

CFGS Administration and Finance specializing in Sports Management Modality

Online with in-person visits
to leading companies



ESTADI JOHAN CRUYFF



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INTRODUCTION

2 courses

Start

September

Modality

Online with in-person visits to leading companies

Language

Catalan and Spanish

Qualification

Higher-Level Vocational Training Cycle in Administration and Finance specializing in Sports Management

With pride, we present the new **Higher-Level Vocational Training Cycle in Administration and Finance specializing in Sports Management**, an innovative training proposal resulting from the collaboration between Escola Pia Online and Johan Cruyff Institute.

This vocational training cycle is unique in our environment. It arises from the union of two institutions with a consolidated trajectory: the **experience of Escola Pia in the field of Vocational Training and the international leadership of Johan Cruyff Institute in the field of sports management**. The result is an official qualification designed to respond to the new needs of the sports sector and the aspirations of individuals who want to grow professionally within it.

With a blended online structure that includes in-person sessions of company visits, flexible and dynamic, the program combines the key fundamentals of administration and finance with specialized content in sports management: sports marketing, fan engagement, sponsorship, event organization, and sports leadership, among others. All of this is designed to offer rigorous, practical, and applicable learning from day one.

This cycle is aimed at both individuals from the world of sports who want to consolidate their career in management, as well as students or professionals from other fields who want to make a change and add their talent to the sports sector.

With this project, we foster a new generation of professionals trained with values, a global vision, and transversal skills, prepared to face the challenges of the contemporary sports world. In this dossier, you will find all the detailed information: curriculum structure, training method, career opportunities, admission process, and much more.



SOLID, PRACTICAL, AND UPDATED TRAINING

The purpose of this vocational training cycle is to offer solid, practical, and updated training, enabling students to develop a professional career in administrative and financial management with a specialized focus on the sports sector.

Through a comprehensive approach, the program fosters both technical competencies and personal skills necessary to successfully face the challenges of the professional world.

GENERAL OBJECTIVES OF THE CYCLE

- **Acquire technical and strategic competencies** in administration and finance applied to the sports sector, integrating knowledge inherent to business management.
- **Develop leadership and management skills** to effectively manage sports entities, whether clubs, federations, or companies in the sector.
- **Foster an innovative and entrepreneurial vision**, oriented towards the creation and consolidation of sustainable projects within the sports field.
- **Enhance strategic communication**, applied to sports marketing, sponsor acquisition, and event organization.
- **Promote an ethical and responsible approach**, aligned with the values of Escola Pia and the principles of Johan Cruyff Institute, to contribute to a more inclusive and socially committed sport.

SPECIFIC OBJECTIVES OF THE SPECIALIZATION

- **Interpret financial indicators and prepare budgets** for initiatives and entities in the sports sector.
- **Plan and coordinate multidisciplinary work teams**, applying human resources tools such as selection, motivation, and performance evaluation.
- **Analyze the sports legal framework**, with special attention to federative law, contracts, licenses, and compliance regulations.
- **Design and execute communication and digital marketing campaigns**, with a specialization in social media, sponsorships, and public relations.
- **Implement efficient management systems in areas such as ticketing**, e-commerce, and the organization of sports events.



THE PROFESSIONALIZATION OF SPORT DRIVES NEW JOB OPPORTUNITIES

The Cycle opens the door to a wide range of career opportunities, both in the sports sector and in more general sectors. The practical and versatile approach of the program ensures adaptability to diverse environments, always with a solid foundation in management and orientation to the real world.

SPECIFIC CAREER OPPORTUNITIES IN THE SPORTS SECTOR

ADMINISTRATIVE MANAGER OF SPORTS ENTITIES

Clubs, federations, associations, or public and private sports centers.

RESPONSIBLE FOR ECONOMIC MANAGEMENT IN SPORTS FACILITIES

Budget control, invoicing, purchases, sales, and subsidy management.

COORDINATOR OF ADMINISTRATIVE SERVICES IN SPORTS EVENTS

Logistics management, registrations, budgets, and supplier contracting.

