



LALIGA

MBA

SPORTS MANAGEMENT

FOR PROFESSIONAL ATHLETES

**Elevate your career
beyond the game**

Coordinated by

LALIGA
BUSINESS SCHOOL

LEADING THE WAY: A POWERFUL ALLIANCE FOR ATHLETE EDUCATION EXCELLENCE

FOR PROFESSIONAL ATHLETES PREMIUM EDUCATION

For the past three years, LALIGA and ATP have joined forces to provide innovative educational opportunities for elite athletes. Now, they're taking their commitment a step further with the launch of the first MBA co-created by two major sports entities, dedicated to supporting athletes from diverse disciplines who want to continue making an impact in the sports industry.

The MBA Sports Management for Professional Athletes is designed to support and guide professional athletes in their career development, **offering a unique opportunity for a successful transition and transformation** within the industry.

The academic structure is modelled after LALIGA's International MBA in Sports and Entertainment Management, a program powered by LALIGA BUSINESS SCHOOL that has built a solid reputation across five editions, with over 200 students and 80 expert lecturers from the sports industry.



Powered by

LALIGA BUSINESS SCHOOL

LALIGA Business School is the **Educational Department** of LALIGA, a 100% in-house project that was born in 2018 with the aim of **detecting and training talent**, to support the **exponential growth** of the **Sports Industry** and its ability to drive the development of other sectors and the **progress of society**.

In such a competitive environment, we strongly believe in the **professionalisation** of the Sports Industry through **training**, addressing new disciplines and increasing the level of specialisation in **growth areas within the sports entities** that are leading **the transformation**.



The only MBA in sports management exclusively designed for elite athletes

A black and white photograph of two soccer players in striped jerseys celebrating on a field. The player on the right is shouting with his mouth open, while the player on the left is looking towards him. The background shows a blurred stadium with spectators.

SUMMARY



DURATION

9 months



STARTING DATE

January 14, 2026



END DATE

October 8, 2026



FORMAT

On-site + streaming



ON-SITE VENUES

The three in-person sessions will take place in Madrid



ON-SITE FORMAT

168 hours
(60% of teaching hours)
Delivery across 3 intensive academic concentrations with an innovative format exclusively design for this MBA.



STREAMING FORMAT

60 hours
(20% of teaching hours)
Distributed over 5 months period, 2 weekly sessions of 1.5 hours each.



PRACTICAL CASE STUDIES

(10% of teaching hours)
Hands-on learning through real-world case studies.



MASTER'S FINAL PROJECT

(10% of teaching hours)
Individual project with personalized mentoring, allowing students to apply their knowledge in a focused, strategic project.



PERSONALIZED SUPPORT FOR OPTIMAL LEARNING

Our program is designed with personalized support at its core, ensuring that each student receives exclusive guidance at every step of their learning journey.



CAREER GUIDANCE

Our program provides tailored career guidance to help athletes strategically plan their professional paths after their sports careers. Leveraging the perso-

nal insights gained throughout the MBA, we support athletes in identifying and tracking opportunities and directions that align with their skills and aspirations.

Educational Approach inspired by elite athletic training

A black and white photograph of a tennis player in a celebratory pose, seen from behind. The player is wearing a dark t-shirt, dark shorts with a white stripe, a dark cap, and a wristband. They are holding a tennis racket in their left hand and have their right arm raised. The background is a blurred tennis court with the word "FIVE" visible on the ground.

LALIGA and the ATP have brought the rigor and methodology of elite sports training into the realm of higher education, designing a **unique learning experience** that mirrors key training principles:

PROGRESSION

Tasks gradually increase in complexity and intensity, **encouraging students** to build skills and knowledge step by step, **reaching new levels** of proficiency over time.

VARIABILITY

By incorporating diverse methodologies and stimuli, the program **keeps students engaged and adaptable**, providing a broad set of tools **for real-world challenges**.

REPETITION

Through repeated exercises, **students reinforce learning** and track progress, **gaining confidence** and expertise as they see their improvement.

SPECIFICITY

Moving **from general to specialized topics**, the program ensures **students develop both** a broad understanding and focused, **practical skills**.

RECOVERY

Emphasizing mental and physical recovery, the program includes **opportunities for intellectual and personal renewal**, fostering resilience and sustained focus.

ACADEMIC CONCENTRATIONS

Inspired by **elite sports training**, we have crafted an **academic format** that aligns with **athletes' unique rhythms**, enhancing their **strengths** and established preparation habits. Rather than disrupting their routines, this program builds on the same principles of **high-performance training**, creating a one-of-a-kind **educational experience**.



