ONLINE MBA WITH A SPECIALIZATION IN

SPORTS MANAGEMENT
recent years, sports has expanded beyond its previously defined boundaries, increasing the need for specialized professionals in the various areas associated with the world of entertainment and sports organizations.

**Florida International University (FIU), and Real Madrid Graduate School – Universidad Europea (EURM UE),** through a special partnership launched the Professional Online MBA with a Specialization in Sports Management. This unique program brings renowned sports leaders and executives, top faculty from across the globe, and the expertise from one of the best sports clubs in history to prepare you to successfully and responsibly manage institutions in fast-changing environments around the world.

Whether you are interested in entering the business of sports or look forward to advancing your career in this field, an MBA with a specialization in sports management provides a deep understanding of business processes and leadership techniques while also addressing specific topics in the area of sports management.

Classes will be fully-online and eminently practical. Students will have to prepare readings and research beforehand and combine group and individual work with the case study method.

With **nine (9) courses from FIU and five (5) courses from EURM UE,** you will cover all aspects of business: finance, marketing, communications, management, human resources, entrepreneurship, competitive strategy, analytics, information systems, and operations. Additionally, there will be an emphasis on soft skills developments and practical application of the learned content through a residency in Madrid, Spain during the White Week.

This program’s international nature will enable students to obtain the broadest possible perspective on all existing sports management models. This institutional commitment will exponentially improve the scope and professional possibilities of our students. Ultimately, they’ll be able to impact their organizations and drive meaningful change.
FIFA awarded Real Madrid C.F. the best club of the 20th century, and more than ten (10) executives from this club and other sports institutions collaborate with the program. The program gives students the broadest possible perspective on all existing sports management models, not only in Spain but beyond their borders, thanks to a world-class international faculty.
Masterclasses by Executives and Sports Professionals*

- Emilio Butragueño - Managing Director of Real Madrid Graduate School
- Mattias Grafstrom – Deputy Secretary General for Football at FIFA
- Toni Nadal - Rafa Nadal’s longtime coach
- Zvonimir Boban - AC Milan and Croatia soccer legend
- Sergio Llull - Guard at Real Madrid basketball team and Basketball World Champion with Spanish National Team
- Pablo Laso - Head Coach of Real Madrid basketball team
- Alberto Herreros – Real Madrid Basketball section Technical Director
- Jose Ángel Sánchez - Real Madrid FC General Director
- Jesus Bueno - VP Basketball Operations in EMEA for NBA
- Israel García - Head of Digital Channels and Data Real Madrid C.F.
- Charlie Stillitano - Co-founder and President of Relevent Sports Group (International Champions Cup)

* Considering market trends and the constant evolution of the sports industry, the list of speakers may vary.
The **White Week in Madrid** is one of the best experiences for a Sports Management student, both from a managerial and an operational viewpoint, since you will receive hands-on learning and apply the knowledge gained throughout your studies.

**IT INCLUDES:**

- Visits to the main sport venues in Madrid: Real Madrid CF and Atlético de Madrid Stadiums, Real Madrid CF City, Microsoft Sport Innovation Center, Movistar Riders, LaLiga Headquarters, etc.
- Exclusive event at the newly renovated Santiago Bernabéu Stadium with insight into the day-to-day operations of Real Madrid C.F.
- Masterclasses by executives and sports professionals
- Networking with top managers and executives of Real Madrid in different areas (Strategy, HR, Marketing, Finance, etc.).
Florida International University

- Accounting for Managers
- Business Law
- Competitive Strategy
- Corporate Finance
- Business Analysis for Decision Making
- Strategic Management
- Financial Reporting and Analysis
- Management for Information Systems
- International Business
- Professional Development Seminars

Escuela Universitaria Real Madrid – Universidad Europea

- Marketing and Communications I
- Entrepreneurship and Sports For Development
- Managerial Skills and Human Resources
- Sports Facility Operation
- Marketing and Communications II

* Students who successfully complete all the listed courses as well as an optional Economics course from EURM UE can earn the Executive MBA in Sports Management from EURM UE in addition to FIU’s Professional MBA. Please reach out to an advisor to learn more.
Apply at applypmbao.fiu.edu

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