

# BSc with Honours in Sport Management



**+ MASTER IN 4 YEARS**

Sports Management  
and Legal Skills with F.C Barcelona

Esports Masters

# We shape world leaders in Sport Management

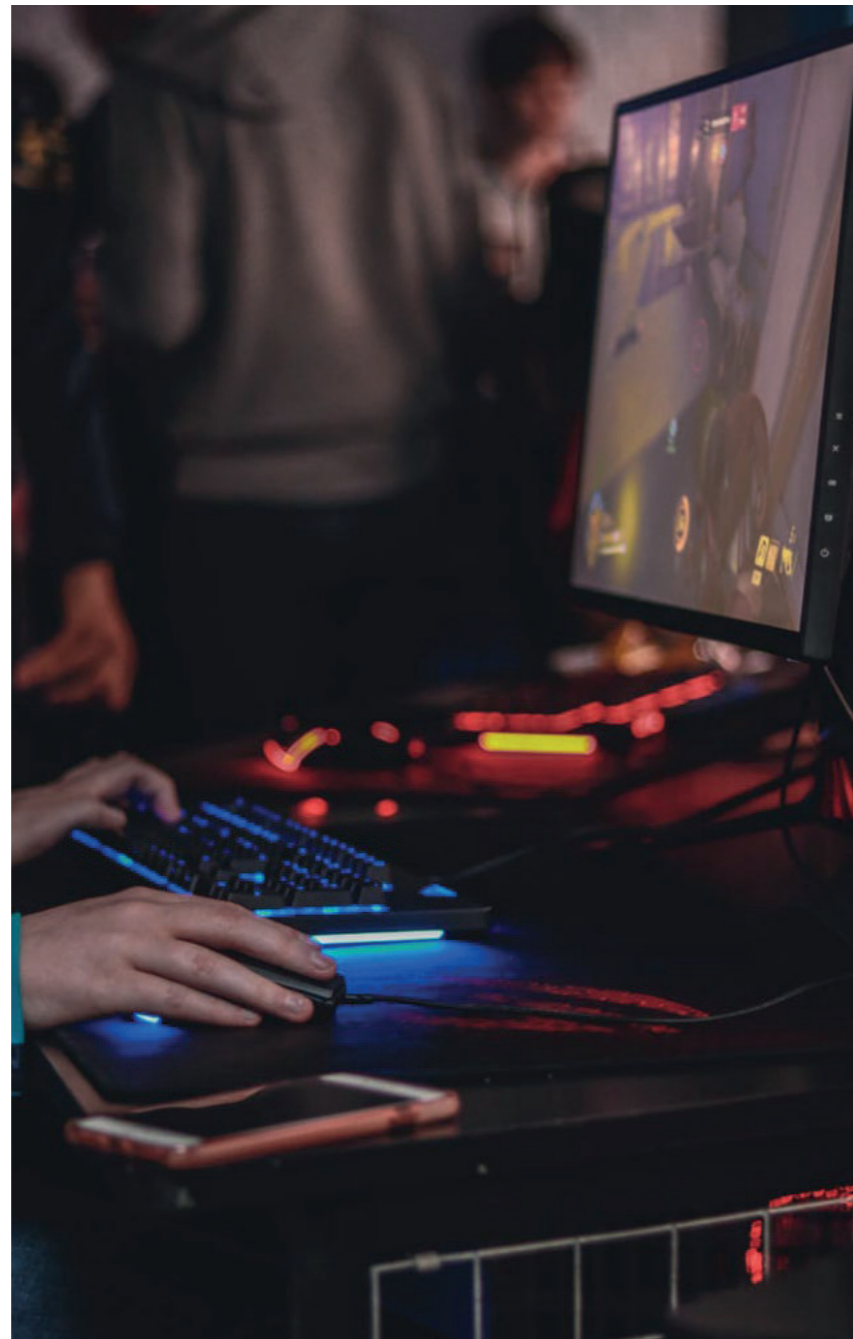
## High Performance Education

If you'd like to study sport management in a supportive and enjoyable environment whilst preparing for an exciting career in a global multi-million industry, our Sport Management BSc (Hons) from Northumbria University is for you.

