

# Master in Sports Management



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The sports industry has evolved into a multibillion Euro business that continues to grow rapidly. Companies involved in the business of sports are currently looking for highly skilled specialized managers capable of tackling the important challenges related to this field. As a result, the competition for sports management positions has become extremely intense.

A master's degree from an internationally renowned business school, with a specialization in an area where few people are able to demonstrate industry-specific education, is recognized as a key differentiating factor among job candidates.

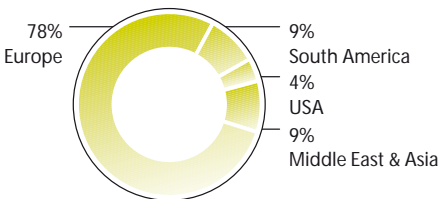
We have created a stimulating learning environment, bringing together a world-class international faculty of experts and sports leaders with a highly-qualified group of students. The complete learning experience during the Master in Sports Management is designed to equip and prepare professionals for success in the business of sports. The program provides a solid foundation in core management whilst meeting the needs of the sports industry.

## Who is the program designed for?

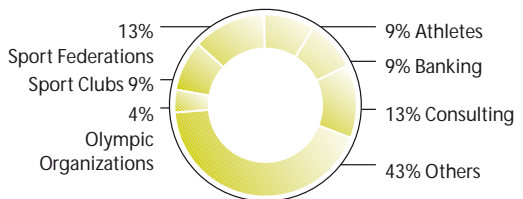
The Master in Sports Management is especially targeted at professionals working or aspiring to work in the sports industry who are eager to gain the necessary competitive advantage in order to excel in any sports related position. The program is also ideal for entrepreneurial and innovative individuals looking to acquire the indispensable skills needed to create and manage their own projects related to sports.

IE is internationally renowned for its diversity and is amongst the most culturally-diverse business schools in the world. We seek exceptional individuals from diverse cultural and professional backgrounds that will stimulate fellow students to reflect on new perspectives and share valuable knowledge.

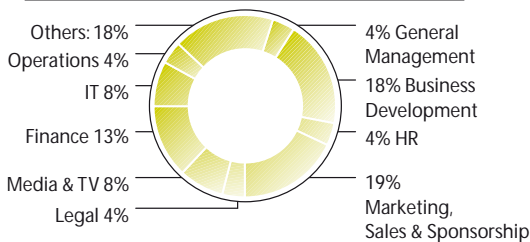
### By geographic origin



### By industry sector



### By functional area



*"I have been passionate about sport my whole life and have been fortunate enough to spend my professional career working in the world of sport, with companies like FC Barcelona, Dorna and Nike. Sport itself is a blend of passion and hard work, where individuals need to go beyond their normal limits to reach their goals.*

*We have selected an international faculty of professors not only dedicated to academic research in sports but also professionals and top executives from Adidas, Real Madrid CF, FC Barcelona, Augeo Sports & Entertainment amongst others. At IE we are convinced that our faculty will help to empower and differentiate our students making them key players in the sports industry."*



**Antonio Martin**  
IE Business School Academic Director - Master in Sports Management



Participant Profile	Driven and experienced professionals aspiring to develop the necessary skills and competencies required to take up new responsibilities in management or manage their own business and be prepared to succeed with projects in the sports sector.
Degree Awarded	Participants will be awarded a degree in Master in Sports Management, combining general management disciplines of an MBA and specialized courses in sports business.
Format	The program alternates short and intensive residential periods with extended off-campus periods. The residential periods will be held in Madrid and London.
Start Date	February-March
Duration	13-months
International Recognition	The Economist Intelligence Unit has awarded IE Business School's online programs the number 2 position worldwide in their annual ranking. IE Business School has consistently been placed among the top 10 business schools by international journals as the Financial Times, Business Week etc.
Learn through	<ul style="list-style-type: none"> <li>• A proven online methodology</li> <li>• Interaction with a world-class faculty</li> <li>• Lively discussion with an international peer group</li> <li>• Case-study method analysis</li> <li>• Company visits</li> <li>• Conferences with experienced industry professionals</li> <li>• World Awareness Seminars and Leadership Workshops</li> <li>• Group projects and assignments</li> <li>• Final business plan/ project presentation and defense</li> </ul>

