

**EXPERT IN SPORTS  
PLANNING AND  
MANAGEMENT**



# EXPERT IN SPORTS PLANNING AND MANAGEMENT



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# PRESENTATION

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The Expert in Sports Planning and Management to the professional so that he dominates all the areas that an entity involves, from marketing, the management of human and material resources, the implementation of appropriate strategies, the management of the brand, among other elements, so that can efficiently deal with positions of sports corporate responsibility.

## ***Expert in Sports Planning and Management***

The program is designed so that the participant acquires administrative and management skills that help to maximize the use of the elements and capabilities of the sports entity to which they will belong.

INNOVATIVE PROGRAM BASED  
ON TRENDS IN THE SPORTS  
WORLD

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## ***What are the Experts in Sports Planning and Management?***

*The most basic definition: it would be the development of strategies of an administrative nature for the management of sports teams. Which makes it a profession with more field, and growth.*

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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 solving business problems, in collaboration with the sectors involved.
- Understand the process of current changes in the sports industry.
- Promote skills in the student, to develop management and administrative projects.
- Promote skills in the student, to develop management and administrative projects.
- Manage the management and organization of international, national or local events.
- Disseminate the ethical and legal framework around the entities and the sports world.
- Have a clear and pragmatic vision of the pillars in the sports world, with a view to promoting the company of which you are a part.

# MAIN INFORMATION

*EXPERT ISSUED BY THE CATHOLIC UNIVERSITY OF AVILA*

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## **ONLINE CLASSES**

Access the content 24/7, for 5 months of the course, 36 ECTS (900 teaching hours).



## **OFFICIAL TITLE**

Approved by the Catholic University of Ávila.  
- Validity: outside and inside Spain



## **LANGUAGES**

Taught in 2 languages:  
Spanish and English



## **FINANCING**

Single payment or in installments of 3, 6 or 12 months.

**COST: 1,336.50 €**

TRAINING UNITS: **6**

START AND INSCRIPTION: **INMEDIATA**

You will have the opportunity to voluntarily carry out your internships in different clubs in Barcelona including RCD Espanyol or its schools. This qualification has the same validity outside as within Spain, since it is a curricular title of studies, and protected 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 on Universities 6/2001.

# ***INFORMATION ON THE TRAINING UNITS***

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

Finally, the master will consist of a final project of 6 ECTS credits based on real cases

# STUDY PLAN

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***M01: Planning in the sports entity.***

***M02: Management of sports spaces.***

***M03: Personnel management in sports entities.***

***M04: Implementation of entity culture and monitoring.***

***M05: Supplier, cost and profit management.***

***M06: FINAL PROJECT***

# TARGET AUDIENCES

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- ***Coaches who have football experience.***
- ***Trainers who are certified.***
- ***Graduates or Bachelors in Physical Activity and Sports Sciences.***

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



# METHODOLOGY

## ***VIRTUAL CLASSROOM / LEARNING COMMUNITY***

### ***INDUCED DISCOVERY ACTIVITIES***

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 to make a first approach to the different subjects of study.

### ***PRACTICAL APPLICATION ACTIVITIES***

It includes problem solving, project development and similar activities that allow applying the conceptual, procedural and attitudinal aspects worked on in other parts of the subjects.

### ***INTERACTION AND COLLABORATION ACTIVITIES***

Activities in which different topics related to the subjects of each subject will be discussed and argued and that will serve to guide the induced discovery process.

### ***PRESENTATIONS OF WORK AND EXERCISES***

It includes the joint preparation in the Virtual Classroom and, where appropriate, the virtual defense of the works and exercises requested in accordance with the defense procedures established in the teaching guides.

### ***SEMINARS***

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

# METHODOLOGY

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## ***VIRTUAL CLASSROOM / STUDENT-TUTOR INTERACTION***

### ***TUTORING***

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

### ***PRESENTATIONS OF WORK AND EXERCISES***

It includes the individual elaboration and, where appropriate, virtual defense of the works and exercises requested, in accordance with the defense procedures established in the teaching guides.

### ***EVALUATION ACTIVITIES***

More information in the "Evaluation" section on page 12 of this Expert program.

# METHODOLOGY

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## ***STUDENT'S AUTONOMOUS WORK***

### ***INDIVIDUAL SELF-EMPLOYMENT 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 individual work in problem solving, project development and similar activities that allow applying the conceptual, procedural and attitudinal aspects worked on in the other parts of the subject.

### ***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 article reviews and research projects.

# EVALUATION

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

## ***Continuous evaluation + TFE***

- 60% of the final grade is obtained through the activities that are proposed during the course and that will be assessed in "continuous evaluation"; the performance by the student of these activities will be subject to a verification check by the teachers.
- The remaining 40% of the final grade will be obtained from the Final Expert Work (TFE) that will be done at the end of the course.

The final project will encompass all the areas studied and will always involve the development of a real case, since at FutbolLab we want our courses to be aimed at the real training situation that technicians find in their teams at all times.

# EVALUATION

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## ***VIRTUAL CLASSROOM***

The course is taught entirely online. They will be carried out through our virtual campus that is accessed from the official Futbollab website ([www.futbollab.com](http://www.futbollab.com)).

From there you can enter topics, explanatory presentations, demonstrative videos, teacher analysis, tasks that are sent to you and corrected by teachers.

## ***TUTORS***

The teachers offer continuous tutoring, establishing telephone and/or videoconference tutoring, explaining any doubts that may arise. They 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 carry out periodic exercises that the teacher corrects to give you the clearest idea of the topic that is being worked on.

# REGISTRATION PROCESS

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To enroll you just 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 final part of the process you will be able to choose the payment format for this program.

Remember that in this course you can go at your own pace and do it according to your availability, as long as you do not exceed the maximum time to do it, which in the case of master's degrees is 2 and a half years, 18 months for Expert or Technical courses and 7 months for courses that are not of these categories.

It is plenty of time to do, if you still need more time, you must request authorization from the admissions department to extend a time, in the event that you obtain a positive response, the new agreed time will be automatically extended.

# PROFESSIONAL OUTINGS

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With this expert, you will learn sophisticated techniques of soccer fundamentals, but you will also access opportunities so that, once you graduate, you can participate in different institutions. This is a great advantage, since you will have

the opportunity to exercise their functions in:

- Professional soccer clubs.
- Sports Federations.
- Personal trainer for soccer players.

You will be able to alternate with different sports federations within prestigious soccer clubs, among a wide variety of other organizations, in order to promote your skills and your growth on the field.

# PROFESIONAL OUTINGS

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## JOB BANK

Technology advances very fast, so getting a job through the web is necessary. For this reason, through this space we want to offer you the possibility of being under the scrutiny of hundreds of companies that are looking for a job profile like yours.

If you want to practice this specialty quickly and easily. Well, on our website we offer you the possibility of entering a job bank. Where you can deposit your resume and be hired by hundreds of clubs, which intend to use your skills to improve their game tactics.

***Don't think about it anymore and start your career towards success.***