Whether you are interested in traditional sport, emerging sports, esports or marketing through sport, our Sport Management BSc (Hons) has been designed to support your academic and vocational development. Based on robust management theory you will engage with topics as diverse as social media marketing, economics and finance, sport event management, strategic planning, resource management, and personal branding, all within the context of sport.



For the very first time, 2 world leading sport universities; ISDE & Northumbria, have brought to you a sport degree out of this league.



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# WELCOME TO ISDE BARCELONA & NORTHUMBRIA UNIVERSITY



*The success of our formula lies on attracting students with the necessary talent to work in large firms. At ISDE, these firms train to become real professionals, aiming to recruit talent into their working teams.*

*Juan José Sánchez Puig – ISDE CEO*

At Northumbria University we embrace tomorrow. We pursue new thinking, forge new partnerships, create, and exchange new knowledge, and find new solutions. Our inspirational academics, partners and students work together to tackle tomorrow's challenges head on. We're ready for the future whatever it may hold.

Confident and creative in everything we do, we offer leadership and direction in this fast-changing world. Those with courage will transform lives and make a remarkable impact on the world. Tomorrow. How will you handle it? Join us today and we can tackle this exciting new world together.

ISDE is a world reference institution in Sports Management Development, we have 30 years of experience in the sports industry. No one equals ISDE's prestige.

Studying at ISDE & living in Barcelona will provide you with an unforgettable experience academically and personally. To supercharge your future in Sports we have created a double award program consisting of our BSc (Hons) in Sports Management + a sports Master. Positioning you as one of the world's leading sports experts in just 4 years.

ISDE will build connections between the leading figures in the Sports Management Industry and yourself, thanks to our alliance with FC Barcelona, a partner of our Global Master in Sports Management & Legal Skills with F.C. Barcelona program with outstanding track record.

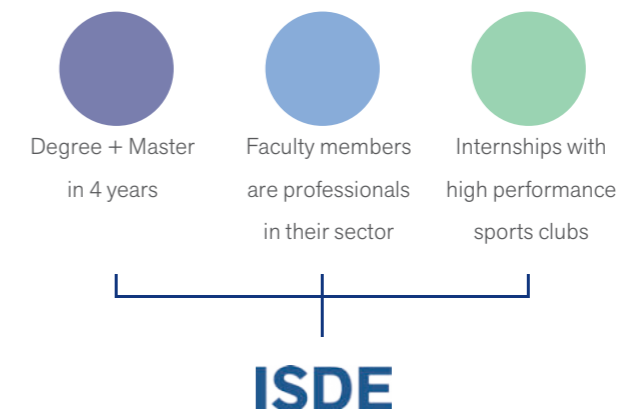
You will also have the opportunity to study our Master in Esports after 3 years coursing Sport Management BSc (Hons). The exponential growth of esports has highlighted the need to professionalize the sector. There are training courses in the creation and development of video games. However, this is the only program that trains professionals to deal with all aspects of a business of such growth.

Our students will learn from leading professionals in the industry, giving them a more realistic perspective of the world of esports

It is therefore a matter of training the future professionals of the esports industry, a sector in which, as with so many other technology-related sectors, today there is a greater demand from the industry for graduates with the appropriate education and training to meet the actual demand.

Your goal, our misión.

## 96% Direct Employability







## ISDE Model

The key to your success is the combination of degree + master in 4 years

Therefore, after coursing our BSc (Hons) in Sports Management we offer 2 Master degrees: Global Master in Sports Management & Legal Skills with FC Barcelona and Master esports Business ISDE. During their 4th year, we see our students to reinforcing the contents to enter the sports industry, in which ISDE is the global referent. The esports (booming sector) and sports management industry are demanding supercharged specialists. You can choose employment rate of 100%. Your potential employers will get to know you in the classroom. We are 100% committed to our students, that's why our lectures are kept under 30 people.



