

ue



Real Madrid

Escuela Universitaria
Real Madrid
UNIVERSIDAD EUROPEA

Master in

Sports Technologies and Digital Transformation

Transform the Sports Industry thanks to a pioneering Master's. You will gain an in-depth knowledge of New Technology used in sport through a practical methodology led by industry leaders.

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Campus



Madrid. VILLAVICIOSA CUTTING-EDGE FACILITIES AND RESSOURCES IN A UNIQUE ENVIRONMENT

Enjoy a unique experience at our biggest campus. A International entourage with amazing facilities equipped with cutting edge technologies and ressources.



Madrid. ALCOBENDAS BUSINESS AND UNIVERSITY IN ONE CAMPUS

A Campus that brings to you the professional reality, allowing the students an easier jump to the professional world thanks to our professional agreements. The meeting point in which new business initiatives and curious minds converge.



Sport complex.

A UNIQUE FACILITY IN SPAIN

Enjoy the exclusive chance of studying at the #1 research center in sports in Spain, more than 35.000 m² dedicated to sport, with the last technologies and great facilities: Human Performance Research Lab, 2 swimming pools, fitness center, football fields, athletism pitches, tennis and basketball courts...



Real Madrid City. AN AVANT-GARDE SPORT COMPLEX WITH NO COMPARISION IN FOOTBALL

One of the best training complex worldwide because of the facilities and the technology, our students will have the chance to get to know the center hand-to-hand with the professionals and athletes that works every day in this facility, you may even enjoy your professional internships in this facilities working on the daily operations or training with the members of the club Youth Academy.



Santiago Bernabéu Stadium.

THE ARENA OF THE FUTURE

A unique venue which is teh history of Football and whose renovation transform it in an uncomparable arena. All our students have the chance to visit it and get to know from first hand its history, secrets, and even its daily operations.



Online.

UNIVERSIDAD EUROPEA ONLINE.

100% online taught programmes: the flexibility you need. Train yourself at your own pace in a leading University in Innovation and Academic Quality.



Master in Sports Technologies and Digital Transformation

Introduction

The sports industry is currently undergoing a disruptive process in which all the management and business procedures and/or models are being transformed thanks to new technologies - an innovative process affecting every aspect of the industry. The Master's in Sports Technologies and Digital Transformation has been designed by prestigious and highly regarded executives and professionals, leaders in the field of innovation and digital transformation in the sports industry.

Reports such as The Future Of Jobs (2018) by World Economic Forum point to how some of the most demanded professionals in the coming years will be related to the field of technology and innovation: Data analyst, AI and Machine Learning specialist, digital transformation specialist... This trend will affect also the Sports Industry which is engaged in a tranformation process.

This master's aims to give the student an in-depth practical knowledge of how to work and make the most of the latest technologies used in sport (from Data Analysis to Virtual Reality, Blockchain to Geolocalization), taking into account the importance

of applying the right strategies so as to get the best yield possible from them.

This new paradigm requires trained professionals who are capable of managing change and have an in-depth knowledge of what innovation means and which key processes and strategic abilities are needed in order to start effective disruptive processes, according to each situation and context.

The program is made up of international experts on digitally transforming businesses and Industry 4.0, as well as recognised professionals from the world's leading sports entities.

Students will also have the opportunity to learn about the business and transformation model used by Real Madrid C. F. first-hand from its professionals. There will be a particular focus on the Club's Transformation and Innovation teams and other employees who will be taking part in implementing real cases and training projects within the day-to-day workings of the Club.

All students will participate in professional internships together with Real Madrid NEXT and all its partners, NEXT is the initiative in charge of all innovation projects at the Club. Beside this you will learn and work with Olocip, the biggest AI expert spanish company in the global Sports Industry.

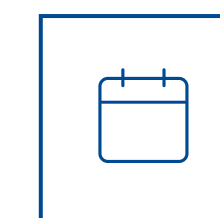
This Master's will allow students to both develop their skills as an entrepreneur and have the support of its teaching staff to further their own business adventure.



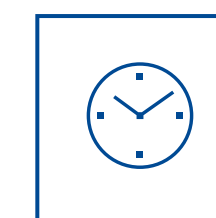
CAMPUS
Alcobendas Campus of Universidad Europea. Real Madrid C. F.



MODE (FACE-TO-FACE/ONLINE)
In Campus. Some classes might be taught online



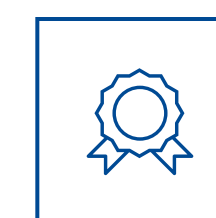
TIMETABLE
Monday to Thursday (evening classes)



DURATION
9 months.