ADMINISTRATIVE ASSISTANT IN SPORTS SERVICE OR PRODUCT COMPANIES

Sports brands, nutrition providers, gyms, technical equipment companies.

SPORTS MANAGEMENT TECHNICIAN IN PUBLIC ADMINISTRATION

Support for sports councils, sports boards, or municipal programs.

GENERAL CAREER OPPORTUNITIES FROM THE CYCLE

ADMINISTRATIVE TECHNICIAN

In companies of any sector, with added value due to their specialized training.

ASSISTANT TO DIRECTOR OR MANAGER

Ideal for service companies, events, or physical activities.

HUMAN RESOURCES MANAGER

With the ability to manage selection processes and coordinate sports teams.

ACCOUNTING OR FINANCIAL TECHNICIAN

Especially useful in small and medium-sized enterprises, as well as local sports entities.

THE DEMAND
FOR QUALIFIED
PROFESSIONALS HAS
INCREASED BY

15%

DATA COLLECTED BY THE
SUPERIOR COUNCIL OF SPORTS
AND SECTOR STUDIES



A PROFESSIONAL PROGRAM IN 2 YEARS

Designed to offer a balanced, progressive, and highly applicable training pathway. It integrates technical knowledge specific to business management with specific content from the sports world, in a blended format that combines the flexibility of online learning with the practical experience of workshops and company internships.

1ST YEAR

1ST SEMESTER (FROM SEPTEMBER TO JANUARY)

Fundamentals of sports management

33 HOURS

Office automation and information processes

132 HOURS

Business documentation management

66 HOURS

Integrated process of commercial activity

132 HOURS

2ND SEMESTER (FROM FEBRUARY TO JUNE)

Communication and customer service

132 HOURS

Professional Catalan

66 HOURS

Professional English

66 HOURS

Personal itinerary for employability I

99 HOURS

2ND YEAR

3RD SEMESTER (FROM SEPTEMBER TO JANUARY)

Marketing and sponsorship in sport

33 HOURS

Human resources management

66 HOURS

Financial management

132 HOURS

Accounting and taxation

66 HOURS

Personal itinerary for employability II

66 HOURS

Company internship

515 HOURS

4TH SEMESTER (FROM FEBRUARY TO JUNE)

Logistics and commercial management

66 HOURS

Business simulation

99 HOURS

Intermodular project in sports management

99 HOURS

Digitalization applied to productive sectors

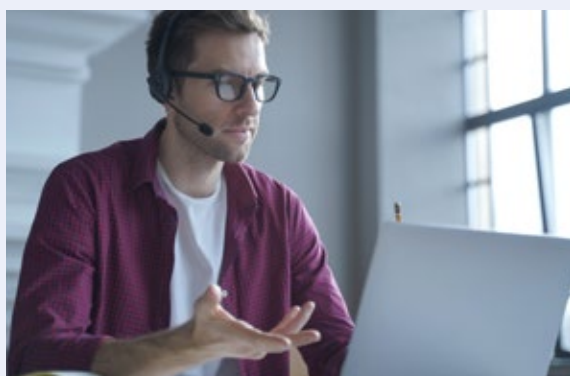
33 HOURS

Sustainability applied to productive sectors

33 HOURS

Human resources and corporate social responsibility

33 HOURS



You also have the option to **customize your itinerary** and take the program over three or more years, adapting the study pace to your availability and personal needs.

DUAL FORMAT, MAXIMUM EFFECTIVENESS

In-person sessions have been conceived as an essential part of the program, with the aim of offering you an immersive, practical, and connected training experience with the professional reality of the sports sector. Each space where they will take place has been selected to enhance your learning and stimulate your vocation.



JOHAN CRUYFF INSTITUTE FACILITIES

You will have the opportunity to train in one of the international reference centers in sports management. In a modern and stimulating environment, you will participate in:

- **Applied workshops** led by sector professionals with international experience.
- **Practical sessions** based on real cases of management, innovation, and sports leadership.
- **Experiential activities** where you will discover the tools and strategies used by successful sports organizations.

