

# Experience Sports Management Program Grants University Credits



## About Nebrija

An international University located in Madrid with an excellent academic background.

[www.nebrija.com](http://www.nebrija.com)

**Madrid**, the capital of Spain, is one of the most cosmopolitan cities in Europe. Its people, culture, architecture and modern infrastructures will make you experience an amazing stay.

## What is the Experience Sports Management Program about?

A comprehensive approach to the various management and business aspects of Sport Industries in Spain. New levels of academic and personal achievement, a wealth of new experiences, and memories that will last a lifetime.

Lectures and workshops by faculty and experts on topics such as:

- Soccer Management.
  - Social and Digital Media.
  - Stadium and Event Management.
  - International Sport Business.
  - Sport Marketing.
  - Public sports facilities development
- Program certificates 6 ECTS**

## Program Dates

2 weeks, from 17th to 30th of June 2018

## Experiential learning

In-class learning is enhanced by coordinated private fieldtrips that will grant students a hands-on experience, privileged insights into the sports industry, transferable skills and a strong global perspective.

- **Santiago Bernabéu Stadium:** home of Real Madrid Football Club
- **Wanda Metropolitan Stadium:** new home of Atlético de Madrid Soccer team
- **Madrid Open Tennis Court, “Caja Mágica”**
- **Real Madrid City & High-Performance Training Center**

- ▶ **28h** In-class learning
- ▶ **+20h** of Experiential Learning
- ▶ **Several** Sports-Related Activities

## Program includes

- University Dorms (Single Room with bathroom)
- Public Transportation Card (all access - valid for the program length)
- Airport pick-up (groups only)
- 24/7 emergency phone
- Program language: English

**MANDATORY:** Participants are required to submit a valid health/accident insurance upon registration

**Total Price:** 1800 € (Euros)

## How do I apply for this program?

Please send your application form\* to [sportsmanagement@nebrija.es](mailto:sportsmanagement@nebrija.es) before April 30th 2018

\*Application form below must be signed in by the student and sent along with payment details.

[www.hispanicosnebrija.com](http://www.hispanicosnebrija.com)



UNIVERSIDAD  
**NEBRIJA**

Centro de Estudios Hispánicos

## • EXPERIENCE SPORTS MANAGEMENT SCHEDULE\*

WEEK 1	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9 - 11	<b>Orientation session</b> Program Introduction	<b>Lecture &amp; workshops</b> International Sport Business	<b>Lecture &amp; workshops</b> Stadium and Event Management	<b>Fieldtrip</b> Real Madrid City Real Madrid Training Facilities	Adventure Park	<b>Day trip to historical city</b> Segovia, Toledo, etc. (optional**)	Free
11 - 11.30	Break						
11.30 - 1.30	<b>Orientation session</b> Madrid & Survival Spanish	<b>Lecture &amp; workshops</b> International Sport Business	<b>Lecture &amp; workshops</b> Stadium and Event Management				
1.30 - 4	Lunch Break						
4 - 5	Madrid Tour	<b>Fieldtrip</b> La Caja Mágica home of Madrid Tennis Open	<b>Fieldtrip</b> Wanda Metropolitan Stadium new home of Atlético de Madrid soccer team	<b>Lecture &amp; workshops</b> Sports Marketing			
5 - 6							
6 - 7							
7 - 8							

WEEK 2	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9 - 11	<b>Lecture &amp; workshops</b> Social and Digital Sports. Sports & Media	<b>Lecture &amp; workshops</b> Sport in Society	<b>Lecture &amp; workshops</b> Soccer Management	<b>Lecture &amp; workshops</b> Public management Sports & city architecture	Free	Check-out and departure	
11 - 11.30	Break						
11.30 - 1.30	<b>Lecture &amp; workshops</b> Social and Digital Sports. Sports & Media	<b>Lecture &amp; workshops</b> Sport in Society	<b>Lecture &amp; workshops</b> Soccer Management	<b>Lecture &amp; workshops</b> Public management Sports & city architecture			
1.30 - 4	Lunch Break						
4 - 5	<b>Fieldtrip</b> Sports newspaper	<b>Fieldtrip</b> Spanish Soccer Federation	<b>Fieldtrip</b> CARD Madrid High-Performance Training Center	<b>Fieldtrip</b> Santiago Bernabeu Stadium Tour			
5 - 6							
6 - 7							
7 - 8							
8 - 10			Soccer match	Farewell dinner			

\* This is a sample schedule. 2018 version will be available to participants.

\*\* Not included in the price





# REGISTRATION FORM

## A PROGRAM INFORMATION

PROGRAM	START DATE	END DATE	PRICE
_____	___ / ___ / ____	___ / ___ / ____	_____ €

## B PERSONAL INFORMATION:

Name: \_\_\_\_\_ Last name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zip code: \_\_\_\_\_  
Country: \_\_\_\_\_ I.D./Passport: \_\_\_\_\_  
Phone number: \_\_\_\_\_ Gender: Male  Female

## C PAYMENT DETAILS:

### PAYMENT BY CREDIT CARD

Visa  American Express  MasterCard  Other  
Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Expiry Date: \_\_\_\_\_ / \_\_\_\_\_  
Card holder's name: \_\_\_\_\_  
Card holder's signature: \_\_\_\_\_

### PAYMENT THROUGH BANK TRANSFER:

**CENTRO DE ESTUDIOS HISPÁNICOS  
ANTONIO DE NEBRIJA**  
**Banco Santander**  
Paseo de la Castellana, 140 · 28046 Madrid (SPAIN)  
Account Number (IBAN): **ES64 0049 1803 5521 1043 4127**  
BIC: **BSCHEM33**

**IMPORTANT NOTE: Please indicate the name of the student that is registering. To formalize the registration, you have to pay the total amount of the course 1800€ when you send your application form.**

I accept paying, either by credit card or through bank transfer, the amount of \_\_\_\_\_ €

#### Application, Cancellation and Refund Policies

Registration will not be valid until full payment for the program has been made.

Due to the special characteristics of this program, it requires a minimum number of students; therefore, Antonio de Nebrija University reserves the right to cancel this program until April 1st 2018. In this case, the full payment will be refunded.

- Full payment (100%) will be refunded to those students withdrawing from the program before April 15th, 2018.
- 50% of payment will be refunded to those students withdrawing from the program before May 15th, 2018.
- Students withdrawing from the program on or after May 15th, 2018 will not be eligible for any refund.

I have read and accept the terms and conditions.

Signature \_\_\_\_\_

It is necessary to fill in the personal information on this application. Information will be dealt with in a general nature for the addressees' own purposes (the responsible entity and Nebrija University). The refusal of providing this information will make the completion of the application process impossible. The specific purpose of the collection of this information is to provide educational services and manage our activity, as well as the remission of publicity and information that could be of interest to the holder. This data could be included in automatic files, for which UNIVERSITAT NEBRISSENSIS S.A., with the address Campus de la Berzosa, 28240 Hoyo de Manzanares (Madrid) and INSTITUTOS NEBRIJA, S.A., Campus Madrid-Princesa, 28015 Madrid, is responsible. Filling out this application form implies the expressed consent for its partial or total automatic processing during the necessary time and for the indicated purposes, including receiving advertisements via email, the owner of which has the right to access it, correct it, and be opposed to it, according to the current legislation.