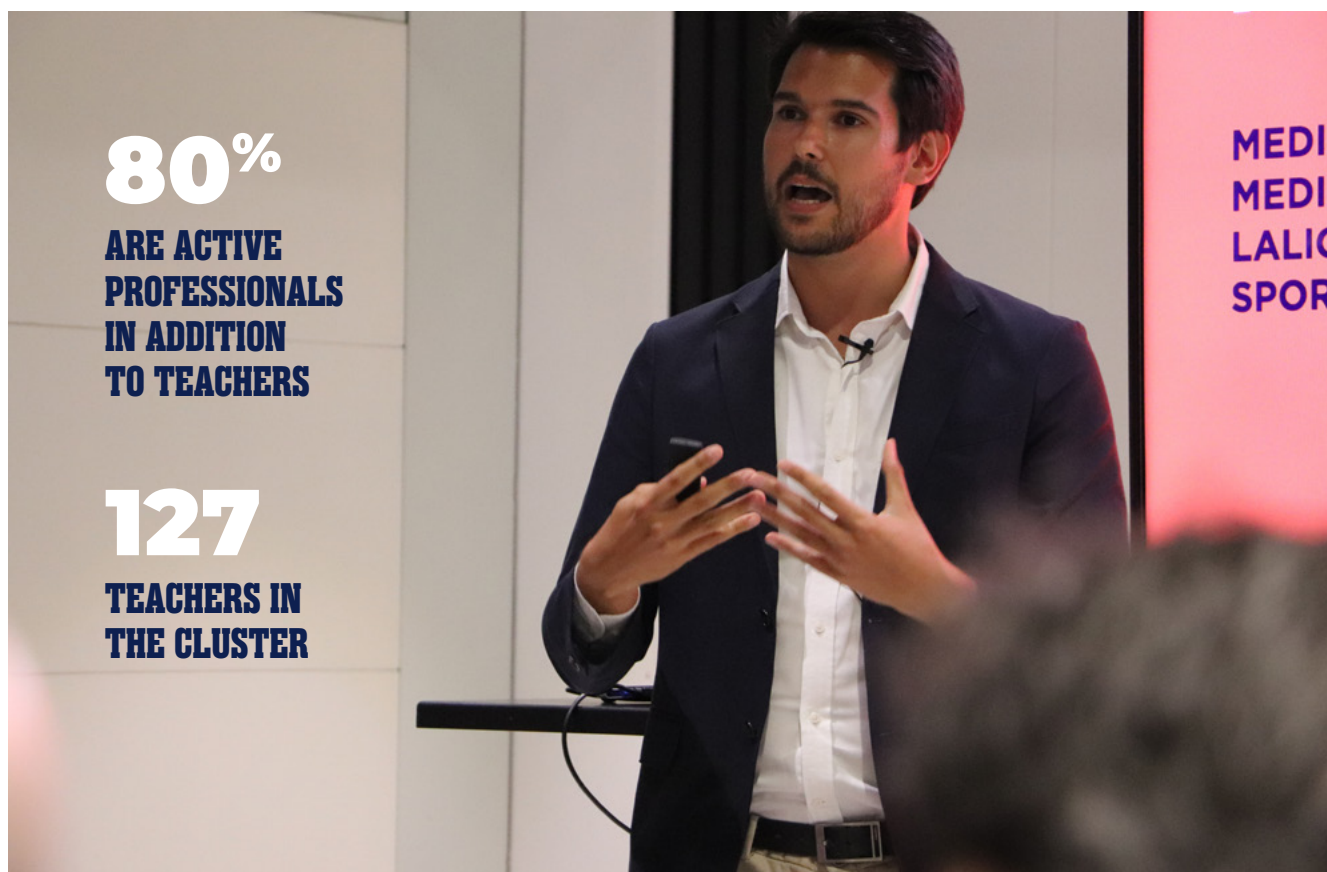
2nd
WORLDWIDE
MASTER IN SPORT
MANAGEMENT
ONLINE

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

LEARN FROM THE BEST PROFESSIONALS

University professors and researchers, businessmen, managers, entrepreneurs... All of them are passionate about teaching, and in many cases they combine their educational function with their professional activity.