A space designed for you to learn with a global and action-oriented perspective.



ESCOLA PIA CATALUNYA CLASSROOMS

Escola Pia's classrooms are designed to facilitate active and collaborative learning. Here you will enjoy:

- **Simulations and interactive dynamics**, to put yourself in the shoes of decision-making.
- **Analysis of real cases**, with scenarios drawn from collaborations with sports entities.
- **Educational technology** that promotes participation, reflection, and competency development.

A close, pedagogically sound, and committed environment to your evolution.



COLLABORATING SPORTS CENTERS

During the course, you will visit and work in leading sports facilities. These “on-the-ground” experiences will allow you to:

- **Explore infrastructures from a management perspective:** calendar planning, event operations, VIP areas, communication and sponsorship spaces.
- **Work on real situations:** create a logistical plan for a competition, calculate the costs of a sports center, or design a membership acquisition campaign.
- **Connect with active professionals** who will share their vision and help you grow with their feedback.

Each in-person session combines masterclasses, practical workshops, and networking moments, designed so that you not only assimilate knowledge, but live it, apply it, and transform it into opportunities.

YOUR LEAP INTO THE PROFESSIONAL WORLD STARTS HERE



With a duration of 515 hours, the company internship is much more than just an internship: it is a real immersion in the day-to-day life of sports managed from within. During this period, you will be able to:

- **Be part of the work team of a sports club:** organize events, collaborate in campaign development, manage calendar and logistics, and participate in strategic meetings.
- **Work in a federation:** contribute to training projects, sponsorship campaigns, or international projection initiatives.
- **Drive projects in innovative entities:** linked to inclusion, sustainability, or sports promotion at local and global levels.

Unlike other training programs, here internships have real responsibility:

- **You will prepare reports for sponsors.**
- You will participate **in the communication management** of events.
- You will develop **improvement proposals for internal operations.**
- And, if the context allows, you will even **contribute to the decision-making of the management team.**

All of this, with the accompaniment of a **personalized tutor**, who will closely monitor your progress, guide you through daily challenges, and connect you with key professionals in the sector.

With this experience, you will not only consolidate everything you have learned, but you will also **open yourself to a rapidly expanding job market, ready to welcome profiles like yours: trained, committed, and with a strategic vision.**

Partner organizations:



OUR COMMITMENT TO YOUR PROFESSIONAL FUTURE GOES BEYOND THE CLASSROOMS

Therefore, we offer you a set of services and experiences that will enrich your training, connect you with the professional world, and help you grow as a professional and as a person.

1 Erasmus+ International Mobility

Be part of a transformative experience with the Erasmus+ program:

- **Do internships in sports institutions across Europe**, with the possibility of working in international contexts and gaining a global perspective of the sector.
- Experience a **professional and cultural immersion** that will expand your competencies and differentiate you in the job market.
- Integrate into **innovative methodologies and management systems** applied in other countries, and bring these best practices to your future professional career.

3 Networking and Professional Contacts

You will have access to workshops and meetings with key people in the sector:

- **Club managers, marketing managers, federative managers, and sports consultants** will share experiences and knowledge with you.
- You will participate in **networking forums and events**, both in-person and online, that will help you build a **solid and strategic network of contacts**.
- These meetings are often **the first step towards collaborations, internships, or real job opportunities**.



2 Study Trips

During the two years of the cycle, you can participate in voluntary immersion trips and stays in real professional environments:

- **Visits to prestigious clubs, federations, and sports organizations**, both in Catalonia and at national and European levels.
- **Practical workshops and on-site training activities**, to gain a close understanding of sports management models.
- Interaction with local and international experts to broaden your vision of the sector.

An opportunity to step out of the academic framework and connect with the living reality of sports management.

