



BARÇA
INNOVATION HUB
Universitas

CERTIFICATE

SPORTS FACILITIES MANAGEMENT

100% ONLINE • 4 MONTHS

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**VYSOKÁ ŠKOLA
MANAŽMENTU**

CityUniversity
of Seattle programs

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The sports facilities industry has experienced a huge surge in development in the last decade. Nowadays, it would be hard to find anywhere in the world where a stadium or arena hasn't been planned for or inaugurated.

In parallel with stadium construction, there have been transformative advances in consumer technology. These trends, which are increasingly convergent, mean that the sports industry is moving towards a new model in which the stadium is a technological and commercial platform.

This change revolutionizes the traditional way of thinking about the stadium experience. Making decisions about the width of the seats or the price of a beer is no longer enough. Clubs must create ways for fans and spectators to shape their own experience. Although the platform concept requires a change of mentality for stadium teams and operators, those who adopt it for the design, construction and operation of stadiums will be at the forefront of offering their fans the best experience.

The Certificate in Sports Facilities Management offers you all the knowledge and tools necessary to analyze, design and develop business models for both existing and new stadiums and arenas. In this way, you can maximize the performance of the venue, provide a better experience for spectators, and guarantee that revenue is generated 365 days a year.

Javier Doña

EXPERT INSTRUCTOR



MBA, Masters in Sports Business Management.

Consultant specialized in Stadiums and Arenas. University Professor. Regularly participates as a speaker at conferences and seminars related to sports management and marketing.



- **DELIVERY MODE ONLINE**
- **DURATION 4 MONTHS**
- **ACADEMIC DEGREE EXECUTIVE EDUCATION**
- **DELIVERED IN SPANISH, ENGLISH AND PORTUGUESE**



OBJECTIVES

Develop the capacity for critical analysis, competence, skills and tools to identify new market trends in sports facilities, stadiums and arenas, and design the ideal strategy and product for each project.

AIMED AT

- Managers of sports facilities, multifunctional venues, stadiums and arenas Managers of professional sports clubs.
- Managers in the sports industry in general, architects and architecture firms involved in multifunctional and/or sports venue projects.
- Public managers of sports facilities responsible for the construction, renovation or management of venues.
- Operational directors of professional sports clubs.
- Business managers, marketing and communication managers of professional sports clubs.
- Suppliers of products and services to multifunctional venues, stadiums and arenas Professionals involved in the design, management and operation of sports facilities, stadiums, arenas and multifunctional venues for shows.

LEARN TO

- Understand the evolution of the sports facilities market; design successful strategic plans for new projects and for existing venues.
- Develop, implement and manage a business model that maximizes revenue for each stadium or arena.
- Identify different business models for each stadium or arena, in terms of the competitive environment and market, and new trends and changes that are disrupting the industry.
- Identify the keys to success for each project or business model in real case studies of sporting venues.
- Deliver improved experiences to spectators and guarantee that revenue is generated 365 days a year.

COURSES

The Certificate is composed of four one-month courses. This Certificate is completed sequentially (the course is enabled and each course is completed over a month).

MODULE 1: History.
Where we come from.

MODULE 2: Where we
are now and where we
are going.

ANALYSIS, DEVELOPMENT AND STRATEGIC PLANNING FOR SPORTS FACILITIES

MODULE 4: The design
of the architectural plans.

MODULE 3: The plan.
Strategic and business
plan for a sports venue.
Different business
models.

MODULE 1: Implementation
of a personalized business
model.

MODULE 2: Impact of the
stadium on
revenue and viability
of the club.

BUSINESS MODEL AND MAXIMIZATION OF

MODULE 4: Generation
of revenue on a
"non-match day".

MODULE 3: Generation of
revenue on a "match day".
Examples of personalization.

MODULE 1: Sports
facilities models:
US market.

MODULE 2: Sports
facilities models:
EU market.

DIFFERENT MODELS OF SPORTS FACILITIES IN THE INTERNATIONAL MARKET

MODULE 4: Latest market
trends: the future
of stadiums and arenas.

MODULE 3: Sports
facilities models: the
rest of the world.

MODULE 1: Futur
Camp Nou
(Espai Barça)

MODULE 2: Espai
Barça and New Palau
Blaugrana.

ESPAI BARÇA AND OTHER CASES RELEVANT PRACTICES OF MARKET

MODULE 4: Commercial
management and operation of
a sports venue. Application.
Practical module.

MODULE 3: Relevant
case studies.

EXPERIENCE

All your learning experience will take place in an online platform where you will find all the resources you need to study:

LECTURES

which address the main topics.

VIDEOS

that deepen some subjects of the readings.

ACTIVITIES

to apply the content addressed in each module.

RUBRICS

that will evaluate you in each module.

ONLINE EXPERT

In every course, you will have the support and virtual follow-up of a subject-matter expert. This online expert will perform interventions throughout the different modules to ensure your learning, as well as the interaction with the rest of your peers.

In addition, he will be available in the forum and by internal messaging so that you can appeal to him as many times as you need.

FORUMS

where you can interact with your colleagues.

SELF-ASSESSMENTS

which will help you measure your learning progress.



BENEFITS

- **World-class content, designed by experts and sports-industry oriented for an immediate impact.**
- **Round-the-clock access to study material, wherever you want and from any device.**
- **Custom feedback for every individual and teamwork activity.**
- **Spaces of discussion and interaction with industry professionals from all over the world.**
- **Certificate of participation for each course, issued by Barça Innovation Hub - Universitas. If you pass each of the courses that make up the program, and complete and pass the comprehensive final exam, you will also receive a verified certificate of completion for the entire program, with confirmation of identity, issued by Barça Innovation Hub - Universitas.**





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