The program is structured into 3 **intensive academic concentrations**, each lasting **9 days**, with a dedicated **rest day** to ensure **balance**. Each concentration begins on a **Wednesday afternoon** and concludes the following **Thursday morning**, with **Sundays reserved for recovery**.

From elite athlete to business leaders: Redefine your role in sports



STUDENT PROFILE

ACTIVE ATHLETES



This MBA program is **designed for professional athletes who are currently active** in their sports careers and approaching the final stages of their athletic journey. It offers them **a unique opportunity to prepare for the next steps** in their professional lives while still competing at the highest levels.

RECENTLY RETIRED PLAYERS



Tailored to meet the needs of **athletes who have retired within the past five years**, this program also welcomes retired athletes who have accumulated significant professional experience. It helps them **leverage their expertise and industry knowledge** to transition smoothly into impactful roles within the sports industry and beyond.

PROGRAMME

WEDNESDAY, 28TH JANUARY 2026 - THURSDAY, 05TH FEBRUARY 2026
1ST CONCENTRATION IN MADRID

9 DAYS DURATION | 56H HOURS OF LECTURING

Module 1 | Management in the Sports Industry

Effective and Efficient Leadership

— GENERAL MANAGEMENT

Strategic Management - Financial Management - Legal Management - Planning and Control

— SPORTS INDUSTRY ENVIRONMENT

Economic Analysis - Sports Environment - New Dimensions and Key Trends

Module 2 | New Marketing

Experience Driven Customer

— TRADITIONAL MARKETING

Strategic and Operational - Brand Management - Marketing Mix - Marketing Plan - Communication Plan - Market Research

— NEW MARKETING

Brand Activation - Relationship Marketing - Experiential Marketing - Digital Marketing - Purpose Marketing

— SPORTS MARKETING

Sponsorship - Strategic Alliances - Brand Activation in Sports

The content of the first two modules to be further developed during streaming sessions in November and December 2025.

WEDNESDAY, 22TH APRIL 2026 - THURSDAY, 30TH APRIL 2026

2ND CONCENTRATION IN MADRID

9 DAYS DURATION | 56H HOURS OF LECTURING

Module 3 | Digital Innovation and Artificial Intelligence

Maximizing Performance in the Evolving Sports and Entertainment Industry

— DIGITAL TRANSFORMATION

Digital Economy - Business Management Models - New Management Skills -
Web services applied to Sports Entities - eCommerce

— NEW DIGITAL TECHNOLOGIES

Artificial Intelligence - Cloud - Blockchain - Analytics

— DIGITAL STRATEGY IN SPORTS

Big Data - Harnessing the Fan

— COMPETITIVE GAMING AND ESPORTS

Module 4 | Media and Entertainment

The Power of On-Brand Content

— THE MEDIA

The Media Environment - Public Relations - Audiovisual Rights

— CONTENT

The Entertainment Industry - Audience - Platforms - Creation - Production -
Exploitation of the Digital Age - Distribution - Monetization

3rd and 4th modules content introduced during January 2026 streaming sessions and reinforced in February and March 2026.

WEDNESDAY, 15TH JULY 2026 - THURSDAY, 23TH JULY 2026

3RD CONCENTRATION IN MADRID

9 DAYS DURATION | 56H HOURS OF LECTURING

Module 5 | Major Sports Events

Optimizing Planning and Legacy in a Sustainable Framework

— SPORT FACILITIES

Sports Venue Management - Operations - Technology and Security - Sustainability

— SPORTS EVENTS

Design - Production - Funding

— SPORTS MEGA-EVENTS

Location and Hosting - Strategic Planning - Globalization - City Planning and City Marketing - Economic Impact - Long-term Legacy

Module 6 | Innovation and Entrepreneurship

Inspired and Inspiring Leadership

— INNOVATION

Innovation in Times of Transformation - Tools - Innovation in the Sports and Entertainment Industries - Idea Generation - Building Innovation Systems - Innovation Hubs

— PROJECT MANAGEMENT

Methodologies - Tools - Mapping Complexity - Convergence Plan - Organizational Design - Business Plan - Risk Management - Monitoring and Control

The content of the first two modules to be further developed during streaming sessions in May 2026.

SPECIFICATIONS

DATE

January 14, 2026 -
October 8, 2026

MODALITY

Hybrid

DURATION

9 months

LANGUAGE

English

AVAILABLE PLACES

20

COORDINATED BY

LALIGA
BUSINESS SCHOOL

LOCATION

Madrid (LALIGA HQ)

Accredited by:



LALIGA



LALIGA

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