4 Personal and Professional Development

Personal growth is key to leading with confidence. Therefore, we offer you:

- **Transversal workshops on leadership**, effective communication, conflict resolution, teamwork, and project management.
- **Coaching and mentoring sessions**, with experts from the Johan Cruyff Institute and collaborating professionals from Escola Pia Online, who will help you guide your objectives and identify your strengths.

5 Job Board and Professional Guidance

We connect you with the professional world through:

- An **exclusive platform with job offers, internships, and collaborations** within the sports field and related sectors.
- Personalized accompaniment through the **career guidance service**, which will help you prepare successful applications, resumes, and interviews.
- Resources and tools to plan your career strategically and adapted to your profile.

YOU ARE THE PROTAGONIST

In this cycle, **you take center stage**. You are not a spectator: you are the one who designs the plays, makes decisions, and leads real projects. That's why we have created a training environment where learning is active, practical, and meaningful, designed for you to develop your full potential.



Learning by doing

Here theory comes to life. Every concept you work on will be put into practice with real marketing and sports management tools, as you would within a club or federation. Thus, your learning will be vibrant, deep, and lasting.

Teamwork and diversity

You will train by collaborating with colleagues of diverse profiles, in teams that simulate current professional environments. You will work together to solve complex situations, sharing points of view, challenges, and successes.

Real challenges, real impact

You will participate in cases posed by real sports entities, to which you will have to respond with creative and viable solutions. These proposals will be evaluated and, in many cases, defended before the same professionals who formulated them.

Beyond the classroom

You will learn in diverse environments: virtual classrooms, innovative spaces, sports facilities, and collaborating organizations. Each context will provide you with a different and complementary perspective on the reality of the sector.

You drive your process

We provide **personalized accompaniment** with a reference tutor and constant feedback. But it is you who sets the pace, who takes on the challenges, and who builds your path. Your commitment, effort, and attitude are the driving force of your transformation.

RESOURCES AT YOUR DISPOSAL

- ① Case studies developed in teams
- ② Projects that address real business challenges
- ③ Business simulations
- ④ Debates and forums
- ⑤ Webinars and live chats
- ⑥ ICT Apps and management tools
- ⑦ Self-assessment exercises
- ⑧ Virtual resources
- ⑨ Research results
- ⑩ Links to bibliographical references

This is not just another cycle. It is your opportunity to grow, lead, and stand out in the world of sports management. And the spotlight is on you.

Why study this vocational training cycle?

Choosing this cycle means opting for strategic, differentiating, and future-oriented training. We will provide you with the tools, knowledge, and experiences that will prepare you to assume key roles in the sports sector, a constantly growing field that needs new profiles like yours.

1 Access to real professional opportunities

This program opens the door to **specific and high-strategic-value job opportunities**. It is designed so that you can access positions such as:

- Manager of a sports club
- Head of marketing and sponsorship
- Project manager in sports organizations
- Specialized consultant in sports management
- Entrepreneur in sector start-ups

The labor market demands professionals with **transversal training**: the ability to lead, manage resources, understand economic mechanisms, and apply them to sports with judgment and vision.

2 Blended modality: the perfect combination

Flexibility and quality go hand in hand in this training model:

- Online theoretical content, accessible from anywhere, to adapt your studies to your pace of life.
- In-person workshops and practical sessions, with real cases and dynamics that will place you at the center of current sports management.

A formula that allows you to reconcile studies with other commitments and, at the same time, experience transformative training experiences.

3 Adaptable and personalized methodology

We take care of every detail to ensure you get the most academic and personal benefit:

- Individualized tutoring: you will have a reference person who will accompany you throughout your training journey.
- Materials and activities adapted to different learning styles: videos, simulations, debates, case studies, collaborative work...
- Continuous assessment and constructive feedback, to foster constant progress.

4 A sector with demand and projection

The sports economy is an expanding reality. Sports entities are looking for trained profiles to face new challenges:

- Digital transformation and innovation
- Internationalization and sustainability
- Attracting new audiences and sponsors
- Professionalization of sports management

This cycle connects you directly with these needs and will equip you to respond to them effectively and with value.