Turn your passion into your profession





## ISDE is leader in Sport Management and pioneer in education in the world of sports

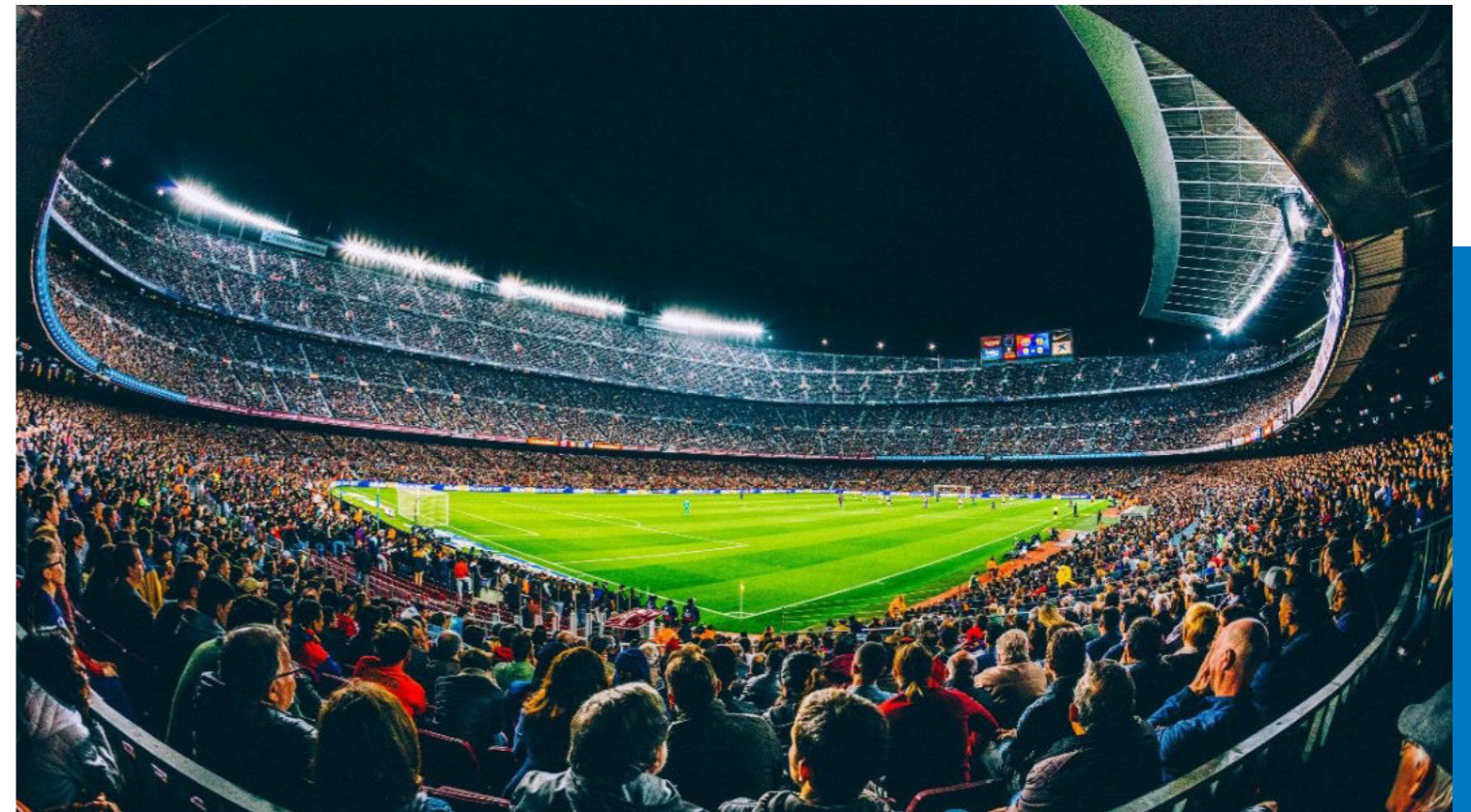
ISDE's students have access to the most up to date knowledge in Sports Management. Acquiring skills that will help them reach their professional goals and stand out within the industry.

This high-level program is aimed and focused to lawyers, business owners and sports management professionals, or other graduates holding a university degree in those areas, who have proved their experience and knowledge in the field of Sports.

Our academic staff are the most relevant lecturers related to the Sports Law sector. Their commitment is clear: to make this program the best master in sports management and legal skills.

To guarantee your success, ISDE will provide students our highest quality teaching methodology, based on a combination of practical cases, lectures, institutional visits, and professional placements with Law Firms, Sports Agents, Sports Consulting Organisations, Federations, Leagues, Clubs, Sporting Events Business and many more.

