



ONLINE

MASTER IN  
**SPORTS**  
**MANAGEMENT**

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TURN YOUR PASSION FOR SPORT INTO YOUR PROFESSION



**PRHASHANT KHANNA**

Co-Founder and Target Man - Qsport Media.  
**Alumnus Master in Sports Management**

“

I'm glad I became part of the program because it gave me a lot more people to interact with who speak the same language: sport. It's been absolutely fantastic.

”



# GENERAL INFORMATION

## Academic Degree

Master in Sports Management from the Johan Cruyff Institute.

## Duration

60 ECTS (weekly dedication of 10-12 hours).

## Start

- September
- March
- June

## Modality

Online.  
Available on campus in Barcelona (in Spanish) and Amsterdam (in English). Also blended (partially on campus and online).

## Language

English and Spanish.

## Tuition Fee

€ 7,500.-

## Payment Methods

Payment by installments available.

## Conditions

Discounts for alumni and members of related entities.

## Registration

Open registration until the start of the Master program.

## Admission Requirements

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

## More Information

[campus@cruyffinstitute.org](mailto:campus@cruyffinstitute.org)

## INTRODUCTION

The main objective of the Master in Sports Management is to train you to use management tools to help you recognize business opportunities, develop strategies, anticipate changes, optimize resources and analyze information judiciously, without the obstacles of time or place and adapting the pace of study to your individual workload and availability.



The Johan Cruyff Institute has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET).



The Johan Cruyff Institute is member of the North American Society for Sport Management (NASSM).



The Johan Cruyff Institute is member of the European Association for Sport Management (EASM).



The Johan Cruyff Institute is member of the Catalan Sports Cluster (INDESCAT).

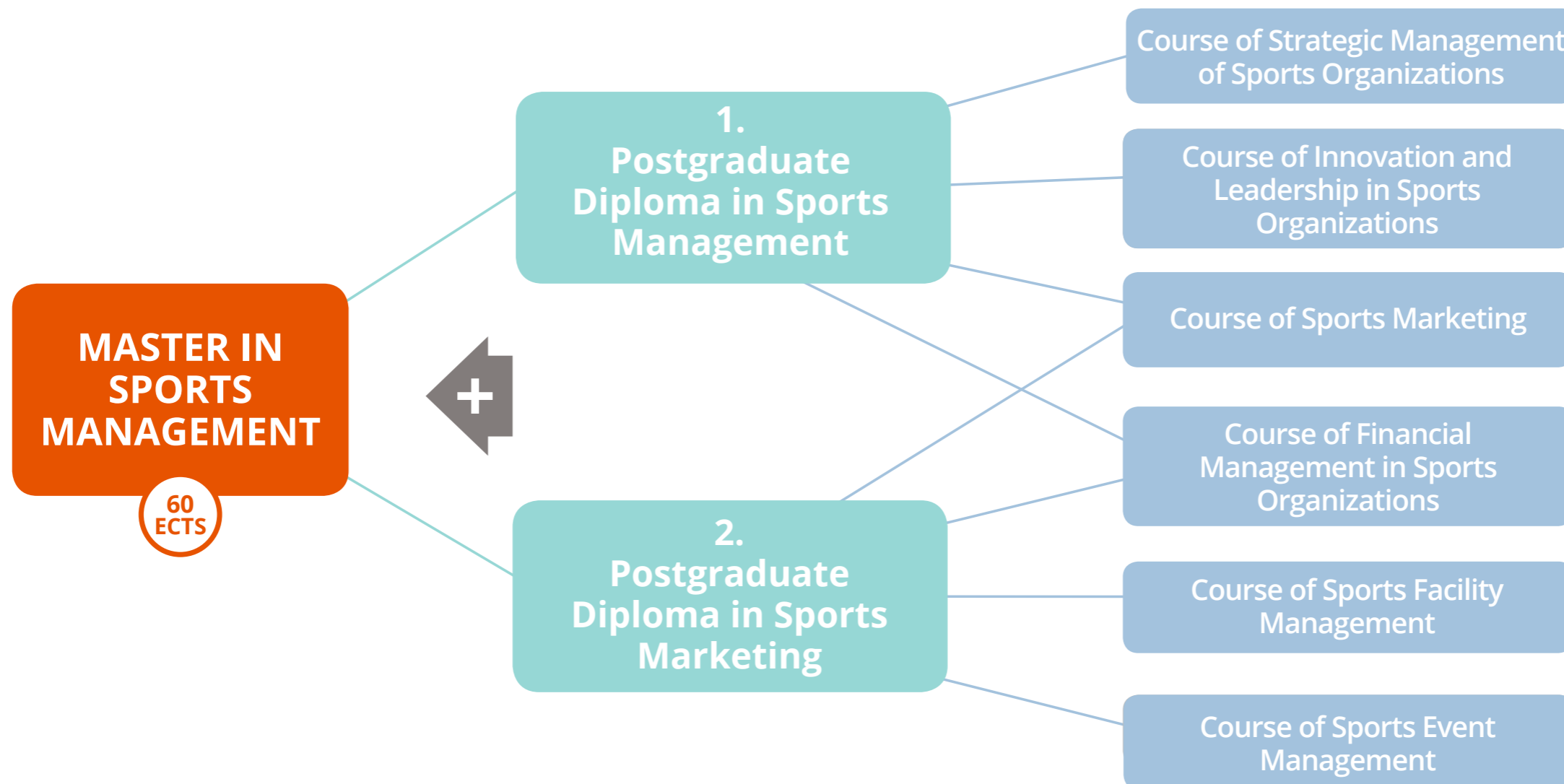
**#2** World's Top 25 Best Online Sports Management Programs  
*Ranking SportBusiness International June 2014*