LANGUAGE
English



ECTS
60



What makes us different

Master in Sports Technologies and Digital Transformation

Pioneering Master's

The only one in Spain that will help you to respond to the industry's business needs through applying new digital technology.

The most demanded positions

You will be able to develop your career in the most demanded positions in the future: Data analyst, Specialist in AI and Machine Learning...

Each Module of this Master will be completed by a Study case together with Real Madrid C. F.

Teaching staff

made up of Experts from the Sports Industry and in digital transformation. This Master has the endorsement of Olocip, one of the spanish pioneers in development and application of Artificial Intelligence in the sports industry.

Teaching led

by Real Madrid Next and the Transformation department of Real Madrid C. F., as part of its Innovation and Transformation project

Professional internship periods

All Students will enjoy professional internship periods together with Real Madrid Next (in charge of Innovation projects at Real Madrid C. F.) and Olocip and all their partners

Innovation projects

During the intership periods students will be involved in different Innovation projects at Real Madrid C. F., chosen worldwide nr. 2 by Forbes' Most Innovative Football Clubs Ranking.

You will discover from inside the major Transformation process Real Madrid C. F. is going through, changing all its business and performance models

State-of-the-art facilities

Enjoy State-of-the-art facilities at Sports Sciences Faculty at Universidad Europea and Real Madrid C. F. facilities, having the chance to discover the fully renewed Santiago Bernabéu Stadium, one of the most advanced Sport venues worldwide.

Aimed at

This Master's is aimed at graduates and professionals in the sports industry who want to become a key element in a company's transformation through an in-depth knowledge of the new technologies used in sport. The main applicant profiles are:

- Graduates with a technical qualification (engineering, mathematics...)
- Graduates with a qualification in Management or Finance
- Graduates in a sports-related subject
- Professionals in the sports industry with proven experience
- Technicians in the field of new technology, finance and/or business with proven experience



Faculty

Master in Sports Technologies and Digital Transformation

Program direction

Mario Garrido

Chief Business Development Officer OLOCIP

Carlos Ocaña Orbis

Director of Corporate Projects and Regulation at Real Madrid C. F.
Member of the Executive Committee of Real Madrid C. F.

Teaching staff

Israel Garcia

Digital Strategy Director at Real Madrid C. F.

Michael Sutherland

Chief Transformation Officer Real Madrid C. F.

Alex Wicks

Global Head of Partnerships at Real Madrid C. F.

Julien Piwowar

Responsible for Innovation at Real Madrid Next

Enrique Uriel

Chief Information Officer at Real Madrid C. F.

Ignacio Menaya

Project Manager at Real Madrid C. F.

Carlos Carrion

Real Madrid C. F.

Julio Tojo

Facilities Director at Real Madrid C. F.

Niko Mihic

Head of Medical Services Real Madrid C. F.

Victor Alfaro

General Director Podoactiva. Chiropody responsable at Real Madrid C. F.

Carlos Cant

CEO & Founder SPSG Consulting

Adrian Odriozola (PhD)

KDNA Genomics

Juan Iraola

Digital Transformation Manager Baskonia Alavés Group and
Founder Sports Innovation Alliance

Mounir Zok

CEO & Founder N3XT SPORTS

Veronica Gil

Telefónica

Coke Ferreiro

Boolab

Javier Doña

Stadia & Arena Advisor



Faculty

Master in Sports Technologies and Digital Transformation

Óscar Ugaz

Strategy Director Atomikal Marketing Digital

Rohn Malhotra

Co-Founder at SportsTechX

Sanyu Karani

Co-Founder & CEO FUNDING BOX

Sergio Cervantes

Founder & Partner SportED

Pedro Mestriner

CEO Horizm

Esteban Granero

CEO Olocip / CSO Best of You Sports

Pedro Claveria

CoCeo and Founder Playtomic.io

Angel Herraiz

Real Madrid sports performance projects

Antonio Pintus

Physical Trainer Real Madrid C. F.

Juan Antonio Fernandez

Centro Nacional de la Real Federación Española de Golf
Managing Director

Suzanne Huurman

Sports Physician at Real Madrid C. F.

Sergio Nieto

Managing Director LEGENDS GLOBAL MERCHANDISE

Victoria Hawksley

VP International Retail | LEGENDS INTERNATIONAL

German Arguelles

Purpose driven leader in the sports and education industries

Manuel Fernández

Youth Academy Real Madrid C. F. Director

Lluís LLagostera

CEO Fly-Fut

Javier Bosch

Founder and President at Nothingbutnet Group

Morgan Jacquín

Head Of Business Development and Operations at SkillCorner

Alvaro Gomar

First Team Real Madrid C. F. Analyst

Dr. Jesús Álvarez Herms

Sports Physiology PhD. High Performance Sportsmen coach as:
Bruno Hortelano, Javier Guerra...