*"I chose the course at IE because it offered a unique opportunity to acquire specific sports business skills within the context of a genuine MBA program. The teaching staff is excellent with a vast range of expertise and contacts throughout the sporting industry which ensures their input is both relevant and applicable. Personally I have already been given the opportunity to experience the Olympics first hand and this is solely thanks to the contacts I have acquired through the course.*

*The residential periods furthermore provide an invaluable opportunity to establish contact, but the online experience in turn is brilliant for enabling everyone to contribute and articulate their views in a way that is simply not possible in a classroom setting. The forum sessions are always animated, engaging and challenging and the group discussions are so intense that there is no sense of distance from your team mates; on the contrary personalities are definitely able to transcend the virtual format!*

*The quantity of work and the quality expected of the students makes it a demanding experience, but one that is constantly challenging and rewarding, with a real sense of progress towards achieving our individual goals within a highly supportive team."*



**Hannah Caven**  
Office of the CEO -  
OBS (Olympic  
Broadcasting  
Services)

# World leading faculty

IE Business School has a world class faculty of more than 110 full-time professors and 250 associate professors - educators, researchers and consultants with highly varied personal and professional profiles - who will guide students to develop their full potential from different angles and perspectives.

Having considerable industry experience in some of the world's leading sport corporations and being engaged in consulting projects and other activities, the faculty remains in constant touch with new business developments. Our faculty includes:

## **Beristain, Ignacio - Spain**

Professor of Sport Sponsorship

- International Marketing & Sales Manager, Real Madrid, employed by Adidas International
- Law Degree & Bachelors in Business Administration by Universidad Pontificia de Comillas (ICADE)
- Executive MBA, IE Business School

## **Chadwick, Simon - UK**

Professor of Management of Sport Organizations

- Professor of Sport Business Strategy and Marketing, Coventry University
- Founder & Director of CIBS (Centre for the International Business of Sport), Coventry University
- PhD in Sport Sponsorship, University of Leeds

## **Clendenin, John - USA**

Professor of Leadership and Human Dynamics in Sport

- Founder, President & CEO of Inner Circle Logistics and Senior Faculty of Harvard Business School
- Team member of the silver medal winning 1984 Olympic Modern Pentathlon Team
- Degrees in Psychology, Communications Engineering and Business Administration

## **Dittmore, Steve - USA**

Professor of Sport Media & Public Relations in Sports

- More than 10 years working in sport public relations, mainly in the Olympic movement
- Professor in Recreation and Sport Management, University of Arkansas
- PhD, University of Louisville

## **I'Etraz, Paris de - Switzerland**

Professor of Entrepreneurship in Sport

- Founder and CEO, Amazing Sports Lab (ASL) and Founder and General Partner, Amazing Capital
- Managing Director, ABN AMRO and Vice President Union Bank of Switzerland, New York, Zurich
- ESADE Business School, Barcelona, 2003-2008, PHD Program in Management Sciences

## **Fernández-Cantelli, Eduardo - Spain**

Professor of Fundamentals of Marketing

- Chair of the Marketing Department IE Business School
- Sport Marketing Consultant. Former Marketing Director, Basketball Section, Real Madrid C.F
- M.S. & Ph.D. in Sport Management. University of Minnesota

## **Lawrence, Heather - USA**

Professor of Sport Events Management and Organization

- Professor of Sport Management, Ohio University
- Ph.D., Higher Education Administration, University of Florida
- M.E.S.S. & B.S., Sport Management, University of Florida

## **Respaldiza, Raul - Spain**

Professor of Sport Facilities and Property Business Development

- Managing Director, Augeo Sports & Entertainment
- Director of Sport Facilities, Real Madrid Football Club
- Executive MBA, IE Business School

## **Seeliger, Gerardo - Spain**

Professor of Sport Governance

- President, Fundación Seeliger & Conde
- General Manager, Adidas Holding Company, Switzerland
- Executive Director of Association of National Olympic Committees, Paris
- Member of the Spanish sailing team, 1972 Olympic Games
- Degree in Economics, Freiburg University

## **Stefan, Maria - USA**

Professor of Sporting Goods Manufacturers and Distribution Channels

- Chief Operations Officer at CornerstoneChase International
- President for Ellesse, USA
- Executive Director and Global Vice President of Sporting Goods Manufacturers Association, USA
- Harvard University, Harvard Business School, Advanced Management Program, 1999

# Program Overview and Methodology

IE's innovative format allows you to follow the program regardless of your geographic location and avoids interrupting your professional obligations for extended periods of time. Lasting 13 months and starting in February, the program is divided into two rigorous online periods with three intensive face-to-face periods lasting between one and two weeks.