**#22** World's Top 25 Best Sports Management Programs  
*Ranking SportBusiness International June 2014*

# PASSION FOR SPORT

## ACADEMIC ITINERARY

You have the option of taking the Postgraduate Diploma in Sports Management and Postgraduate Diploma in Sports Marketing or, the 6 compulsory modules separately in short, specialized courses. This way, you can earn credits towards obtaining the Master in Sports Management (in a maximum period of 3 years from the start of the first module).



Master = Postgraduate 1 + Postgraduate 2 + Business Plan

# PASSION FOR SPORT

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## This Master is for you if:

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

## 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 sports organizations.
- To use the most innovative practices in sports 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 sports facility and sporting event.

## BENEFITS

- Learning 3.0: flexible schedules, different learning and technological environments.
- World-class faculty: interaction with expert professors and professionals from the industry.
- Collaborative tools, group work, communication and debate.
- Sports industry oriented: approaches training from the business sector to the sports industry.
- Learning based on experience: designed to improve professionalism.

## PROFESSIONAL OPPORTUNITIES

- Sports Competition (professional sports teams and event organizers).
- Governance (sports federations and associations).
- Facilities and Sports Events (championship organizers, sports clubs).
- Community Sports (foundations, municipalities).
- Sports Consulting (private business initiatives).
- Sports journalism (media).
- Marketing and sponsorship (private and public companies).

# PROGRAM

## MODULE 01 8ECTS

### STRATEGIC MANAGEMENT OF SPORTS ORGANIZATIONS

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- The definition of strategy
- Strategic planning
- Analysis of the sector
- Management strategies
- Company's vision based on resources
- Creating a sustainable competitive advantage

## MODULE 02 8ECTS

### FINANCIAL MANAGEMENT IN SPORTS ORGANIZATIONS

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- Interpretation of financial reports
- Analysis of financial statements
- Investments and business assessment
- Financing
- Pricing strategy and sales
- Liability, performance & profitability
- Financial strategy
- Stocks, outsourcing y risk management
- Financial planning & capital

## MODULE 03 8ECTS

### MANAGEMENT, INNOVATION AND LEADERSHIP IN SPORTS ORGANIZATIONS

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- Innovative business
- Management model and value creation
- Entrepreneurship
- Project management
- Leadership styles
- Managing people and processes
- Talent development
- Expanding the business: generation of change
- Social entrepreneurship

## MODULE 04 8ECTS

### SPORTS MARKETING

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- Marketing vs. Sports Marketing
- Principles of marketing
- Sports market research
- Consumer behavior
- Sports marketing strategies and plans
- International sports marketing
- Brand development
- Advertising and communication in sports
- The future of sports

## MODULE 05 14ECTS

### SPORTS OPERATIONS MANAGEMENT

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- **Event management - 7 ECTS**
  - Event organization
  - Event assessment
  - Economic balance of an event
- **Facilities management - 7 ECTS**
  - Facilities management
  - Economic budget of a facility
  - Facility assessment
  - The tender procedure
  - Risk management
  - Volunteer management

## MODULE 06 8ECTS

### ELECTIVES

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- Digital marketing, or
- Marketing and sports sponsorship

## MODULE 07 6ECTS

### MASTER'S FINAL PROJECT

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- Development of a business plan