You will become the Sport Management professional you have always dreamed of.



## Where would you like to work?

Would you like to be a sport manager for the Olympic Organising Committee, a partnership manager at Chelsea FC, a key account executive at Nike, a marketing manager at LaLiga, or perhaps manage a global events management company?

These are just some of the professional careers our recent graduates have chosen. The sport industry has changed significantly in recent years but it continues to be dynamic and innovative, creating challenges and well-paid career opportunities for knowledgeable sport managers.



Barcelona







## Why study our BSc (Hons) in Sports Management?

Our Sport Management programme is designed to enable you to appreciate and evaluate sport, as a global business, from an informed and inquisitive managerial viewpoint. At every level of study, you will develop vocationally relevant experience and skills; such as event management, strategic and economic planning, social media management, and sport marketing. You will also develop transferable skills in areas such as; communication, negotiation, teamwork, leadership, and problem-solving.

88% of students said that the course has provided them with opportunities to explore ideas or concepts in depth (NSS, 2019)

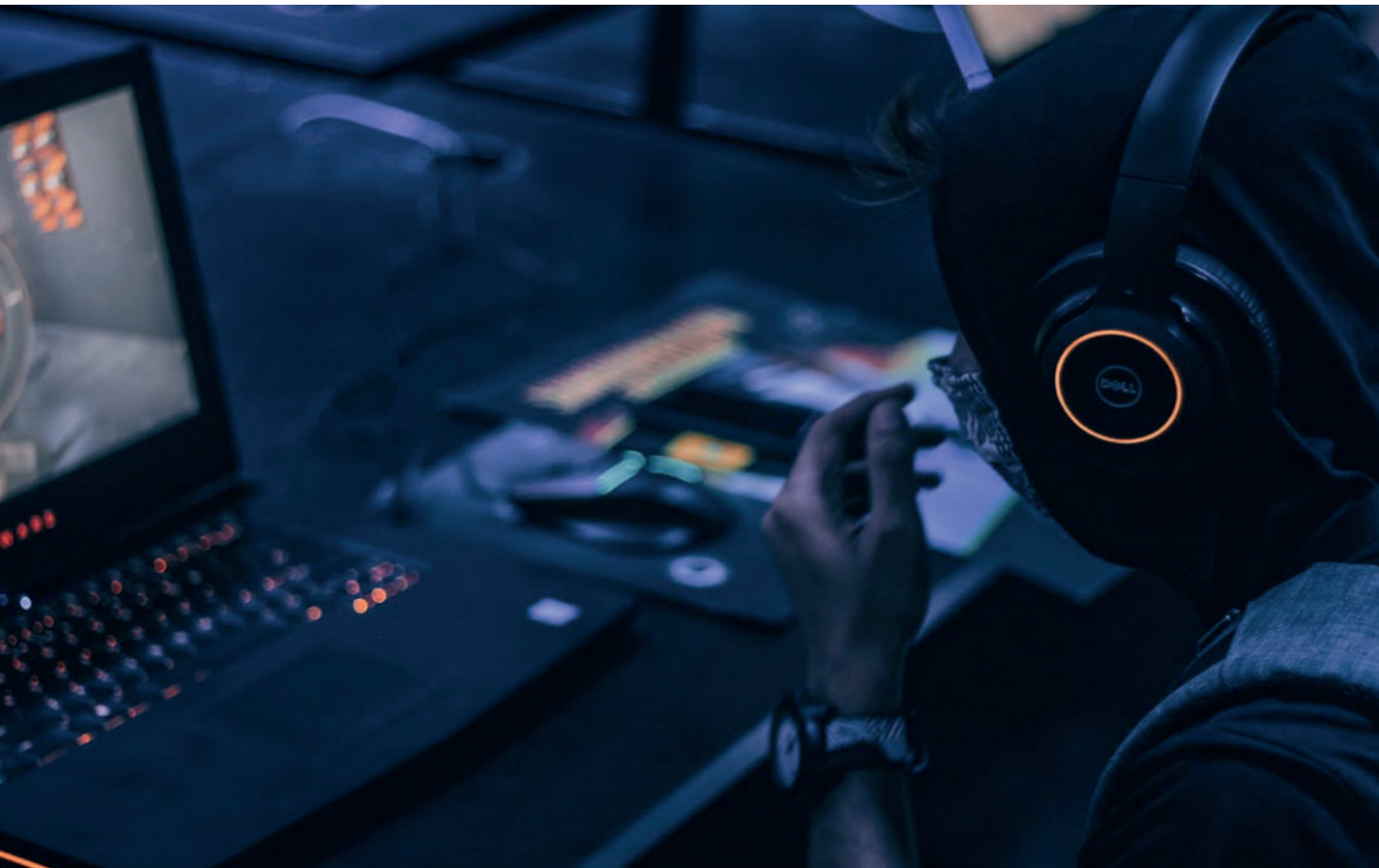
This Master does just that, allowing students to learn with some of the leading professionals in the industry, giving them a more realistic perspective of the market than any other program currently in existence.

