

**LALIGA**  
**BUSINESS SCHOOL**

# MBA

of **LALIGA**

International MBA in Sports  
and Entertainment Management



# IN SUMMARY

## KEY DIFFERENTIATORS



### VISION AND MISSION

Extraordinary Era of Transformation in the Sports & Entertainment Industry



### EXCLUSIVITY

30 students



### MANAGEMENT TEAM

2 MBA Directors  
6 Module Directors



### TRIPS

#### **USA**

#### **LOS ANGELES - LAS VEGAS**

Immersive trip into the US Sports and Entertainment Industry.

#### **UNITED KINGDOM**

#### **LONDON**

Immersive experience into the ecosystem of English clubs and other sports entities.

#### **SPAIN**

#### **VALENCIA**

Immersion Trip into Sports Industry Trends.

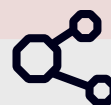


### IN-HOUSE CASE STUDIES

LALIGA and its **42** teams

Learn from Success and Mistakes

Assessment:  
Real Case Studies (6)



### COLLABORATING ENTITIES

MOVISTAR

AMAZON WEB SERVICE

NBA

ELECTRONIC ARTS

GLOBANT

FIFA

ASPIRE ZONE FOUNDATION

ATP

LIGA de VIDEOJUEGOS PROFESIONAL

SPORT LIFE

IDOM








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# WHO ARE WE

**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 programmes are designed by LALIGA professionals, with a firm commitment to **practical learning**, thanks to the proposal of different case studies and immersion in the most significant entities of the Sports and Entertainment Industry, which will provide students with a balanced knowledge between effective learning and personal progress, with the aim of achieving a satisfactory career development.

## KEY POINTS

-  *Education Department of LALIGA.*
-  *Project created and promoted by LALIGA*
-  *Cross-cutting, training talent around the world.*
-  *With the aim of promoting the development of future professionals in different areas of Sports Management.*
-  *Based on the LALIGA Management Model, a leader of transformation in the new era of sport.*
-  *Sharing and disseminating knowledge (and our expertise) with those involved in the future transformation.*
-  *In the era of change, innovation and entrepreneurship, our goal is to work to drive evolution and achieve personal development.*

# WHY DID LALIGA DECIDE TO LAUNCH ITS OWN MBA?

The Sports and Entertainment Industry is facing sudden changes, and technology is creating significant growth opportunities. **The Sports and Entertainment Industry has the potential for exponential growth.** The big drivers of this change will be **Digital Transformation, Innovation and Entrepreneurship** both outside and inside institutions.

Starting this transformation process requires a deep understanding of current assets, as well as a vision for the future that will determine how sports and entertainment organisations will create innovative fan experiences and engage audiences across multiple media.

Do you share this vision with us? Do you want to learn how to **create innovative and personalised experiences, and prepare yourself to be a leader of change** in this new era of the Sports and Entertainment Industry?



## WHY STUDY AN MBA IN LALIGA?

LALIGA has positioned itself as a benchmark in providing innovative concepts and creating new trends in parallel to the management of major global sporting competitions.

**LALIGA Business School is the Educational Department of LALIGA.** The MBA is designed to bring you the best resources from the most dynamic and competitive industries, Sports and Entertainment, and present them in a practical environment to complement your learning.

The "MBA of LALIGA" is an innovative global MBA. **It is the first MBA designed with a specific focus on bringing together Sports and Entertainment** as a Global Business.

**Student profile: our students are the future leaders of the Sports and Entertainment Industry.** Our candidates are ambitious professionals, who aspire to lead change to make a positive cultural impact.

**LALIGA's Alumni** have the added value of benefiting from a lifelong **professional network**. We support our students during and after their experience with LALIGA Business School.

Our commitment to quality is reflected in our policy of limiting the number of places available.



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## THE CHAIRMAN



### JAVIER TEBAS PRESIDENT

Javier Tebas personifies the MBA philosophy: he has been key to solving the financial problems of Spanish football, thanks to the implementation of Economic Control and the Centralised Sale of Broadcasting Rights.

In the last two years, Javier Tebas has promoted Technology as one of the most important pillars of LALIGA. He is constantly innovating and creating new business models and assets in our organisation.

