sbi Sports Business Institute *Barcelona*

Master in Football Business & Management

Grow. Network. Lead.

Welcome!

Welcome to the Master in Football Business & Management – a unique program designed for those ready to lead in the fast-evolving world of football business.

Through the Master in Football Business & Management working professionals and recent graduates can have access to top class education no matter where they live. We welcome you to explore the opportunities that this program has to offer you.

The Master in Football Business & Management will provide you with the practical knowledge, skills, mindset and network to achieve your professional goals within the football industry.

Our goal is to shape professionals who not only understand football but also know how to innovate, inspire, and create lasting impact in this dynamic industry.

We look forward to guiding you on this exciting journey into the heart of football business.

Warm regards,

Diego Valdes
Director General

Build a Career in Football. Learn from the Industry. Connect with the Game.

The football industry is evolving faster than ever. New business models, digital disruption and global audiences are reshaping how clubs, leagues and football organizations operate.

The Master in Football Business & Management by SBI Barcelona is designed to prepare professionals and graduates to succeed in this environment. It combines academic rigor with real industry insight, practical application and direct access to football business internships.

This is not a theoretical program. It is a career-focused Master built to help you enter, grow and accelerate your professional path in football.

Our approach is deeply personal: students receive dedicated support, meaningful feedback, and real engagement from faculty and staff who genuinely care. We don't believe in distant education - we believe in being present, accessible, and committed to your individual journey.

Our Educational Pillars

- Network
- Football Industry Knowledge
- Mentorship
- Experience

Program Overview

Start Date: October	8 months	Live Online masterclasses	100% in English	Graduation in Barcelona	Networking events	**Tuition Fee €8,000**

***Parcial scholarship available**

Why This Master Matters

Working in football requires a solid understanding of how the industry works, the ability to make informed decisions, and access to the right people.

- **For early-career professionals, this Master provides a structured entry point into the football industry—helping you understand how clubs and organizations operate, where opportunities exist, and how to position yourself from the very beginning.**

- **For professionals with prior experience in business or sports, the program offers specialization, industry-specific expertise and access to a global network that can accelerate your progression and open new career paths within football.**

SBI's Master gives you the knowledge, mindset and connections needed to compete in one of the most demanding industries in the world. If your goal is to build or advance a career in football, this program is designed to support that journey.

What You Will Learn

The curriculum is structured around the core business areas that define modern football organizations. Rather than focusing on theory alone, the program emphasizes how decisions are made and executed in real professional environments.

Term 1 | Oct-Nov-Dec
The Business of Football.

Gain a solid foundation in how the football business industry works—from marketing and sponsorship to operations, finance, and emerging trends like blockchain and sustainability.

- Introduction to the Business of Football
- Marketing in the Football Industry
- Sponsorship Management & Activation in Football
- Stadium Management and Club Operations in Football
- Commercial Disruption in Football
- Blockchain, Fan Tokens & New Partnership Initiatives
- Running a Sustainable Football Club
- Financial Management in a Football Sports Property

Term 2 | Jan-Feb-Mar
Digital & Global Strategy.

Learn how clubs grow and engage fans through digital marketing, data, content, and international expansion. A hands-on look at football's digital transformation.

- Digital Marketing & Monetization in Football
- Digital Transformation in Football
- Innovation & Fan Experiences
- CRM and Data Analytics in Football
- Football Fan Engagement and Community Relations
- Social Media Management in Football
- Communications in Football
- International Strategy of a Football Club
- TV Broadcasting Rights

Term 3 | Mar-Apr-May
Leadership, Law & Player Ecosystem.

Explore the legal, personal and leadership aspects of football—from player representation and athlete branding to sports law and executive decision-making.

- Athlete Brand Management in Football
- Player Representation in the Football Industry
- The Role of the Sporting Director
- Sports Law and Legislation in the Football Industry
- FIFA Law
- Leadership in Football
- Final Project

* All content is continuously updated to reflect current challenges, trends and opportunities across global football.

How You Will Learn

Live Online Classes

Learning at SBI Barcelona is designed to be practical, interactive and directly connected to real professional scenarios.

Each week, you will participate in live web conferences led by industry professionals who share their experience, decision-making processes and lessons learned. These sessions are supported by individual preparation through cases, applied readings and practical materials, as well as group discussions with classmates from around the world.

Progress is assessed through hands-on assignments and applied projects, ensuring that what you learn can be transferred directly to real football business contexts.

Faculty & Industry Access

You will learn from executives with experience at leading football clubs, leagues, federations and commercial partners, including organizations such as **FC Barcelona, Manchester United, Manchester City, Arsenal, Chelsea, Juventus, AC Milan, FIFA, MLS, LaLiga, Atletico Madrid, Club Brugge, Saudi Pro League, among many others.**

This exposure provides more than academic knowledge—it offers real insight into how the football business operates at the highest level.

"One of the program's strongest assets is its direct connection to the football industry."