It is therefore a matter of training the future professionals of the esports industry, a sector in which, as with so many other technology-related sectors, there is a greater demand today of graduates with the appropriate education and training that it has ever been.

At ISDE, we are committed to satisfy the current demand with our students.







## Boosting your career

We strongly recommend to complete your Sports Management Degree studies with the Master Esport at ISDE Barcelona.

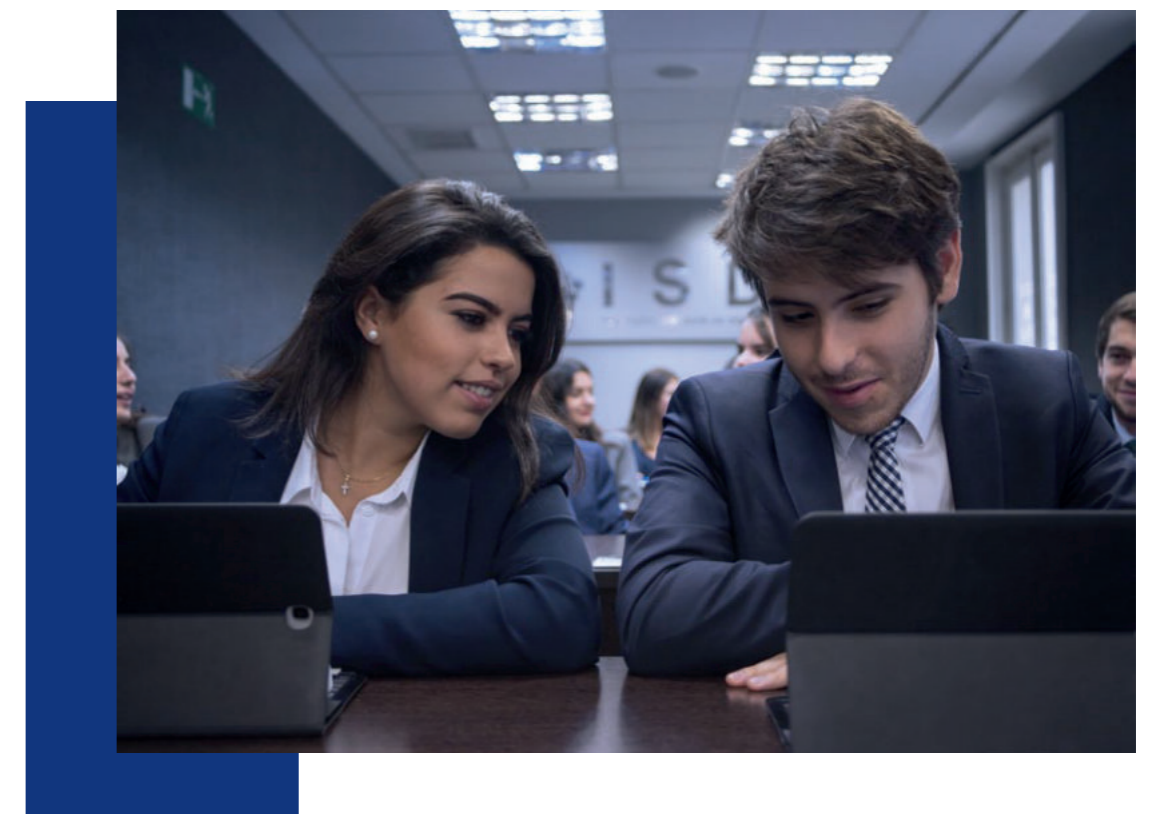
ISDE alumni coursing Northumbria University's Sports Management BSc (Hons) will have special prices for postgraduate programs.