Dr. Adrián Odriozola

PhD in Biochemistry and Molecular Biology. Genetics Professor at
Universidad del País Vasco (UPV/EHU). Research group Director
Sport Genomics at the UPV/EHU Genetic Department.

Nicolás Miranda

Customer Success Manager EU at Catapult



Partners

Master in Sports Technologies and Digital Transformation



Real Madrid



next

“ The MSc Sports Tech course gives me the opportunity to expand my vision on the sports technology, which is crucial to embark on innovation projects and to be at the cutting edge of digital transformation, which is the present and future of the industry”.

Juan Sebastián Farfán

Marketing and Loyalty Executive at Real Madrid C. F.

Alumni 1st edition MSc in Sports Technologies and Digital Transformation



Programme

Master in Sports Technologies and Digital Transformation

Module I

Introduction to the tech & innovation in sports industry

- Ecosystem of the sports industry from a business perspective
- Key Core Concepts
 - Sports industry and technology
 - State of art and trends
 - Global Sports tech Overview”
 - Sports entities operations Area
 - Sports entities performance Area
 - About Governance & Legal
- Real Madrid Next Tech & Innovation Overview Study Case

Module II

Sports performance

- Training
- Methodology
- Scouting and Performance Analysis
- Sensors: GPS, local positioning system, pulsometer, sweat sensors
- Artificial intelligence performance analysis football
- Artificial intelligence performance analysis Basketball
- Artificial Intelligence Tennis (Computer Vision systems)
- Real Madrid C.F. Study Case

Module III

Health, wellness and injury prevention

- Injury Prevention and Treatment
- Chiropractic
- Nutrition
- Genetics, Microbiome, and Physiology in Sports
- Artificial Intelligence: How can be implemented for health and wellness?
- Real Madrid C. F. Study Case

Módulo IV

Marketing in the new era

- Digital Marketing
- Social Media
- Fan Engagement
- Physical retail
- Sponsorship
- Artificial Intelligence as a key tool for Sports Marketing
- Real Madrid C. F. Study Case

Module V

Sport content and technologies

- Technologies applied to Sports Communication
- Sports Media and Technology
- Sports Production: Streaming
- eSports
- Artificial intelligence: How can be implemented? (Computer Vision)
- Real Madrid C. F. Audiovisual Content Study Case

Módulo VI

Smart venues

- Cybersecurity and Technological Infrastructures
- Organization of a major sport event
- Stadium and Arenas Design
- Innovation Sport Events
- VR and AR
- Ticketing and pricing
- Artificial intelligence: How can be implemented?
- Real Madrid Study Case
- Automation of the playing field (how do you remove the grass...?)



Programme

Master in Sports Technologies and Digital Transformation



Module VII

Social areas

- Foundations
- Social Responsibility projects
- Sustainability
- Artificial intelligence: How can be implemented?
- Real Madrid Study Case

Module VIII

Sports technologies contextualization

- Big Data in Sports. Data Source and types of data in Sports
- Garbage in - garbage out
- Business Intelligence
- From BI to AI
- AI as a driver of a new industrial revolution
- What is a AI?
- What can and cannot machines do?
- Impact of AI on sports
- AI ladder
- AI Areas
- Real Madrid Case Study Blockchain y Ticketing