## Case Method

IE's case study method has proven to be an effective learning model provoking analysis and debates on practical business situations. You will analyze each piece of new knowledge individually, in your groups and finally in classroom, which will broaden your visions and will enable you to gain a global understanding and strategic perspective of business in the sport industry.

## Diverse Groups

Throughout the course you will be divided into multicultural and multifunctional teams according to your profiles and professional backgrounds. This methodology reflects today's international business environment, where cross-cultural teams of people work on global projects while living and travelling all over the world.

## Face to Face Periods

The intensive face-to-face periods are held at the beginning, middle and end of the program, when you will participate in activities that require physical presence and are especially designed to provide you with competencies and skills needed to become a successful business leader.

### • Madrid

The program commences and ends with a two-week face-to-face period at our urban, downtown campus in Madrid. Renowned as a vibrant capital, Madrid offers a wealth in history, tradition and cultural experiences. The first residential period offers a valuable opportunity to interact with your fellow students and professors, whilst participating in workshops focused on skill-building activities such as leadership and networking.

The final face-to-face period in Madrid rounds off the program. During this two-week period you will finish the course of the second semester and take assessment tests that consolidate the work covered over the course of this period. You will also present and defend your Business Plan, which will be themed on launching a new idea for the sports market. At the end of the period the program closes with a Graduation Ceremony when you will then become part of the global IE alumni network of over 37.000 alumni in more than 100 countries.

### • London

As many top sports management companies are concentrated in London, the second face-to-face period in the middle of the program will be held here. During one week, students will assist a series of conferences on the latest challenges and opportunities in the industry, as well as, visit world class sport facilities and companies from varied areas of sport management such as sponsors, sport marketing firms and sport media groups.

*"IE is the first top European business school to offer a specialized Master in sports management in a format suitable for the working executive. I chose IE because it offers quality education and an unbeatable online learning method-- it is actually hard to believe this is 'distance' learning, as the interactivity with the professors and classmates online is extremely engaging! The course material is very relevant to the business and I found it to be applicable to my work right from the start."*



### Helen de Haan

Licensing & Sponsorship  
Sales Manager -  
Fédération Internationale  
de Football Association  
(FIFA)

### Online Experience

Our virtual campus provides an exceptional communication platform bringing together peers, professors and IE staff members, at any time of the day, regardless of the location.

#### • Forum Discussions

Students participate in discussions, share opinions, their experiences, and debate with professors and fellow students through online forums. These forums are active 24 hours per day allowing each person to actively participate and contribute at the time most convenient to them. Case discussions may go deeper than in traditional full-time programs since they last several days, providing you, your peers and professors with the opportunity to gain a deeper understanding of business issues.

#### • Industry Specialized Videoconferences & World Awareness Seminars

During our Industry Specialized Conferences throughout the program, you will have the opportunity to learn from many top business leaders and see how they apply theory to the market. This is an exclusive meeting point will at the same time increase your network in the sports industry. Owing to the IE's research on cultures and marketing, the World Awareness Seminars will allow you, as a future manager, to better understand the environment you will operate in. During these sessions you will be made aware of the main topics concerning modern managers in global business.

By visiting our online blog, you can gain insight from our current students regarding their experiences studying online: [online-masters.blogs.ie.edu](http://online-masters.blogs.ie.edu). A demonstration of the online campus can also be arranged by contacting: [admissions@ie.edu](mailto:admissions@ie.edu)

