



GLOBAL MANAGEMENT IN SPORT BUSINESS

The profesional world is changing in many ways...

Sports and Sports Management are in the same situation.

Sports professionals must be more than just good players in the field.

They need to play the best game in their life and that is why they need a formation that enables them to play the most difficult match: professionalism out of the stadium.

To manage people, to manage a team, to manage a club or to manage sports results is as difficult as to play with your team.

Therefore, candidates who combine outstanding technical skills with a passion for sports management and leading people are needed.



The **Global Management in Sports Business (GMSB)** program position our students in this interface. They will be able to connect the management or make decisions in a leading Company position that requires the understanding in sport processes.

This program is a one year course designed around 3 key components: **Entrepreneurship, Sports Management and Common Good.**

In this GMBS we want to boost experimentation, development and critical thought in Sports Management of our students.

Our goal is to put emphasis in our ability to train managers that are committed to the common good and perfectly conscious of the various major social issues at stake in relationship with sports.



Final Project: students must present a sports Project at the end of the course and adapted to the contents that are developed during the GMSB.

For example: Club or Sport Association, Sports Company, Sport Products Company or Sports Services among other possibilities.



The GMSB outline will be as follows:

1. Foundations of Management
2. Introduction to Accounting/Finance
3. Marketing and Marketing Management
4. Business Performance and Strategy
5. Sustainability and Social Responsibility
6. Innovation Management and Entrepreneurship
7. Comparative Employment Relations and International HRM
8. Organisational Psychology
9. Trends in Global Business and Management
10. Business Research Projects
11. Final GMSB Project



Timetable:

4 hours daily classes from Monday to Friday

Timetable per week: 15 hours

Total Weeks from September to May: 30

Total hours: 500

Credits: 60



Felipe Botaya

Coordinator of the Marketing and Commercial Management Academic Area

BSBA from ICFE University of South Carolina, MBA from IESME, Master in Marketing Management from ESADE. PhD in Management and Business Administration from IESME and MSM. Collaborating professor at IESE Business School, EADA, UPC, UB, EUNCET, CJContinua. PIMEC lecturer.

He has worked as Marketing Director for Moulinex, Grundig and Nutrexpa. Senior Product Manager at Bimbo, Pepsico and Agrolimen, author of marketing books and columnist for several business school magazines.



Jordi Barrés

Coordinator of the Academic Area in Outdoor Training and Teambuilding Activities.

Degree in Physical Activity and Sport Sciences (UB). PhD in Physical Activity and Sport Sciences at URL (Universitat Ramon Llull). Natural Environment Activities, Tourism and Physical Activity Professor at LCAFE-Blanquerna-URL, physical-sports activities in the natural environment at the University of Lleida and the University of Girona (UdL) and (UdG), Teamwork at the University of Girona (UdG). Trainer of trainers (Leaders in training), YMAC Metropolitan of Chicago. More than 25 years of experience designing and organizing activities for high-performance teams, both sports and businesses. Collaborating professor with IESE in the organization of outdoor training and teambuilding activities.



Javier Ornia

Coordinator of the Academic Area of Financial Management and Control

He currently performs management tasks for the Fundació Escoles Familiars Rurals del Penedès (Camp Joliu School), where he has been working for 20 years. Since its creation this foundation has been related to the former Obra Social de Caixa Penedès. He has founded and promoted various business initiatives which he leads as a partner and advisor. Graduate in Business Administration and Management from ESADE. Specialized in Finances (Strumenti Derivati and Corporate Banking) from the Università Luigi Bocconi, Milan. MBA from ESADE and IFDP from IESE, (International Faculty Development Program). Lecturer at PIMEC.



Astrid Barqué

Coordinator of the athletes' health area

Graduate in Physical Education (URL), Bachelor of Science in Physical Activity and Sport (URL), Postgraduate in Family Education (UIC), Advanced Technician in Dietetics and Nutrition (nº 550 ASNADI), Nutritional Coach and qualified in Nutrition and Natural Cooking (Ins. Roger de Llúria). More than 16 years teaching in university at Universitat de Vic, the International University and the Open University of Catalunya (UOC). She has created and directed foundations and companies in the world of family and sports health. She is a consultant and content creator for food and sports companies. Currently, she is also Project Manager of the sports and leisure school CJ+ of the Camp Joliu Foundation. She is a regular in the media, especially radio and television, teaching healthy habits and talking about health for athletes. Author of 2 books.



