



REAL MADRID  
GRADUATE SCHOOL-  
UNIVERSIDAD EUROPEA

---

A UNIQUE INTERNATIONAL EDUCATION PROJECT



**01**

A UNIQUE CLUB, A DIFFERENT KIND OF UNIVERSITY

**02**

ENTERING THE WORLD OF SPORTS WITH THE  
"BEST CLUB OF THE 20<sup>TH</sup> CENTURY"

"20

"

**03**

AN INTERNATIONAL PROJECT TO CREATE LEADERS  
THAT TRANSCENDS THE LIMITS OF SPORT

**04**

OUR GRADUATE PROGRAMS

# A UNIQUE INTERNATIONAL EDUCATION PROJECT



Escuela Universitaria  
Real Madrid  
Universitaria



# 01

## A UNIQUE CLUB, A DIFFERENT KIND OF UNIVERSITY

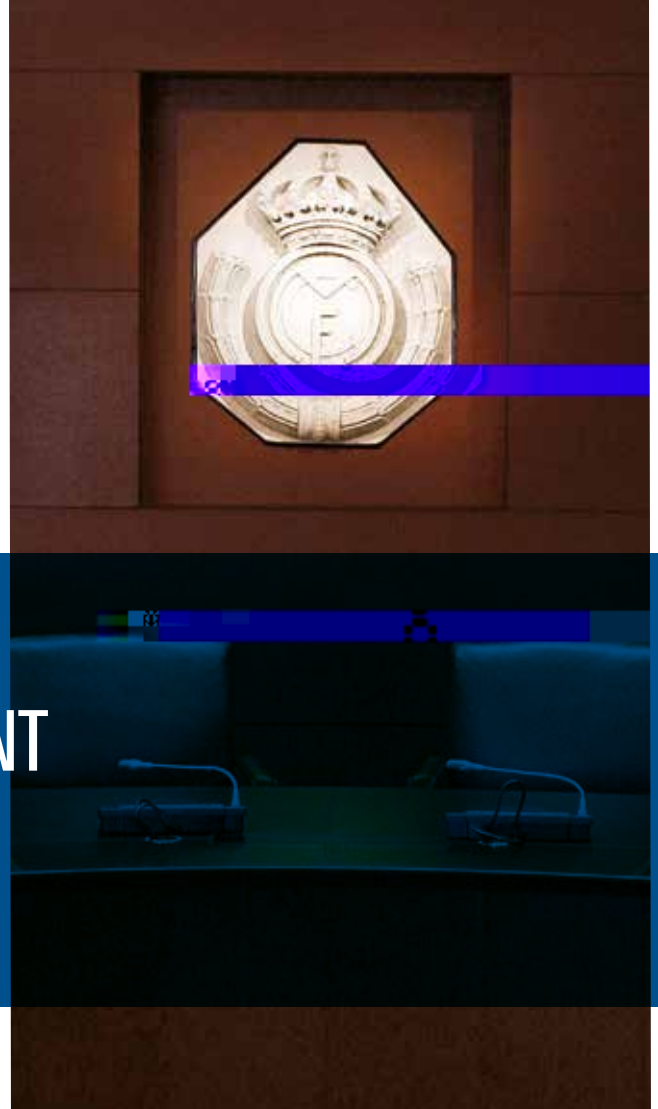
Real Madrid is the most successful Club in the world, the “Best Club of the 20th Century” according to FIFA, and the sports entity with the highest revenue according to Deloitte’s annual reports. All these achievements are the result of a 110-year history while Real Madrid has accumulated unrivalled knowledge of the many different areas of sports management.

Meanwhile, sport has become a social phenomenon that goes beyond mere competition and provides societies with important benefits in terms of economic wealth, employment, values, development, and the promotion of health and education. Sport plays an increasingly prominent role in our lifestyle and carries significant weight, requiring us to place great importance on its management.

In 2006, the Real Madrid Graduate School was created in order to respond to this new, multidimensional and cutting-edge concept of sport. This pioneering Graduate School is the only one of its kind in the world that trains leading professionals in all sports-related disciplines.