5 Quality professional internships (515 h)

Practical experience is the pillar of your learning. With a minimum of 515 hours in sports sector entities, you will be able to:

- Learn how a sports entity is organized and operates from within.
- Apply your knowledge in real situations and make impactful decisions.
- Build professional connections that can open doors to future collaborations.
- Develop key competencies in areas such as ticketing, communication, logistics, and economic management.

These internships are not a final stage; they are the bridge between your talent and your future.

HOW TO ACCESS THE CYCLE?

To access this higher-level vocational training cycle, you only need to meet one of the following requirements.

REQUIREMENTS

- Have obtained a high school diploma (Bachillerato).
- Have passed the higher-level access test (PAGS).
- Have passed the university entrance exam for over 25s.
- Have passed the university entrance exam for over 45s.
- Hold a mid-level technician qualification from any professional family.
- Have other studies recognized as equivalent for academic purposes.

If you have doubts about whether you meet any of these requirements, our team will guide you without obligation and help you identify the best path to access.

Want more information?

CONTACT US

We are here to answer all your questions and help you take the step towards your professional future in sports management. Whether you need personalized guidance or want to understand better how the cycle works, we will be happy to assist you.



BY EMAIL:

Write to
escola.online@escolapia.cat
and we will respond as soon as possible.



VIA OUR WEBSITE:

Access
<https://online.escolapia.cat/cicle/administracio-i-finances-orientat-a-gestio-esportiva-johan-cruyff-institute-i-escola-pia/>
to see all program details and fill out the contact form.



CALL US OR SEND US A WHATSAPP:

We can assist you at +34 650093766,
Monday to Friday from 9 am to 6 pm.

The image shows a multi-level modern building interior. The upper level is a mezzanine with a glass railing, where several people are walking and talking. The lower level features a swimming pool with a curved edge and a metal handrail. The ceiling is white with exposed ductwork and lights. A large green diagonal graphic element is in the top right corner, and a blue diagonal graphic element is in the bottom left corner.

**We look forward to
starting this exciting
project with you.**
**Your future
begins here.**

Sport as a driving force for change: a new training stage with Escola Pia's pedagogical rigor and Johan Cruyff Institute's sports seal



The agreement between Escola Pia Online and Johan Cruyff Institute represents a unique synergy that brings clear advantages for both students and the entire sports sector:

1) Internationally recognized experience

- Johan Cruyff Institute brings a track record of over fifteen years training sports professionals globally, with proven methodologies and a collaboration network with clubs, federations, and international organizations.
- Escola Pia Online contributes six years of experience in online and blended vocational training, combining flexibility and pedagogical rigor. Our platform allows accessible online learning, reinforced with in-person practical sessions and individualized tutoring.

2) Specific and updated content

- The courses oriented to sports management have been designed according to the latest trends in the sector.
- Johan Cruyff Institute incorporates real cases of successful sports projects and market studies that keep the program always up to date.

3) Deepening in the practical dimension

- The Cruyff Institute's experience complements Escola Pia Online's pedagogical rigor with experiential workshops: business simulations, event management, and analysis of real sponsorship campaigns.
- Students develop real projects under the guidance of professionals with extensive experience in the sports world.

4) Network of contacts and job opportunities

- Through the alliances of the Johan Cruyff Institute, students participate in international professional networks.
- The 515-hour internships in leading clubs and federations are a direct gateway to the job market.

5) Innovation and ethical leadership

- Both institutions share a vision of sport as a tool for social transformation, based on values of respect, inclusion, and responsibility.
- Students learn not only to manage resources but also to promote sustainable practices and projects with social impact.

6) Institutional and sports entity recognition

- The Johan Cruyff Institute seal acts as a quality guarantee that opens doors to agreements with top-tier clubs, federations, and sports entities.
- Graduates not only obtain an official higher technician degree in administration and finance but also a specialization certificate in Sports Management issued by the Johan Cruyff Institute.



<https://online.escolapia.cat/>



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