## ISDE Methodology

### 4 years of hands/on learning

Our program of study responds to the distinctive needs of international sports organizations. Therefore, the program has been designed from the outset as a sport management degree, rather than a business degree with a few sport modules attached. Learning in this sport rich environment provides numerous opportunities for you to engage in CPD, volunteering, access a variety of sports networks, and to undertake a placement with a local sport organization – alternatively, you may choose to complete your placement with an international partner.

Due to our unique learning and teaching experience, you will graduate from 4 year degree program with a rounded knowledge of specific and transferable management skills, which are desirable to a variety of graduate-level employers.







## Modules & Learning

The BSc (Hons) Sport Management's philosophy is that you will learn to become a sports manager in an authentic, dynamic, interactive and supportive environment, graduating as a fully industry-ready graduate who can think for yourself and make informed judgements. This means that, as well as actively engaging in lectures, seminars and workshops, you will undertake field trips and group projects.

Our assessments are based on the types of tasks that sports managers are required to perform, such as writing reports, making presentations, evaluating information and developing strategic plans. For example, in your final year you will use all of your knowledge and skills to plan, implement, and evaluate a sport event of your choosing.





# Academic Program

**Campus:**  
Barcelona  
  
**Start:**  
September

**Language:**  
Degree English  
Master English

Year 1	Credits
Academic & Professional Skills	20
Finance and Governance in Sport	20
Social Issues and Sport Consumers	20
Introduction to Research	20
Principles of Sport Marketing	20
Fundamentals of Sport Management	20

Year 2	Credits
Research Design Analysis	20
Sport Facility and Operational Management	20
Sport Leadership and Organisation Behaviour	20
SER Professional Development & Practice	20
Managing & Developing the Business of Sport	20
Digital Sport & Business Marketing	20

Year 3	Credits
Strategic Business Planning for Managing Sport	20
Managing Sport Equity, Diversity, Inclusion & Sustainability	20
Sport Event Management	20
Global Sport Business and Management	20
SER UG Project	40



\*The academic program is subject to modifications.



# Barcelona – Make it your home town

## MULTICULTURALISM

One of the main characteristics of Barcelona is its multiculturalism, there are many people, not only from the rest of Spain, but from all over the world who decide to settle in Barcelona. Both in universities and study centers, as in companies and everyday life, you will meet and learn from people from a diverse cultural background.

## POPULAR FESTIVALS AND CULTURAL CENTERS

Despite its multiculturalism and vanguardism, Barcelona does not forget its identity. Popular festivals and cultural centers keep its traditions alive. Besides, the administration makes a constant effort so that the city does not lose its essence, history, and roots.

## CLIMATE

Another reason why there are true lovers of Barcelona is its climate. The Mediterranean climate is unbeatable. If you decide to live in Barcelona, you will not have to suffer for snowfalls or freezing temperatures during winter, neither endure 40 degrees in summer. Here, weather is not an excuse to stay home.

## THE BEACH

The beach is another luxury that few cities enjoy, and the best thing is that it is not only a summer privilege. Taking a walk at noon or night, during any season, is priceless. If you prefer a quieter beach, no problem, you can take the train and head towards Castelldefels or Sitges, for example. Alternatively, you can always take some days off to visit the transparent waters of Costa Brava.

