

# Syllabus

**Certificate Name:** Managing Director in Sports

**Coordinator:** DAVID FERNÁNDEZ

**Duration:** 4 Months

## **Justification:**

According to a survey conducted by FIFA, there are over 1.7 million teams worldwide and approximately 301,000 football clubs. This course arises from the need and demand of clubs, federations, or sports organizations that need to hire professionals in the management and administration of these entities. These professionals must be able to administer, lead, and manage the sports aspect of a club.

The aim of this course is to train future professionals responsible for managing clubs, federations, or other sports entities, offering them the opportunity to learn tools for planning and organizing a club and inviting them to develop personal, social, and communication skills needed to meet the demands of the role.

Our sports management program provides the knowledge, tools, and skills necessary to perform the functions of a sports manager. The need and opportunity of the project should be outlined in 2 to 3 paragraphs, addressing social demands, technological development in the area, supported by studies of needs, demand, and available similar services.

It is recommended to include the job market, demand and context, existing training offers, the occupational field of future graduates, and potential impacts on political, social, economic, and cultural aspects.

## **Target Student Profile:**

The sports management course is intended for individuals currently working as sports managers, professionals working in sports management, or those in the football world who wish to acquire the knowledge and skills necessary to work in sports management roles.



By completing the course, participants will have acquired the knowledge, personal skills, and attitudes needed to perform the required tasks for working in a sports management position. This section should detail what is expected once the training is complete, including professional traits: knowledge, general skills, attitudes, and other characteristics needed for effective performance in the workplace.

### Graduate Profile:

The certificate will grant graduates the ability to perform with knowledge, skills, and abilities in the following areas:

- Ability to plan and coordinate a sports structure
- Human resource management and selection capability
- Conclusions and decision-making
- Establishment of strategies and negotiation skills
- Human relations and communication management
- Leading projects and teams
- Legal knowledge, interpretation, and contractual optimization

### Objectives

**General:** Acquire the knowledge and personal skills necessary to work in sports management. Be capable of leading a team to achieve the objectives set by the club.

#### Specific:

1. Understand and develop the various functions of a Sports Manager.
2. Organize and lead, both humanly and professionally, a work team within a professional context.
3. Learn and develop the personal skills required of a sports manager in daily work.
4. Understand the environment of professional football and how to navigate it.

#### Skills:



1. Management and planning
2. Leadership and teamwork
3. Emotional management in various professional situations
4. Empathy and assertiveness

### Competencias:

#### Generic

#### Competencies:

The generic competencies defined for this degree are as follows:

- **Teamwork and Collaboration**  
Definition: Ability to integrate with colleagues to achieve shared objectives and foster high-performance group synergy.
- **Analytical/Reflective Ability**  
Definition: Ability to methodically examine different aspects of a reality or situation and make a value assessment.
- **Creativity/Innovative Solutions Based on Knowledge**  
Definition: Ability to provide new alternative solutions to existing problems based on formal knowledge.

### Specific Competencies:

- Acting as a sports manager, technical secretary, or in any similar role.
- Developing leadership capabilities within any organization.
- Working as a player agent.
- Expertise in facility management or human resources departments.
- Analyst or administrator of sports contracts.

### Structure:

#### COMMUNICATION AND RELATIONS

- **Module 1:** Meeting Planning - Internal and External Communication within a Sports Management  
Experts: Dario Montero
- **Module 2:** Negotiation Skills  
Experts: David Fernández + Ferran Brugué

- **Module 3:** Relationships with the Environment (Agents – Media)  
Experts: Darío Montero
- **Module 4:** Marketing and New Technologies  
Experts: Darío Montero