## THE DIRECTORS

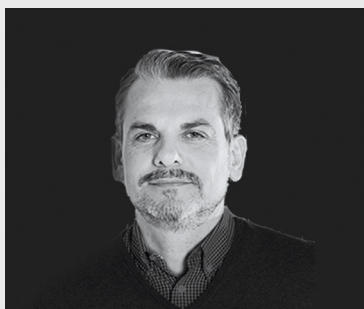


### JORGE DE LA VEGA CHIEF EXECUTIVE OFFICER

Degree in Business Administration from RCU M<sup>a</sup> Cristina (Univ. Complutense de Madrid). Master in management of Sports Entities by the Johan Cruyff Institute.

From 2007 to 2020 he worked in the sponsorship area of Real Madrid C.F. The first six years in the sales area, in the marketing of Sponsorship, Advertising and Player Image and since 2014 in the area of Sponsorship Activation.

Prior to Real Madrid C.F. he developed his professional career in the field of Consulting, first in the technology sector at IBM from 2001 to 2003 and later in Human Resources at Michael Page from 2003 to 2007.



### EDOUARD LEGENDRE EXTERNAL CONSULTANT AND RECOGNISED INTERNATIONAL EXPERT IN BRAND MANAGEMENT AND SPORTS MARKETING

He started his career in Formula 1 in 1997, working his way through commercial and marketing positions.

In 2007 he joined the WPP Group in Madrid to create the Ogilvy Sponsorship Department to guide and support global brands in the design and implementation of their international sports strategies (Ford, Telefónica, Santander, Heineken, among others).

Since 2013, he has worked in Brand Management and Strategic Planning, within the WPP Group, and outside it with Project Management and consultancy work for leading institutions such as Madrid City Council and LALIGA.

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## THE MODULE DIRECTORS



ORNELLA BELLIA - MODULE 1

### DIRECTOR OF PROFESSIONAL FOOTBALL RELATIONS AND DEVELOPMENT AT FIFA

Legal Background and International Experience in the Global Sports Industry. Experience in Football Clubs (Calcio Catania - Italy), and in leading Law Firms in the Sports Industry (Pinto Ruiz & Del Valle, Bichara e Motta and Giambrone Law). Judge of the FIFA Players' Status Sub-Committee from 2017 to 2019, Head of Legal Affairs of "European Leagues" from 2015 to 2019. In 2019 she was appointed Head of Professional Football at FIFA.



GABRIELA SALINAS - MODULE 2

### GLOBAL MANAGING DIRECTOR, BRAND FINANCE INSTITUTE

Gabriela Salinas has a broad international experience in the field of brand strategy and valuation, having worked in New York, Buenos Aires, Singapore, London and Madrid for clients such as Bank of America, Repsol, Telefónica, Bausch & Lomb, Johnson & Johnson, GM and other international companies on projects that have required a broad range of strategic solutions including brand positioning, brand engagement, brand architecture and brand measurement. She currently serves as the Global Managing Director of the Brand Finance Institute.



JAUME PONS - MODULE 3

### HEAD OF DIGITAL CHANNELS - LALIGA

He started his professional career as FC Barcelona's Community Manager in 2010. In 2016, he advanced his career in the sports industry by becoming a Social Media Content Manager at the Olympic Channel, which is the International Olympic Committee's (IOC) worldwide content distribution platform. Jaume joined LALIGA in 2017.



MARIA WANDOSELL - MODULE 4

### CEO - SPORT LIFE IBÉRICA

She started her professional career in the world of sailing as Managing Director of the Olympic Sails Racing Club and as Editor of the magazine "Regatta" in 1997. She was appointed Chief Editor of the magazine "Navegar" in 2000. She joined Sport Life Ibérica as a specialised journalist in 2006. In 2012 she became General Manager for Motor Sports at "Sport Life Ibérica" and its CEO in 2013.

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## THE MODULE DIRECTORS



### JAVIER DOÑA - MODULE 5 STADIUM AND SPORTS BUSINESS CONSULTANT

With over 20 years of experience in the industry leading projects developed in the main professional sport venues. His background includes some of the major stadiums and clubs in the LALIGA, as well as European, indoor arenas, or entities like LALIGA and ACB. Specialized in feasibility analysis, elaboration of strategic plans, design of business models, and development and implementation of stadiums commercial plans.



### JAVIER SOBRINO - MODULE 6 MANAGING PARTNER - ASER VENTURES

Graduate in Business and Law Administration. PhD in Business in the Football Industry from U.N.E.D. Twenty-six years' professional experience in consultancy and management. Connected with the Sports Sector since 2008 with the Madrid 2016 Olympic Bid. Since 2017 he had been the Chief Strategy and Innovation Officer at FC Barcelona. In 2021 he joined Aser Ventures.