## GOOD TIME

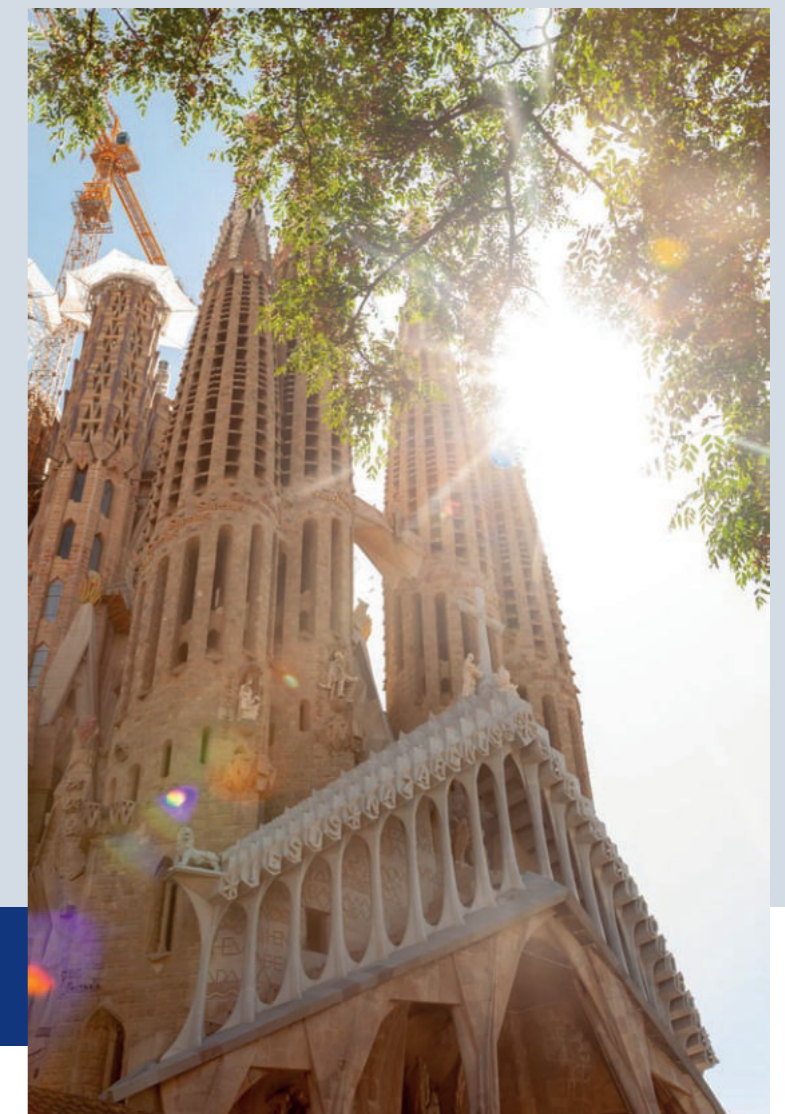
It is impossible to get bored in Barcelona, the old town (Gothic Quarter and Born) is full of bars and small clubs where you can have a good time with friends. There is always something to do, and interesting places are awaiting on any day of the week. Besides, its modernist architecture is something you will never get used to.

## ACCESSIBLE CITY

Despite being a great city, Barcelona is a very accessible city. Its famous urban layout has endowed it with an excellent organization. Its public transport system is very efficient and allows you to get to any corner of the city with ease. But the best of all is that you can practically just walk or bike around it.

## INNOVATION HUB

The fact of been recognized as an innovation hub is just another reason to move to Barcelona. With the Mobile World Congress as its paramount event, more and more startups and tech companies are establishing their global or European headquarters in Barcelona.





# Sport Management BSc(Hons) from Northumbria University

Northumbria was the first University in the UK to offer sport degrees and their Sport Management degree consistently scores well above average for satisfaction in the National Student Survey.

This degree follows an authentic assessment strategy. Students acquire knowledge and dynamic competencies essential in the Sports Industry.

The Vice President of the World Association of Sport Management, and the Chair of the Sports Volunteering Research Network are professors at Northumbria University.

This degree has been taught in Hong Kong for over 10 years and has partnerships with universities in Singapore, Germany, Jersey, and Malaysia. Now, we are proud to announce the launch of this program in ISDE Barcelona on September 2022.





# ISDE Membership

# ISC - ISDE Sport Convention





ISDE

INTERNATIONAL SPORTS AMBASSADOR



COMMUNITY



ACCESS TO INTERNATIONAL EVENTS



INTERNATIONAL MOOT  
COMPETITON





# ISDE

Law Business School

High Performance Education

## ISDE Madrid

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28002, Madrid.  
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## ISDE New York

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## ISDE Oviedo

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33003, Oviedo  
(+34) 984 832 475

ISDE Centro Universitario adscrito a la Universidad Complutense de Madrid (UCM)

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ISDELAWSCHOOL