Peio Oiz Arruti

General Management and Entrepreneurship Area Coordinator

Telecommunications Engineer -Universitat Politècnica de Catalunya (UPC). Developing his professional career in the technological field from different angles. Technology-based projects consultant, entrepreneur in numerous start-ups, assuming management positions in the IT area and leading technological innovation projects in different industries as diverse as tourism, civil engineering, multilateral banking, or public service. Hewlett Packard, Microsoft, Inter American Development Bank and BBVA are some of the firms for which he has worked and collaborated.

International lecturer (Europe and LATAM) on technological innovation and smart cities.



Jose Maria Andreu

Collaborating Professor in the Marketing and Sales Management area

Graduate in Tourism and Hotel Management from the Universitat Rovira i Virgili.

Specialization courses in corporate social responsibility from the International University of Andalucia and the Autonomous University of Madrid.

Strategic Implementation for Professional Football Clubs course by LaLiga Business School.

Head of commercial strategy at MEDICALSOFT INTERCATH, Barcelona.

GIMNÀSTIC DE TARRAGONA 2014 - PRESENT.

Commercial Manager, June 2014 - June 2015.

Marketing, Sponsorship and Brand Director at Nàstic, July 2015 - June 2019.

Business Area, Communication, Brand and Corporate Social Responsibility Director, June 2019 - Present.



Blas Pezzotti

Collaborating Professor in the Marketing and Commercial Management area and in the General Management and Entrepreneurship area

Degree in Marketing from INTEC University (Dominican Republic) and MBA from Pompeu Fabra University. Collaborating Professor at EAE and UVic. He has held different positions in Sales Management, Product Marketing and Team Management in the technology sector, and specializes in distribution channels. He held the position of Country Manager of Gateway (Acer Group) and Professional Business Unit Manager for Acer in Spain and Portugal. Currently, he has created a start-up in Business Intelligence and he is developing product sales business in mass consumption and online.



Óscar Martínez

Collaborating Professor in the area of Financial Management and Control

Diploma in Business Studies by URV Specialization in Finance, MBA in International Business by ESCI (UPF), Master in Sales and Marketing Management by EADA and MBA in Digital Business by ISDI.

Currently Director of Business Development and Digital Marketing at BCE (Caja Rural Group). Collaborating professor at EADA Business School, ISDI (Madrid) and AFI (International Financial Analysts). More than 20 years of experience in the financial and insurance sector managing large commercial teams and promoting different Strategic Business Plans.



Calixto Valenti

Collaborating Professor in the Marketing and Commercial Management area and in the General Management and Entrepreneurship area

Degree in Business Administration from CEU Abat Oliva, PDD from IESME, Master in Economics from Aix-Marseille University. Collaborating professor at ESERP Business School. He has worked as a Sales and Marketing Director at ABM, Hempel, Compass Group, Sacyr and Precintia. General Manager of Muebles Benicarlos.



Joan Albert Garcia-Moga

Collaborating professor in the Marketing and Commercial Management area and in the Management and Organization of People area: leadership skills

PhD in economics and business from UVic-UCC, EMBA from EADA Business School, Bachelor of Science from Fairleigh Dickinson University, NJ, USA, trained in innovation management at MIT, USA and as an international professor (International Faculty Program) at IESE. He has been executive director and resident professor at BARNA Business School (Dominican Republic) and regional director (Catalonia, Balearic, and the Canary Islands) at ECA, S.A.U. (Bureau Veritas). More than 15 years of experience as an international consultant for companies (Bayer, Orange, CELSA, VAESA, AES, Reckit Benckiser, Consortium, SENATI, etc.) and strategy, innovation, and people management professor (ESADE, EADA and UVic-UCC)