For this reason, all the graduate programs offered by the School replicate and transmit, on the one hand, the extensive management experience that has led Real Madrid to become the world’s top Club in terms of, revenues, results and solvency, as well as the innovation, prestige and academic guarantee of Universidad Europea, a leading institution in the Spanish higher education market, serving more than 16,000 students and belonging to the Laureate International Universities network, which is present in 28 countries throughout the world.

At the School our students can study those areas that correspond to the Club’s management. Real Madrid top executives are totally involved at teaching in the fields of Finance, Purchasing, Human Resources, Marketing, Infrastructure, Legal Services, Communication and Medical Services. The Santiago Bernabéu Football Stadium and the Real Madrid Sports Complex are regularly used as a campus for the School’s classes and workshops, while the day-to-day activities of the Club’s executives can provide a real case study. This highly practical approach to working with students is based on the best methodology that exists: which is explained by the main actors of the Real Madrid Club.





"20

"

110

16000  
28

2006



“ The “Best Club of the 20<sup>th</sup> Century”, according to FIFA ”

“ “20 ” ”



# 02

## ENTERING THE WORLD OF SPORTS WITH THE "BEST CLUB OF THE 20<sup>TH</sup> CENTURY"

"20

"

The sports industry is characterized by the importance of cross-disciplinary and hands-on knowledge. It brings together Health Sciences, Biomechanics and Physical Education, Talent Management, Law, Communications, Marketing, Finance, Design, and Infrastructure Development, among other disciplines. With highly practical learning, all these disciplines are focused on achieving specific objectives in line with those of Real Madrid. Furthermore, in order for professionals to become part of the sports industry, they need two approaches: one multidisciplinary and the other practical.

Only a sports institution as successful as Real Madrid can guarantee the multidisciplinary and hands-on knowledge our students need to become sports management professionals.

Real Madrid combines sporting success, as reflected in its unparalleled track record, with the effectiveness of a management style that has made it the world's largest sports Club in terms of revenue, and stands out for holding that privileged position for the last eight consecutive years.

The "Best Club of the 20th Century", according to FIFA, and the Club that heads up Deloitte's prestigious Football Money League ranking, is the ideal alma mater for learning everything required to successfully enter the sports industry.

"20

"

*“ The world's largest revenue-earning sports Club ”*

“

”

## 03

# AN INTERNATIONAL PROJECT TO CREATE LEADERS THAT TRANSCENDS THE LIMITS OF SPORT

The graduate programs at the Real Madrid Graduate School are specially designed for all graduates and professionals who wish to further develop their career and succeed in this industry, and who are interested in expanding their knowledge and gaining greater experience, regardless of their previous academic or professional background.

The School's educational philosophy is built upon three basic strategies:

## INTERNATIONAL VOCATION

On a day-to-day basis, students will experience the international vocation through professors and students from around the world, a cutting-edge teaching methodology, the involvement of prestigious international companies in the design of programs and extracurricular activities, and the chance to complete training modules in the company's headquarters abroad.

*“ The School's educational philosophy is built upon three basic strategies: International perspective, career-oriented approach and creating leaders. ”*

## CAREER-ORIENTED APPROACH

Geared towards practical learning, the graduate courses are taught at the following state-of-the-art facilities:

- REAL MADRID SPORTS COMPLEX IN VALDEBEBAS
- UNIVERSIDAD EUROPEA CAMPUSES IN LA MORALEJA AND VILLAVICIOSA DE ODÓN
- SANTIAGO BERNABÉU STADIUM

In addition, the vast majority of graduate courses include visits to companies or events related to the programs, such as:

- Sports Week in London, in the case of the MBA in Sports Management
- American Sports Week in New York, in the case of the MBA in Sports Management, and the Master in Talent Identification and Development in Soccer.
- International trips to the facilities of European football clubs and the Real Madrid Sports Complex in Valdebebas, in the case of the Master's Degree in Talent Identification and Development in football.
- And one of the main activities arranged jointly by the Club and the School: “White Week,” an exclusive insight into the day-to-day affairs of Real Madrid, as provided by its executives and professionals.