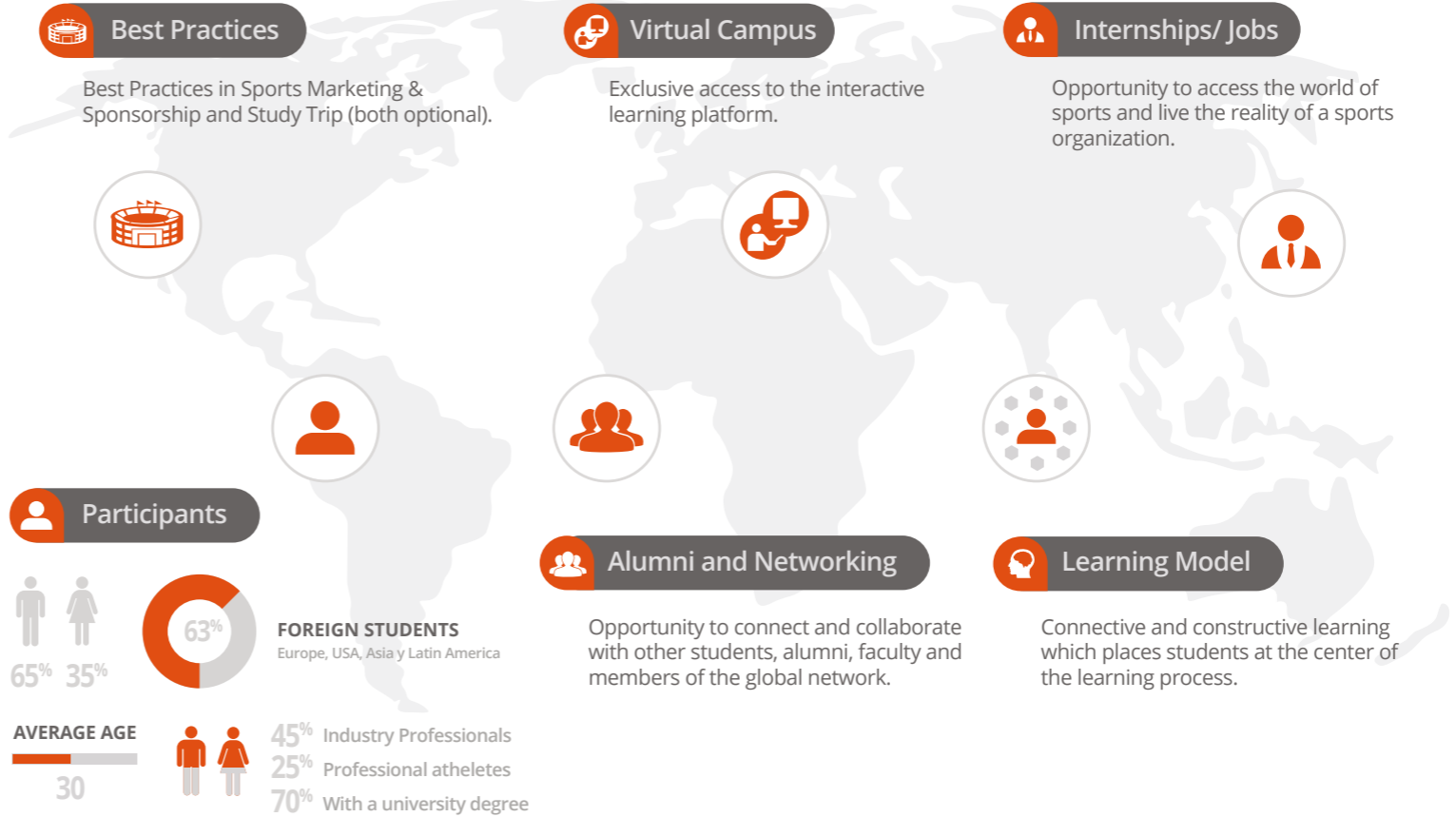
**Johan Cruyff**  
**Founder**



In my opinion, athletes possess remarkable qualities. They are committed, eager to improve and goal-oriented. With these traits and the right academic training, our athletes become successful leaders in the world of sport management. Who better to serve the best interests of sport than someone who has the heart of an athlete?



# JOHAN CRUYFF INSTITUTE



## Virtual Campus

Online study is carried out in an Open Campus environment through our virtual learning platform based on multi-tasking and learning by doing, using exercises, case studies and cross-cutting projects. The virtual campus offers a learning environment rich in tools that encourage study and the use of the online library, case studies, chats, links, self-assessment exercises, a video library, master classes, etc. It allows you to monitor your academic progress from anywhere in the world, 24 hours a day.

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