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## ACADEMIC STAFF



### ÁLEX PALLETE

Founder, Chief Strategy Officer  
at PICNIC



### FRAN CARRASCO

CEO-Founder of Molca World



### ÁNGEL FERNÁNDEZ

Head of Global Brand & Strategy  
at LALIGA



### FRANCISCO FERNÁNDEZ

HR Director at Atlético Madrid



### ANA ROSA VICTORIA

Head of Innovation LALIGA



### GABRIELA SALINAS

Global Managing Director  
at Brand Finance Institute



### CARLOS CANTÓ

CEO at SPSP Consulting



### GONZALO ÁVILA

Managing Director at Bivium Partners



### DANIEL MAGLIETTA

Commercial Director for Football  
at Socios.com



### HÉCTOR ARGÜELLES

Vice President, NBA, Digital Partnerships



### DANIEL MORENO

Teamhead Sports Marketing  
Teamsport at Puma



### IGNASI SAGNIER

Communications Director at Dorna



### DAVID SERRAHIMA

General Manager at Octagon



### JAIME BLANCO

Club's Office Director LALIGA



### DIEGO SÁNCHEZ TRILLO

Head of Commercial at Atlético  
de Madrid



### JAVIER FERRERO

Managing Partner at SENN,  
FERRERO ASOCIADOS



### FERNANDO SÁNCHEZ

Senior Vice President, Player Relations  
at ATP Tour, Inc.



### JAVIER GURREA-NOZALED

Director of Sponsorship and Licensing at  
LALIGA

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## ACADEMIC STAFF



**JAVIER LATORRE**

Head of Audiovisual Department  
at Valencia CF



**MARC MENCHEN**

CEO and founder of 2PlayBook



**JAVIER TEBAS**

Chairman of LALIGA



**MIGUEL MATEO**

Director of Media Operations at EHF  
Marketing GmbH



**JOAQUÍN JOFRE**

Director of Football at Cádiz CF



**NACHO TRUJILLO**

Founder and CEO at Owqlo



**JORDI SOLER**

CEO LVP



**PABLO VEGA**

Vice-chairman of the Madrid  
Triathlon Federation



**JUAN DE DIOS CRESPO**

CEO Ruiz-Crespo Sports Lawyers



**PEDRO GÓMEZ**

Innovation of Counsel /  
Independent Advisor PWC



**JULIO SENN**

Managing Partner  
at SENN, FERRERO ASOCIADOS



**PEDRO MALABIA**

General Manager and Strategic  
Planning at LigaF



**KATHARINE BOHLMANN**

Vice President of Corporate  
Partnerships, Miami Dolphins and  
Hard Rock Stadium



**PEPE RAMÍREZ**

Marketing Director at Sony Pictures



**LUIS MANFREDI**

Economic Control Director at LALIGA



**RAFAEL FERNÁNDEZ  
DE ALARCÓN**

Brand, Sponsorship and Media  
Director at Telefónica



**MARIO HERNANDO**

General Manager at World Padel Tour



**RAMIRO LAHERA**

Tactika - Sports Expert

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# STUDENT PROFILE



- . Work experience of 4 years or more.
- . Age range: 26-45.
- . Professionals from both the sports industry and other sectors in areas such as Marketing, Commercial, Communication, Technology, Legal, Finance, or Project Management.

## OPINIONS FROM OUR STUDENTS



*"All the LALIGA clubs work under the guidelines set by LALIGA and therefore, learning directly from the people who work there and are part of the industry gives you extra motivation and you see that you are a student but that you are very close to achieving your dream of working in the industry."*

Rodrigo Meruelo - CTO RCD Espanyol



*"Working in a LALIGA Club, having known LALIGA from the inside is very important, as you have a global vision and there are certain mechanisms in the way LALIGA works with the clubs that I already knew and that helped me to adapt much faster."*

Rafael López - Global Partnerships & Business Development Manager Valencia CF



*"All the masterclass we have had that have allowed us to get to know all the business verticals of LALIGA will give me a lot to grow within the industry and will also allow me to contribute to this new position, which is a professional challenge."*

Joaquín Mateos - International Development at LALIGA

# EMPLOYABILITY





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# PROGRAMME AND STRUCTURE

## Module 1

### **MANAGEMENT IN THE SPORTS INDUSTRY**

Effective and Efficient Leadership

— BUSINESS MANAGEMENT

Strategic Management – Financial Management – Legal Management – Planning and Control – Human Resources

— ECOSYSTEM OF THE SPORTS INDUSTRY

Economic Analysis – Sports Environment – New Dimensions and Major Trends

## Module 2

### **THE NEW MARKETING**

Experience Driven Customer

— TRADITIONAL MARKETING

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

— NEW MARKETING

The Empathy Economy – Brand Activation – Shopper Marketing – Relationship Marketing – Experiential Marketing – Digital Marketing – Purpose Driven Marketing.