The teaching team is made up of university professors and professionals from the sports industry who know how to connect what they teach in the classroom with what they really live 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 experience and practical reality of their work.



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.



“It is a program that responds specifically to what companies demand from us, our approach is very practical and experiential, we bring the day-to-day of the industry closer to the students.”

DAVID HIDALGO
Professor of the
University Master's
Degree in Sports
Management
CEO Grandvalira Soldeu
Ski Resort

COORDINADORES DEL MÁSTER

PHD NURIA MASFERRER LLABINÉS (CO-COORDINATOR)

PhD in Economic and Business Sciences from the University of Barcelona (2002). She is a tenured professor in the Department of Financial Accounting and Finance at the UPF School of Social Sciences and Business. Researcher of the GRAEFES research group, recognized by the AGAUR Regional Research Agency (SGR535) and is part of the chair of social economy of the Higher School of Social Sciences and of the Company, carrying out research functions and preparing publications. Academic coordinator of the Degree in Business Administration and Management. Co-coordinator of the Master's Degree in Sports Management at the UAB-Johan Cruyff Institute. Her research focuses on the new dynamic business management capabilities that company managers must have to face unexpected changes in the environment. She has published various articles in international journals on these topics.

Module: Financial Management for Sport Organisations

Modality: On campus

PHD RICARD ESPARZA (CO-COORDINATOR)

PhD in Business Economics from the Polytechnic University of Catalonia (2014). He has two master's degrees in economics (with applications related to R+D+I). He is a professor of economic analysis at the Faculty of Economics and Business at the UAB and a researcher at the Center for Research in Entrepreneurship and Social Innovation at the UAB. His field of research focuses on innovation policies and the evaluation of R+D+I public policies, as well as the role of innovation for the development of emerging economies. He has published various articles in indexed journals on the subject, as well as other materials. He has been the principal investigator of 9 European and international projects, collaborating in research and knowledge transfer actions with entities from more than 40 countries on 6 continents. He is part of various committees and initiatives of experts from different governments, including the Generalitat de Catalunya and the European Commission. Co-coordinator of the Master's Degree in Sports Management at the UAB-Johan Cruyff Institute.

Module: Complementary courses in sports economics and strategic management (and Final Master's Project)

Modality: On campus, online English and Spanish

PHD ANDREU TURRÓ SOL

Professor in the Business Department of the Autonomous University of Barcelona (UAB) and member of the Center for Study and Research in Entrepreneurship and Social Innovation (CREIS). Previously, he worked as a professor

at the School of Economics at the University of Utrecht (The Netherlands). PhD in entrepreneurship and business management from the UAB (thesis recognized with an extraordinary prize). Graduate in Business Administration and Management and in Market Research and Techniques from the UAB and Master in Marketing Management from ESADE. His research focuses on the conditioning factors of corporate entrepreneurship from a quantitative perspective. He has published various articles in international journals on this subject. He currently participates in different national and international projects on this topic.

Module: Innovation, Entrepreneurship and Leadership in the Sports Sector

Modality: On campus

PHD CARLES CENDRÓS CÁMARA

PhD in Psychology from the Ramon Llull University (2012). With more than 25 years of experience in Human Resources, he has worked in different sectors such as Pharmaceutical, FMCG, Retail and Sports, highlighting during the last 15 years the Human Resources Department, Cadbury, GBfoods, Desigual or Futbol Club Barcelona.

Modules: Innovation, Entrepreneurship and Leadership in the Sports Sector

Modality: On campus

DRA. JUDITH PANADÉS MARTÍ

Doctora en Economia, Universitat Autònoma de Barcelona.