Module IX

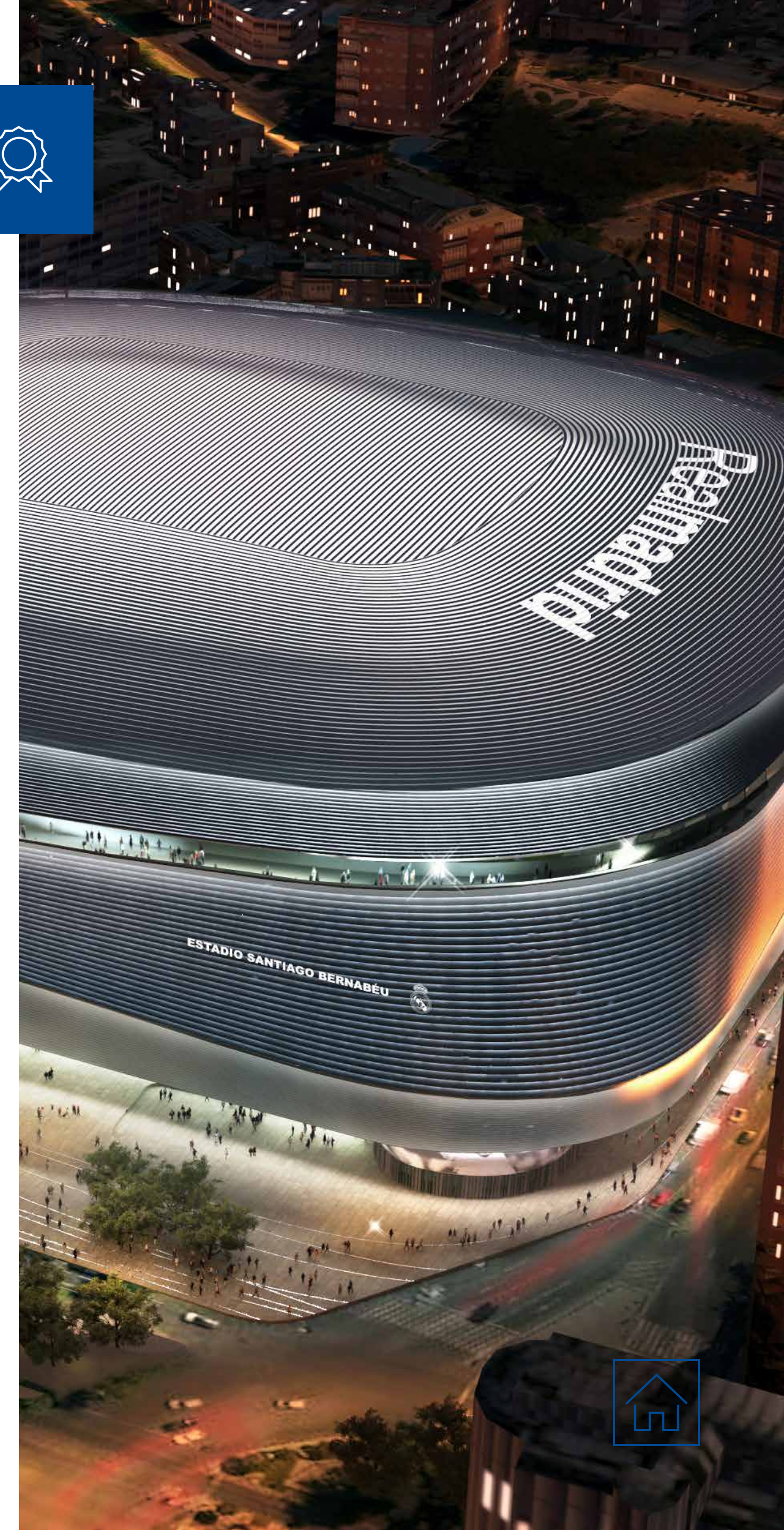
Leading and managing the innovation

- Entrepreneurial Mindset in Sports Innovation
- Methodologies and Tools to generate Innovation
- Leading, Planning and Implementing the change (SIA project)
- AI differential Value in Digital Transformation
- Study Case: N3XT Sports
- Study Case: Real Madrid C. F.

Module X

Practicum

- REAL MADRID CHALLENGE (Real Madrid C. F. Study Cases)



A unique Postgraduate School model in the World

Real Madrid Graduate School - Universidad Europea was founded in 2006 with the aim of training the sports industry's future leading professionals.

The alliance between Real Madrid—the most successful sports club in history—and Universidad Europea, a leading holistic education institution in Spain, aims to boost professional development and modernisation in the sector through university education.

The graduate school's academic quality and strict standards are demonstrated by the 13,000 students that have already graduated over the past 15 years, many of whom are now working as successful professionals in different areas of the sports industry today.



In the image, our General Director, Mr. Emilio Butragueño, receives from its Majesty Felipe VI of Spain and the Queen Letizia the National Sports Award Stadium Cup granted to Real Madrid Graduate School - Universidad Europea for its commitment in “promoting Education, Research and Profesionalization in all sports related areas”.





Admissions process

The admissions process for **Real Madrid Graduate School - Universidad Europea** programs runs throughout the whole year, although enrollment in all graduate programs depends on the availability of places.

For personalized guidance, you can go to either of our university campuses (**Alcobendas or Villaviciosa de Odón**), or contact us via phone: **(+34) 91 112 88 50** or e-mail: escuelauniversitariarealmadrid@universidadeuropea.es to receive advice from the Graduate Degree Admissions staff.

Once candidates have received guidance and have provided the necessary documentation, the Graduate Degree Admissions staff will send them a date for taking the **entrance exams** for the program they are interested in, and for a **personal interview** with the Master's Program Director or a member of the Admissions Committee.



-  **Personalized guidance**
-  **Sending in the application and documentation**
-  **Assessment of the profile and interview**
-  **Confirmation of admission**
-  **Formal reservation of a place and enrollment**





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profesional de sus estudiantes



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