

**MASTER'S PROGRAM  
IN ADMINISTRATION  
AND MANAGEMENT  
OF SPORTS ENTITIES**



# **ADMINISTRATION AND MANAGEMENT OF SPORTS ENTITIES**



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# PRESENTATION

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The sports world, due to its constant evolution, has positioned itself as an emerging market, which demands career professionals able to administratively manage everything related to its control and operation. You will be trained with solid service and marketing tools to consolidate an efficient organization. Efficient organization.

## ***Master's Degree in Administration and Management of Sport Entities***

Is an excellent option that will provide you with the necessary tools to analyze the potential of each of the elements and prioritize the strategies to follow.

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### *Wat is **SPORTS ADMINISTRATION AND MANAGEMENT?***

*It trains the professional to master all the areas involved in an entity, from marketing, management of human and material resources, implementation of appropriate strategies, the implementation of appropriate and material resources, the implementation of appropriate strategies, brand management strategies, brand management, among other elements, so that he/she can efficiently to face, efficiently, positions of corporate sports responsibility.*

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# OBJECTIVES

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- Develop strategies through technological adaptation that lead to the use of available resources.
- Promote the projection of leadership in the management of sports entities.
- Provide practical solutions in the resolution of business problems, in collaboration with the sectors involved.
- To understand the current process of change in the sports industry.
- Promote skills in the student to develop management and administrative projects.
- To know very well the commercial policies involved in generating a sports business.
- Handle the management and organization of international, national or local events.
- To be familiar with the ethical and legal framework surrounding sports entities and the sports world.
- Have a clear and pragmatic vision of the pillars in the sports world, with a view to enhance the company of which he/she is a part.

# MAIN INFORMATION

## MASTER'S DEGREE ISSUED BY FUTBOLLAB



### ONLINE LESSONS

Access to the content 24/7,  
during 7 months of course,  
60 ECTS (1,500 teaching hours).



### OFFICIAL TITLE

Approved by the FutbolLab  
- Validity: outside and inside Spain



### LANGUAGES

Taught in 2 languages:  
Spanish and English



### FINANCIATION

Up to 12 months

FORMATIVE UNITS: **13**

START AND ENROLLMENT: **IMMEDIATE**

This degree has the same validity outside and inside Spain, since it is a curricular title of studies, and covered by the Organic Law of Universities. No specific homologation or accreditation is required, since the Universities have the capacity to issue their own degrees, as stated in article 2.g) of the Organic Law of Universities 6/2001.

# INFORMATION ON TRAINING UNITS

The training units have an average duration of 6 ECTS credits, including the activities of that unit, the teaching methodology is accompanied by demonstrative videos by teachers and experts, as well as complemented by visual presentations, articles of interest and interviews with professional technicians, to achieve an effective, deep and attractive learning.

It also includes continuous evaluations of activities by the professors.

Finally, the master's degree includes a final project of 5 ECTS credits based on real cases.

# STUDY PLAN

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## **1. TYPE OF SPORTS ENTITIES (6 ECTS credits)**

- Module 1: Introduction.
- Module 2: Types of Sports Entities.
- Module 3: Information about the organizations that govern and regulate sports.
- Module 4: Study of school sports.
- Module 5: STUDY OF PROFESSIONAL AND FEDERATED SPORTS. DEVELOPMENT OF A SPORTS ENTITY
- Module 6: Introduction.
- Module 7: Classification of sports clubs, casuistry and generalities.
- Module 8: Transformation of clubs into SAD.
- Module 9: Sports federations and professional leagues.
- Module 10: Statutes, specifications, modalities and legality of the club.
- Module 11: Management of sports entities.
- Module 12: Minimum mode of operation of a sports club.
- Module 13: Internal analysis of the resources that a sport entity may have.
- Module 14: Elaboration of the budget of a sport entity.

## **2. ORGANIZATION AND MANAGEMENT OF A SPORTS ENTITY (12 ECTS credits)**

- Module 15: Organizational structure of a sports organization.
- Module 16: Types of sports activities, possible activities to organize, exploitation of resources.
- Module 17: Development of possibilities in team sports organizations.

# STUDY PLAN

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- Module 18: Development of possibilities in organizations in individual sports.
- Module 19: Other sports modalities
- Module 20: Management, aspects to consider.
- Module 21: Human resources, the importance of personnel selection.

### **3. PLANNING, MANAGEMENT OF SPORTS ENTITIES (12 ECTS credits)**

- Module 22: Planning, management and budgetary control.
- Module 23: Financial and accounting management.
- Module 24: How to audit a sports club, in terms of sports factors.
- Module 25: How to audit a sports club, in terms of economic factors.
- Module 26: Sports management of the facility, action plan, operation and execution.
- Module 27: Management, operation of the different rooms of the facility.
- Module 28: Legal security of the sports facility and the entity.
- Module 29: Quality audits.

# STUDY PLAN

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## **4. LEGALITY AND SPORTS CONTRACTING (6 ECTS credits)**

- Module 30: Introduction.
- Module 31: Types of contracts and agreements with public and private associations.
- Module 32: Types of personnel hiring.
- Module 33: Protection of federal contracts, social security and other social security regimes.

## **5. TAXATION OF SPORTS ENTITIES (6 credits ECTS)**

- Module 36: Taxation of sports companies.
- Module 37: Special cases of sports entities and sports corporations.

