



ONLINE

POSTGRADUATE  
DIPLOMA IN  
SPORTS  
MANAGEMENT

---

TURN YOUR PASSION FOR SPORT INTO YOUR PROFESSION



**REYES SANTA OLALLA**  
Former professional skier  
**Alumnus Master in Sports Management**

“

I started to combine my passion for skiing with my other passions: law and sport management. Between competitions and training sessions I have managed to build a future for the eventual day that I have to stop skiing.

”



## GENERAL INFORMATION

### Academic Degree

Postgraduate Diploma in Sports Management from the Johan Cruyff Institute.

### Duration

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

### Start Dates

- 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

€ 5,000.-

### 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)

## INTRODUCCIÓN

The main objective of the Postgraduate Diploma in Sports Management is to train you to become a sports management professional and give you the right tools to apply your knowledge in strategic, financial, sports facilities and human resources management.



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).

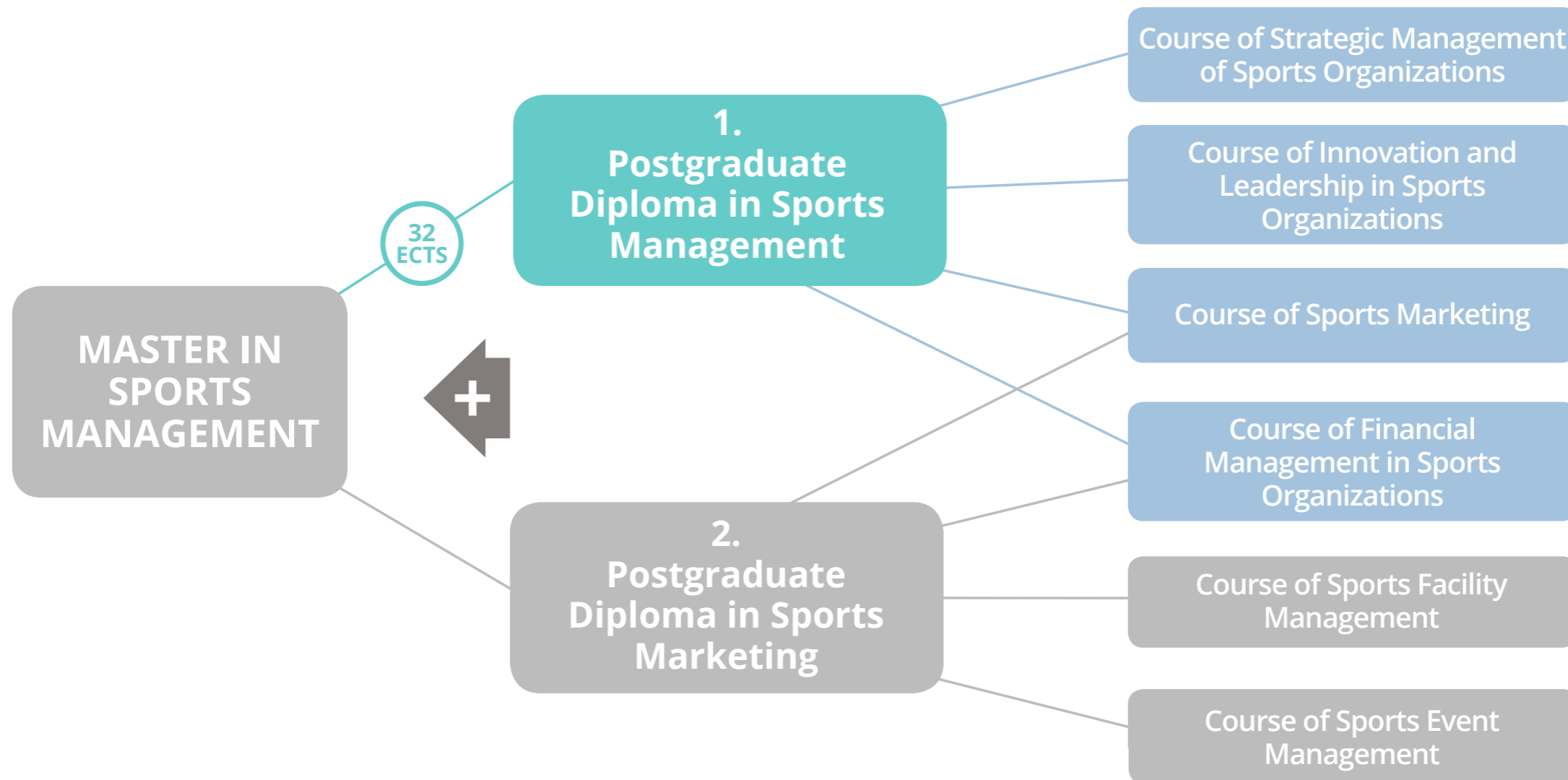
**#2** World's Top 25 Best Online Sports Management Programs  
*Ranking SportBusiness International June 2014*

**#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 4 modules separately in short, specialized courses (in any modality) to earn credits towards this program. You can also obtain the Master in Sports Management by completing this postgraduate program with the Postgraduate Diploma in Sports Marketing by taking two optional modules and doing the Master's Final Project (in a period of 3 years from the start of the first module).



**Master = Postgraduate 1 + Postgraduate 2 + Business Plan**

# PASSION FOR SPORT

---

## This Postgraduate program is for you if:

- You're an (ex-) athlete who is looking for specialized training in sports 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 diploma specializing in 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 sports 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).
- Sports facilities and events (tournament organizers, sports clubs).
- Community sports (foundations, municipalities).
- Sports consulting (private business initiatives).
- Sports journalism (mass media).
- Marketing and sponsorship (private and public companies).

# PROGRAM

## MODULE 01 STRATEGIC MANAGEMENT OF SPORTS ORGANIZATIONS

---

8ECTS

- 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 FINANCIAL MANAGEMENT IN SPORTS ORGANIZATIONS

---

8ECTS

- 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 MANAGEMENT, INNOVATION AND LEADERSHIP IN SPORTS ORGANIZATIONS

---

8ECTS

- 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 SPORT MARKETING

---

8ECTS

- 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



**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

**Field Trips**  
Visits to sports facilities and entities and an Study Trip (optional).

**Virtual Campus**  
Exclusive access to the interactive learning platform.

**Internships/ Jobs**  
Opportunity to access the world of sports and live the reality of a sports organization.

**Participants**  
65% Male, 35% Female

**FOREIGN STUDENTS**  
63% Europe, USA, Asia & Latin America

**AVERAGE AGE**  
30

**Alumni and Networking**  
Opportunity to connect and collaborate with other students, alumni, faculty and members of the global network.

**Learning Model**  
Connective and constructive learning which places students at the center of the learning process.

**45%** Industry Professionals  
**25%** Professional athletes  
**70%** With a university degree

## 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.

Calle Pomaret, 8 - 08017 Barcelona - España.  
T. + 34 93 418 78 68 - campus@cruyffinstitute.org  
[www.cruyffinstitute.org](http://www.cruyffinstitute.org)