PHD MARC BERNADICH

Doctorate in Business Creation and Management by the Universitat Autònoma de Barcelona (2015). Postgraduate in Teaching Innovation by UVIC-UCC (2016). Degree in Business Administration and Management from the Autonomous University of Barcelona. Director of Business Studies at UManresa-Fundació Universitària del Bages Professor of Entrepreneurship, Innovation and Marketing at the Polytechnic University of Catalonia. Executive Councilor of Básquet Manresa, professional team of the ACB. Founder of Neofit and Atàvica Cosmetics. Experience of more than 10 years accompanying entrepreneurs.

Module: Innovation, Entrepreneurship and Leadership in the Sports Sector (On campus) and Sports Marketing (online in Spanish and English)

PHD NÚRIA JUAN CALVET

PhD in Educational Psychology (2022) from the University of Barcelona, in collaboration with the Autonomous University of Barcelona, the Ramon Llull University and the University of Girona. Interuniversity Master in Educational Psychology (2014) from the previous universities. Master in Humanistic Psychotherapy (2008) from the Erich Fromm Institute. Degree

in Psychology (2006) from the Ramon Llull University. Experience tutoring Grau and Master's internship courses at CETA Escola Universitària de Turisme - Center attached to the University of Girona. Associate Academic Manager at Johan Cruyff Institute.

Module: Internships

Modality: on campus and online in Spanish.

PHD VERÓNICA RIERA BATALLA

PhD in Sport Management, Sport Management (2019) Master's Degree in Sports Management (2013) from the University of Lleida, and Bachelor of Science in Physical Activity and Sports from the Ramón Llull University (2011). She is currently a Professor at the Ramón Llull University, and works as a Project Manager at ADVANCE INSPIRING SOCIAL INNOVATION. His field of research focuses on leadership and sport.

Module: Sports facilities Management

Modality: On campus

EXPERT PROFESSIONALS

ALBERT MUNDET

Graduated in Audiovisual Communication (2009) from the Universitat Oberta de Catalunya. Master of Arts - MA, Science and Technology Studies (2010) from the University of Salamanca. Currently, he is Director of Innovation and General Manager Barça Innovation Hub at FC Barcelona since 2016. He has also worked as Innovation & Tech Transfer Consultant, and Business Development & Strategy Design Consultant at International Policy Group (IPG).

Module: Innovation, Entrepreneurship and Leadership in the Sports Sector

Modality: On campus

ANDRÉS MENDOZA VALERY

Graduate in Law and Master in Finance from ESADE. Since 2014 he has been Managing Director at SRG Capital, a financing company in the sports sector. He has 3 years of experience at 23 Capital (formerly XXIII Capital), a company specialized in financing and solutions, focused exclusively on the Esports, Music, Entertainment and Lifestyle sectors. Co-founder of Chalk Daily Fantasy Sports and has also worked in financial auditing, among others. Managing Director SRG Capital.

Module: Financial Management for Sport Organizations

Modality: On campus

DAVID HIDALGO VILA

Graduate in Economic and Business Sciences from the Pompeu Fabra University. Master in Business Administration (MBA) from ESADE Business School. General Management Program (PDG) by IESE Business School. Sport Events Management and Organization Seminar by the AISTS (International Academy of Sports Science and Technology), Lausanne (SWITZERLAND). General Manager of Grandvalira-ENSISA. General Director of the

Organizing Committee of the Alpine Ski World Cup events in Grandvalira. General Director of the Candidature in the Andorra 2027 Alpine Ski World Championships. President of the Andorra Esports Cluster. Member of the World Cup and European Cup subcommittees of the International Ski Federation.

Module: Sport Events Management

Modality: On campus, online English and Spanish.