— John Buitron. Sr. Digital Media Coordinator at Inter Miami CF

Top Line-Up of industry guest speakers

The program offers unparalleled access to a network of seasoned professionals and industry leaders in football business

Juli Ferré
VP of Partnerships at Legends Global (Former FC Barcelona, AS Monaco, LaLiga Executive)

Simon Meehan
Head of Content at Newcastle United

Keith Wyness
Sports Marketing Consultant & Former Head of Partnerships at FC Barcelona.

Kieran Maguire
Football Finance Lecturer at University of Liverpool

Rocío Torres
Head of Sustainability & Responsible Business at Atlético de Madrid

Mario Leo
General Manager at RESULT Sports & Director at Digital Sports Africa

Jorge Bretos
Director Eventos y Stadium Tour en Sevilla Futbol Club SAD

Eduard Castell
Former Business Stadium Manager at Valencia CF

Simon Chadwick Professor of AfroEurasian Sport | Specialist in navigating the complexities of 21st century global sport

Lorenzo Serafini
Head of Digital Communications at Atlético de Madrid

Alex Bell
Head of Communications & Media for Como 1907 & SENT Entertainment

John Buitron
Sr. Digital Media Coordinator at Inter Miami CF

Thomas Rypens
Innovation & Insights Director at Club Brugge

Marco Castellaneta Marketing Director at Juventus FC

Pablo Pérez
Head of International Business at Valencia CF

Your professors today, your network for life.

Career Mentorship & Professional Development

Beyond academic content, the program includes a structured **Career Mentorship Program** designed to support your professional progression in football.

The mentorship program begins with a **personalized gap analysis** to assess each student's background, skills, and career goals, ensuring **tailored guidance** from day one.

Students gain direct access to experienced football industry mentors who adapt their support to each individual profile.

For early-career participants, mentorship provides clarity around career paths and entry points into the industry. For experienced professionals, it focuses on positioning, network expansion and strategic career moves within the football ecosystem.

Through individual mentoring sessions, you will:

1. **Define a clear and realistic career strategy in football**
2. **Strengthen your personal and professional brand**
3. **Build and activate a meaningful industry network**

The objective is simple:
turn education into long-term career opportunity.

From Online Learning to Real Football Business

The Master in Football Business & Management combines flexible online learning with high-impact, real-world football experiences.

Your journey starts in Madrid at the World Football Summit, where you will connect with global football industry leaders while building strong relationships with your international cohort.

It concludes in Barcelona with an immersive graduation week featuring:

- Exclusive club visits
- Practical, hands-on case studies
- A once-in-a-lifetime graduation ceremony at the iconic RCD Espanyol's Stadium
- A final celebration dinner with classmates, faculty and industry professionals

This is where learning turns into access and ambition into opportunity.

Professional Internships and Club Projects

Our Professional Internships are designed to bridge academic learning with real-world application through immersive, virtual placements with professional football clubs.

SBI Barcelona maintains active partnerships with top-tier football clubs and industry organizations, providing students with direct exposure to the professional football environment.

Delivered in collaboration with club executives and senior practitioners, these internships place students directly within a working team environment, where they contribute to live business operations rather than simulated exercises.

Students work under the supervision of experienced club professionals and are entrusted with real-life projects that reflect the realities of the modern football industry.

Participants collaborate remotely, ensuring flexibility while maintaining professional standards, accountability, and meaningful impact.

Case Study: AC Milan

SBI students completed a virtual internship alongside AC Milan's Stadium Business Manager. After signing Non-Disclosure Agreements, participants were fully integrated into the stadium business function and contributed to multiple live projects linked to commercial optimization, fan experience, and operational strategy. This hands-on exposure provided students with rare insight into elite club operations while delivering tangible value to the organization.

The SBI football internships are a key value-add for professionals seeking credible, hands-on experience without the need to relocate or step away from existing employment—offering a flexible, career-accelerating pathway into the global football industry.

Academic Recognition

The Master in Football Business & Management is academically recognized by Florida Global University, a multidisciplinary academic institution based in Miami, USA.

This recognition ensures academic rigor, international credibility and alignment with global higher education standards, allowing graduates to earn a Master's degree endorsed by a US-based university.

FLORIDA GLOBAL UNIVERSITY

What our students say

Class of 2025

"It's a really valuable experience that I will take a lot away from"

Lizzie Hallam. UK

Marketing and Communications Lead at Charlton Athletic Women's Football Club

Through learning from industry leaders such as Richard Lamb, Lizzie gained a holistic understanding of the football business and developed a clearer vision for her professional journey.

The knowledge and experience she acquired has equipped her to succeed in her new role at Charlton Athletic F.C. in England.

Class of 2019

"[At SBI], they are top professionals that are well connected in the football industry"

Wes Morgan. UK

Retired Professional Football Player at Leicester City

During the Master Classes, Wes benefited from expert-led sessions covering many areas of football business, from media and communications to club operations and stakeholder management.

The program equipped him with practical knowledge he could apply immediately, enhancing his understanding of the sport both on and off the pitch.

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Ready to take the leap into one of the most exciting industries?

Apply Now!

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