**Program Length** 13 months

**Intake** February

**Program language** English

**Structure** Online periods and short residential periods

**Ask for a demo** [www.master-sports.ie.edu](http://www.master-sports.ie.edu)

## Program Structure

1st Face to Face Period <b>Madrid</b> 2 weeks	Online Period	2nd Face to Face Period <b>London</b> 1 week	Online Period	3rd Face to Face Period <b>Madrid</b> 2 weeks
<b>February</b>	<b>February-July</b>	<b>July</b>	<b>September-March</b>	<b>March</b>
<b>General Management Courses</b>			<b>General Management Courses</b>	
	Economic Environment		Competitive Strategy	
	Financial Accounting		Information Systems Management	
	Fundamentals of Marketing Management			
	Organizational Behaviour			
<b>Specialized Courses</b>			<b>Specialized Courses</b>	
	Introduction to Sport Management		Leadership and Human Dynamics of Sports	
	Managerial Accounting for Sports		Management of Sport Organizations	
	Sport Governance		Sport Events Organization and Management	
	Sport Facilities and Property Business Development		Sport Media & Public Relations in Sport	
	Sport Marketing and Sport Consumer		Sport Sponsorship	
			Sporting Goods Manufacturers and Distribution Channels	
			Sport Law	
			Entrepreneurship in Sports	
			Economics and Finance of Sport	
<b>World Awareness Seminars and Leadership Workshops</b>				
<b>Industry Specialized Conferences</b>				



# Admissions Process

We seek candidates who are dynamic, creative and motivated team-players with strong leadership potential and who can demonstrate an excellent academic and professional background. The admissions committee will consider the following criteria when assessing applicants:

- A bachelor's or higher degree from an accredited college or university (does not need to be related to business or sports)
- Demonstrated professional experience, preferably with team work and /or leadership experience and managerial responsibilities
- A complete application including all supporting documents

Please note: Since the program is conducted in English, a good working knowledge of English is essential. We might ask you to submit evidence of your proficiency such as the TOEFL examination. Additionally the admissions committee may require the GMAT/GRE/IE Admissions Test

We would be happy to hear from you early in your decision process so that we can offer guidance and provide you with detailed information about the program and the admissions process.

Please contact: [admissions@ie.edu](mailto:admissions@ie.edu)

IE operates on a rolling admissions process and as such there are no deadlines for any particular intake. However, given the limited number of places, we recommend that you submit your application well in advance.

Apply online: [www.ie.edu/app](http://www.ie.edu/app)

# Why a Master in Sports Management at IE Business School?

## Industry Orientated

The curriculum of this program is oriented at the sport management industry. From sport governance to sport marketing, from finance to operations in sport facilities, events and media, you will view all these from the sport business angle. Additionally most of our specialised faculty members are currently working in sport or related firms, bringing the market directly to the classroom and allowing you to establish an excellent network in the industry from day one.

## Innovative Part-time Methodology

This specialized 13-month master program offers the unique opportunity to pursue a highly valued degree from a prestigious international business school, whilst working and without the need of relocation. IE Business School's strong focus on entrepreneurship and innovation, combined with advanced training techniques guarantee that every participant will be part of the holistic IE Business School experience.

## Academic Excellence

IE Business School is consistently ranked by the international press as one of the best business schools in the world - among the top 5 in Europe and top 10 worldwide. IE Business School is one of the few business schools in the world fully recognized by the three leading accreditation agencies in the business education arena: AACSB, EQUIS and AMBA, three prestigious institutions whose recognition guarantees the quality of business management training programs.

## International Environment

Students at IE Business School enjoy a truly international atmosphere, with more than 80 nationalities on campus and a faculty comprising of 40% international professors.

## Alumni Association

IE Business School alumni form part of a 37,000 strong network spread over 100 countries across the world. The Alumni Association promotes relations between IE Business School graduates and acts as a networking platform by organizing social events and promotes continuous training in personal development.

[alumni.ie.edu](http://alumni.ie.edu)



**IE Business School** would like to extend its deepest thanks to all those students, alumni, faculty members, and other parties who appear in this brochure.

**If you want to learn more about the program, our faculty and other IE initiatives:**

- Please contact our international offices: [www.ie.edu/offices](http://www.ie.edu/offices)
- Request the full brochure or more information at IE in Madrid:

**IE Business School  
Admissions Department**

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Fax: +34 91 568 97 10  
[admissions@ie.edu](mailto:admissions@ie.edu)  
[www.ie.edu](http://www.ie.edu)

- Download the pdf program: [www.ie.edu/programs](http://www.ie.edu/programs)

**International Offices**

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