JESÚS OLIVER FERRER

Master's Degree in Marketing and Strategic Management from ESIC (2006) and Diploma in Business Sciences from the University of Barcelona (2000). He began his professional career in the United Kingdom (General Motors) and Scotland (Polaroid). Subsequently, he held the position of Marketing Director for 9 years at Casio Spain where he led the repositioning of the brand in our country. In 2012 he founded the WeAreCentric Communication, Marketing and Public Relations Agency. In 2015 he founded Egoísmo Positivo, an organization that fights for the inclusion of people with disabilities in sport. He teaches Marketing on different master's degrees at the ESIC Business School and Johan Cruyff Institute. Regular speaker at events and congresses related to the Marketing area: Mobile World Congress, Hoya Marketing, among others.

Module: Sports Marketing

Modality: On campus

JORDI VIÑAS FORT

MBA from Esade (2004), Master in Sport Management from Loughborough University (1997) and Bachelor of Science in Physical Activity and Sport from INEF-C-Barcelona. Partner-director and founder of Itik Consultoria Esport i Lleure SL. Previously, he was general director of the Balthus wellness center in Santiago de Chile from 1999 to 2002 and manager of CD Terrassa Hockey from 1997 to 1999. He is the author of various studies on elements of the sports system, such as studies on sports clubs in Catalonia, the situation of municipal sports services, public-private collaboration systems in Catalan sports as well as sports habits of the population. He is a member of the Social and Educational Research Group on Physical Activity and Sport (GISEAFE)

Module: Sports Economics and Strategic Management (Strategic Management) (On campus) and Sports Facilities Management (online English and Spanish)

MAR ROTGER GIMENO

Postgraduate in Sport Marketing from Johan Cruyff Institute (2016). Master's Degree in Sport Business Management from the University of Barcelona (2013). Graduated in Physical Activity and Sports Sciences (INEFC) (2012). Since 2022 she is Sponsorship Manager at RPM SPORTS. She has worked in the Arsenal Group for two years in the Management of the Arsenal Women's Club. She has also worked as a Senior Project Consultant at CA Sports Marketing, and as

head of marketing and events at the Catalan Volleyball Federation.

Module: Management of Sports Facilities (On campus) and Professional Internships (Online English)

MARC SERRA SALIENT

Master in Business Administration – Entrepreneurship and Digital Business from ThePower Business School (2019). Master in Sport Management from Johan Cruyff Institute (2016). Graduated in Business Administration and Management from the University of Barcelona (2015). Business Director at CA Sports since 2018. Lecturer in Master in Sports Sponsorship - eSport-sLecturer in Master in Sports Sponsorship – eSports at Johan Cruyff Institute. Lecturer Master in Sports Management and Master in Sports Communications & Journalism. Common Goal member.

Module: Sports Sponsorship

Modality: On campus

ROSER DEL PUIG

Master's Degree in Sports Law from the University of Lleida (2016), Master's Degree in Protocol from the University of Barcelona (2012), and Law Degree from the Pompeu Fabra University (2008). Currently, he works as Project Manager - Institutional Relations, PR & Protocol at FCBarcelona since 2012. He worked for 2 years at UEFA EURO2020 as Event Project Manager

Module: Sport Event Management

Modality: On campus

PONENTES

DANIEL RAMIS

Head of Finance en CE Sabadell FC

JOSÉ LUÍS BELTRÁN

Digital Project Manager at FC Barcelona

MARC POMÉS

Project Manager IRONMAN south EMEA.

NACHO MAS-BAGÀ

CEO at Girona Fútbol Club.

ORIOL SERRA

Clúster Manager de INDESCAT, catalan sports cluster

PATI ROURA

Director at Cruyff Foundation.

ROSAURA ALASTRUEY

Expert in professional networking and LinkedIn.

SERGI VIETA

Managing Director at SPORTFIVE Iberia

VERÓNICA PLATAS

Expert in personal branding.

VÍCTOR JORDÁN

Academic director at Johan Cruyff Institute.