### 以职业为导向的方法

- 位于 VALDEBEBAS 的皇马训练基地
- 位于 LA MOA 

---

*“ The School has a cutting-edge teaching methodology, and counts on the involvement of prestigious professors and international companies in the design of programs ”*

“

”



## CREATING LEADERS

Real Madrid is the result of an ongoing aspiration to lead and excel, both in sports competitions, which are its “raison d’être”, and in the equally competitive markets in which the organization operates. The spirit of Real Madrid is based on the values of effort, perseverance and continuous improvement.

These Real Madrid values are also present in the Real Madrid Graduate School, whose goal is to train specialized professionals capable of becoming leaders in any sports-related discipline:

- MANAGEMENT AND LAW
- MARKETING Y COMUNICACIÓN
- SPORTS AND HEALTH

## 培养领导者

- 管理和法律
- 营销与宣传
- 体育与健康

*“ 100 of our students carry out the internship program at Real Madrid C.F. 65 of Real Madrid professionals form part of the faculty ”*

“ 100

65

”

*“ The spirit of Real Madrid is based on the values of effort, perseverance and continuous improvement ”*

“

”

*“ We are proud to once again be pioneers and to share with society such an exciting project as a university program dedicated to training professionals who are experts with specific knowledge and skills in areas such as health, management, communication, and physical activity, all of which are linked to sports ”*

“

”

**EMILIO BUTRAGUEÑO**  
GENERAL MANAGER OF THE REAL MADRID  
GRADUATE SCHOOL – UNIVERSIDAD EUROPEA



# 04 OUR GRADUATE PROGRAMS

## MANAGEMENT AND LAW

### MBA - MASTER'S DEGREE IN SPORTS MANAGEMENT

**Duration:** From October to June or from May to March

**Language:** English or Spanish

**Modality:** campus based or 100% online

**Location:** Universidad Europea Alcobendas Campus, Santiago Bernabéu Stadium and Real Madrid Sports Complex

### MASTER'S DEGREE IN SPORTS LAW

**Duration:** From October to June

**Language:** English or Spanish

**Modality:** campus based

**Location:** Universidad Europea Alcobendas Campus, Santiago Bernabéu Stadium and Real Madrid Sports Complex

#### MBA

: 10 6 5 3  
:  
: 100%  
: Alcobendas

: 10 6  
:  
:  
: Alcobendas



# MARKETING AND COMMUNICATION

## MASTER'S DEGREE IN SPORTS MARKETING

**Duration:** From October to June

**Language:** English or Spanish

**Modality:** campus based

**Location:** Universidad Europea Alcobendas Campus, Santiago Bernabéu Stadium and the Real Madrid Sports Complex

: 10 6

:

:

: Alcobendas

## MASTER'S DEGREE IN COMMUNICATIONS AND SPORTS JOURNALISM

**Duration:** From October to June, 60 ECTS Credits.

**Language:** English or Spanish

**Modality:** campus based

**Location:** Universidad Europea Villaviciosa Campus, Santiago Bernabéu Stadium and the Real Madrid Sports Complex

: 10 6 60 ECTS

:

:

:

## SPORTS & HEALTH

### MASTER IN TALENT IDENTIFICATION AND DEVELOPMENT IN SOCCER

**Duration:** From October to July

**Language:** Spanish

**Modality:** campus based

**Location:** Universidad Europea Villaviciosa Campus, Santiago Bernabéu Stadium and the Real Madrid Sports Complex

### MASTER'S DEGREE IN SPORTS TRAINING AND NUTRITION

**Duration:** From October to July

**Language:** English or Spanish

**Location:** Universidad Europea Villaviciosa Campus, Santiago Bernabéu Stadium and the Real Madrid Sports Complex

: 10 7

:

:

:

Villaviciosa

10 7

:

:

Villaviciosa

## MASTER'S DEGREE IN PHYSICAL THERAPY FOR SPORTS

**Duration:** From October to July

**Language:** Spanish

**Modality:** campus based

**Location:** Universidad Europea Villaviciosa Campus, Santiago Bernabéu Stadium and the Real Madrid Sports Complex

10 7

Villaviciosa

## MASTER'S DEGREE IN PHYSICAL EXERCISE AND HEALTH

**Duration:** From October to July

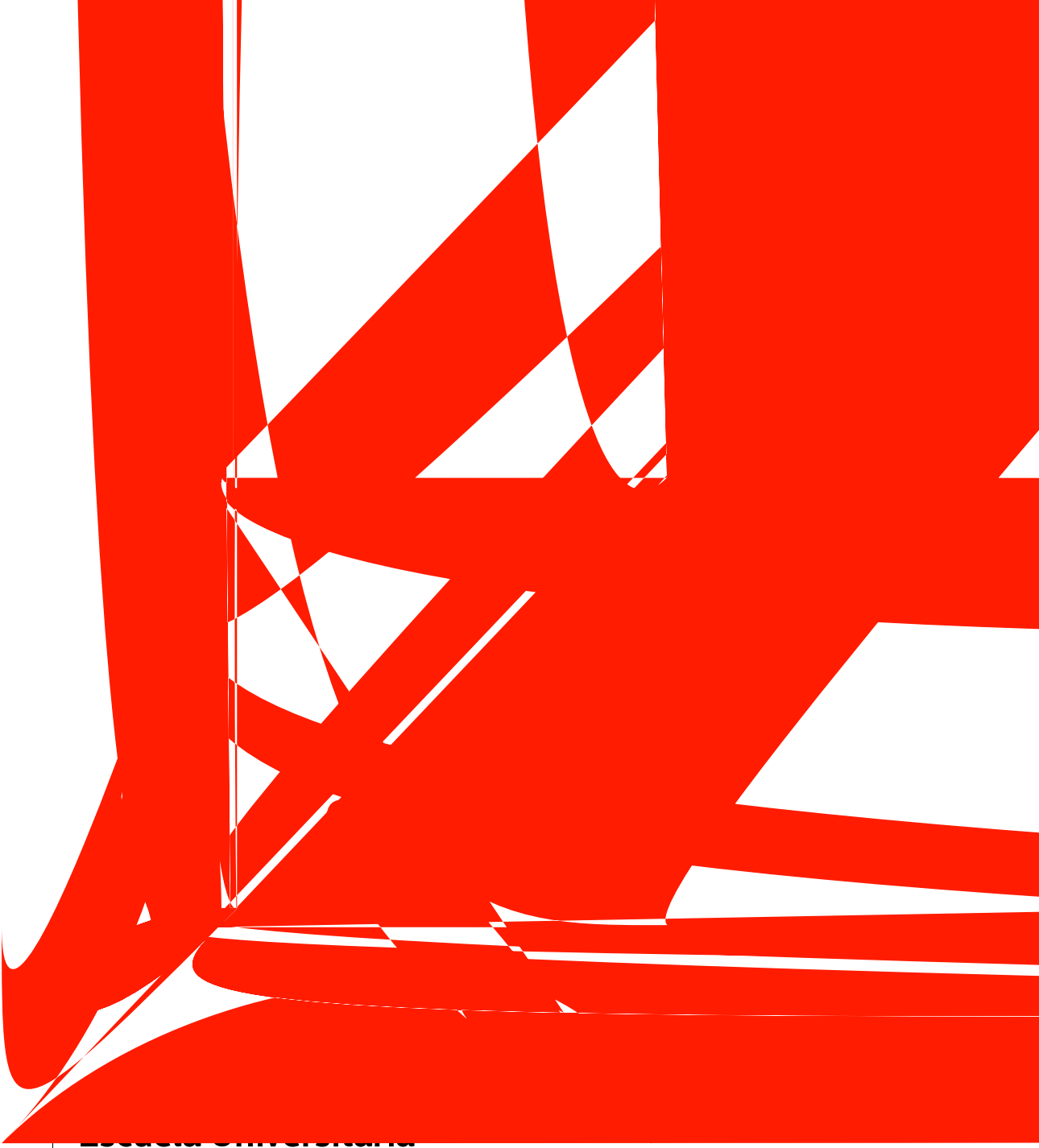
**Language:** Spanish

**Modality:** campus based

**Location:** Universidad Europea Villaviciosa Campus, Santiago Bernabéu Stadium and the Real Madrid Sports Complex

10 7

Villaviciosa



Escuela Universitaria  
**Real Madrid**  
Universidad Europea