## **6. FINAL PROJECT DEVELOPMENT (18 ECTS credits)**

# TARGET AUDIENCE

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- **Technicians who have experience in soccer.**
- **Coaches who are graduates.**
- **Graduates or graduates in Physical Activity and Sports Sciences.**

Each of the program's lines of action are aimed at capturing and developing talent and aptitude in soccer.

# METHOD

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## VIRTUAL CLASSROOM | LEARNING COMMUNITY

### DISCOVERY-INDUCED ACTIVITIES

The activities in which the student will be able to carry out a contextualized learning by working, in the Virtual Classroom and in a collaborative way, a real or simulated situation that will allow him/her to make a **first approach to the different topics of study.**

### PRACTICAL APPLICATION ACTIVITIES

Includes problem-solving, project development and similar activities that allow the **application of the conceptual, procedural and attitudinal aspects worked on in other parts of the courses.**

### INTERACTION AND COLLABORATION ACTIVITIES

The activities in which different topics related to the subjects of each subject will be discussed and argued, and which will serve to **guide the process of induced discovery.**

### PRESENTATIONS AND EXERCISES

It includes the joint elaboration in the Virtual Classroom and, if applicable, the virtual defense of the assignments and exercises requested in accordance with the defense procedures established in the **teaching guides.**

### SEMINARS

Includes face-to-face or virtual attendance to small group sessions, dedicated to specific topics of each subject.

# METHOD

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## VIRTUAL CLASSROOM : STUDENT-TUTOR INTERACTION

### TUTORIES

They allow direct **interaction between teacher and student** for the resolution of doubts and individualized advice on different aspects of the subjects.

### PRESENTATIONS AND EXERCISES

It includes the individual preparation and, if necessary, virtual defense of the requested papers and exercises, in accordance with the defense procedures established in the teaching guides.

### EVALUATION ACTIVITIES

More information can be found in the "Evaluation" section on page 13 of this Master's program.

# METHOD

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## AUTONOMOUS WORK OF THE STUDENT

### INDIVIDUAL WORK ACTIVITIES

Individual work of the materials used in the subjects, although supported by the resolution of doubts and construction of knowledge through a forum enabled for these purposes.

This activity will be **the basis for the development of debates, problem-solving, etc.**

### PRACTICAL APPLICATION ACTIVITIES

It includes **personal** work in problem-solving, project development and similar activities that allow the **application of the conceptual, procedural and attitudinal aspects worked** in the other parts of the course.

### CRITICAL READING, ANALYSIS AND RESEARCH

These are activities in which the student approaches the different fields of study with a critical eye that allows an approach to research. **Examples include book reviews or critiques of articles and research projects.**

# EVALUATION

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The student chooses the following evaluation system, according to his or her personal situation and training needs:

## **Continuous evaluation + TFM**

60% of the final grade is due through the activities which should be done through the course and that will be assessed in "continuous evaluation"; the student's completion of these activities will be subject to a verification by the professors.

The remaining 40% of the last grade will be obtained from the Master's Final Project (TFM) to be carried out at the end of the course.

The FINAL project will include all the areas studied and will always involve the development of a real case, since from **FutbolLab** we want our courses to be directed to the real training situation that coaches find in their teams.

# EVALUATION

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## VIRTUAL CLASSROOM

The course is taught entirely in online mode. They will be conducted through our virtual campus that is accessed from **the official website of Futbollab** (**www.futbollab.com**).

From there you will be able to use the syllabus, explanatory presentations, demonstrative videos, analysis of the teachers, assignments that the teachers will send and correct.

## TUTORS

The teachers offer **continuous tutoring**, establishing telephone and/or videoconference tutorials explaining any doubts that may arise. They will guide your training evolution throughout the course, depending on your profile and level of dedication or study schedule.

As we have indicated, **the syllabus, videos, articles, interviews with experts are part of your evolution in the course, so you will do periodic exercises that are corrected by the teacher** to give you a clearer idea of the subject being worked on.

# PROFESSIONAL OPPORTUNITIES

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To enroll you only have to click on the **Enroll** tab, from there you will be asked to enter your personal data necessary for the academic record and in the last part of the process you will be able to choose the payment format of this program.

Remember that in this course you can go at your own pace and complete it according to your availability, as long as you do not exceed the greatest time to complete it, which in the case of the master's degree is **2 and a half years**. However, if you still need more time, you must ask authorization from the admissions department to extend the time. If you get a positive response, the new time will be automatically extended.

# PROFESSIONAL OPPORTUNITIES

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With this Master, you will learn advanced techniques of soccer fundamentals, but you will also have access to opportunities so that, once you graduate, you will be able to take part in different institutions. This is a great advantage, since **you will have the opportunity to work in:**

Graduates/Graduates in Physical Activity and Sport Sciences.

- Qualified coaches.
- Technicians with experience in soccer.

You will be able to alternate with different sports federations within **prestigious soccer clubs, among many other organizations**, to promote your skills and your growth in the field.

# PROFESSIONAL OPPORTUNITIES

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## LABOUR BANK

Upon completion of the course, **you will enter a large database so that you can apply for a Professional Soccer job.**

Our prestigious platform has national and international reach, and is constantly visited by a variety of soccer clubs in search of trained professionals, offering excellent salaries.

With your registration, you are already on your way to becoming part of the most select soccer team in the world. Not only will we give you the academic tools, but we will also introduce you to the most demanded and best paid labor field in the sport.

**Don't think twice and start your career towards success.**