SERVICES

ALWAYS WITH YOU

Johan Cruyff Institute offers different services to enhance your employability, complete your training 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?

We want to offer you the best training experience, that is why we make sure that each application meets the necessary conditions to access the master's degree.

REQUIREMENTS

This master's degree is an official university degree and, therefore, you need a bachelor's degree (180 ECTS in the EU, or equivalent) to be able to do it. Admission conditions vary depending on your academic record:

No entrance exam

You can access the master's degree if you have an official university degree in the fields of Business Administration, Economics, Marketing, Tourism, or their equivalents.

With entrance exam

- If you have a university degree in another discipline you can also access the program, but you will have to take an exam where we evaluate your knowledge in four areas: accounting, marketing, finance and strategic management (therefore the master's degree is also suitable for those of you who have some kind of business background).
- You may be exempt from taking the entrance exam in any of the four training areas mentioned above if you have taken them as a subject in your university studies.
- If you do not pass the test and the score you have obtained is between 3 and 4.9, the coordination of the master's degree will assess whether you can access it by taking some additional training to reach the required level of knowledge.
- The entrance exam is taken online.

Whether you choose the Spanish or English modality, you will have to accredit level B.2 of the Common European Framework of Reference for Languages (CEFR).

ADMISSION PROCESS

The final selection of candidates for the master's degree is made through an admission process with the following phases:

- 1 Pre-registration form**
You can pre-register by accessing the website of the Universitat Autònoma de Barcelona (www.uab.cat).
- 2 Admissions Committee**
The coordination of the master's program will evaluate your application (max. 5 points) according to the following criteria:
 - Suitability of the candidate's profile to the objectives and contents of the program. The assessment of the suitability of the candidate's profile will be made based on the result obtained in the entrance test (if necessary) and a presentation letter of a maximum length of two pages in which the candidate will present their qualifications to the Master's profile and professional objectives.
— UP TO 2.5 POINTS
 - Academic record: it will be valued in accordance with the regulations for the assessment of academic records of the UAB.
— UP TO 1.5 POINTS
 - Professional experience: professional experience will be valued positively, especially if this experience has been obtained in the field of Sports Management.
— UP TO 1 POINT / UP TO 0.5 POINTS
 - The content of two letters of recommendation. A letter from a university professor and another letter from a professional field will be especially valued.
— UP TO 0.5 POINTS
- 3 Admission**
Admission is decided by the academic coordination of the program on behalf of the UAB.

If you are admitted to the master's program, we will provide you with all the information you need to enroll in the program.

REGISTRATION

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

DOCUMENTATION

To formalize the registration you need these documents:

- Certified photocopy of the official university degree, or photocopy of the degree together with the original degree.
- Degrees issued outside the European Union require the Hague apostille certification or an attested photocopy where such apostille clearly appears.
- Certified photocopy of the academic transcript, or photocopy of the transcript together with the original transcript.
- Photocopy of identity card.
- Two passport-size photographs.
- Registration form duly completed.

QUALIFICATION

If you successfully complete the different modules of the program, you will obtain the official title of University Master's Degree in Sports Management from the Universitat Autònoma de Barcelona.

PLACES

29 places in the on campus modality (Spanish).
20 places in the online modality (Spanish).
26 places in the online modality (English).

PRICE

The price of this program is:

10,980 euros for the on campus modality
9,540 euros for the online modality.

In both cases the enrollment fee is **1,000 euros** and the registration fee is **30,21 euros** (non-refundable).

In the online modality, it is necessary to take out accident and civil liability insurance to cover the internship stay, as it is not included in the registration fee.

Each training complement for access to the master's degree (in case you have to take one) costs 300 euros.

PAYMENT METHOD


One-time payment: 3% discount

Payment in installments: 1,000 euros to reserve a place + 60% in September + 40% in December.

There is a 5% discount for former students of Johan Cruyff Institute and the Universitat Autònoma de Barcelona.

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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



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