— SPORTS MARKETING

Sponsorship – Strategic Alliances – Sports Brand Activation

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### Module 3

## DIGITAL TRANSFORMATION & ARTIFICIAL INTELLIGENCE

Getting the most out of the New Dimensions of the Sports and Entertainment Industry

### — DIGITAL TRANSFORMATION

Digital Economy – Business Management Models – New Management Skills – Web Services  
Applied to Sports Entities – eCommerce

### — NEW DIGITAL TECHNOLOGIES

Cloud – Blockchain – Analytics – Artificial Intelligence – Robotics

### — DIGITAL STRATEGY IN SPORT

Big Data – Fan Retention

### — 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 - Business Models - Audience - Platforms - Creation - Production -  
Exploitation in the Digital Age - Distribution - Monetisation

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## Module 5

# LARGE SPORTS EVENTS

## Optimising Planning

— SPORTS MANAGEMENT

— SPORTS FACILITIES

Sports Venue Management – Operations – Technology and Security – Sustainability

— SPORTS EVENTS

Design – Production – Financing

— SPORTS MEGA-EVENTS

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

## Module 6

# STRATEGIC PLANNING & ENTREPRENEURSHIP

## Inspired and Inspirational 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 – Organisational Design – Business Plan – Risk Management – Monitoring and Control

## Module 7

# MASTER'S DEGREE FINAL PROJECT

# LALIGA 360° EXPERIENCE

## In-house case studies on:

1. LALIGA as a leading company in the transformation of the Football Industry.
2. The 42 LALIGA teams (42 different and complementary contexts, territories and models).

Collaboration with other organisations closely related to the sports and entertainment sector, with the aim of integrating case studies outside football.



## Our campus

Our classes are given at LALIGA's head office, where the most important decisions about Spanish football are made.

Our students will have access to networking opportunities with LALIGA professionals.

## LALIGA's Immersion Experience

- “ Our students will enjoy a unique experience gaining first-hand knowledge of LALIGA and its Clubs.
- “ Visits to LALIGA Clubs where their professionals will share knowledge with our students.
- “ During the MBA, our students will try to solve real cases related to the activities developed by LALIGA and/or its Clubs.
- “ Academic staff composed of sports industry professionals and LALIGA employees with extensive experience and teaching skills.
- “ Our students will have access to exclusive LALIGA content.
- “ The MBA programme is designed, coordinated and directed by LALIGA professionals.

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# MADRID AND EDUCATION, A PERFECT FORMULA

Madrid, Spain's vibrant capital, is a city where history meets innovation, and where the heartbeat of sports can be felt on every corner. As you begin your academic journey at LALIGA BUSINESS SCHOOL, you're stepping into one of the most dynamic sports and business environments in the world.



Documents needed for Student Visa in Spain:

- . Valid passport
- . Acceptance letter from LLBS
- . Proof of financial means
- . Private health insurance
- . Completed visa application form

EU students do not need a visa, but must register their residency locally.



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# TRIPS

## LOS ANGELES



## LAS VEGAS



## LONDON



## VALENCIA



During the academic trips of the **MBA at LALIGA Business School**, students engage in a comprehensive immersion into the local sports industry, gaining first-hand insights into **business strategy, marketing, and communication within different international settings**. By visiting leading sports organizations, students attend master classes delivered by top industry professionals in areas such as **strategy, business, marketing, communication, and technology**. These experiences are enriched with **guided tours of the facilities, allowing students to deeply understand the operational structure of each organization** and gain a global, hands-on perspective of international sports management.

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# SPECIFICATIONS

## DATE

From November, 2025  
to June, 2026

## MODALITY

In person

## DURATION

8 months

## CREDITS

90 ECTS credits

## PLACES

30

## PRICE

€30,500  
(trips included)

## LOCATION

LALIGA Head office.  
Calle Torrelaguna, 60, Madrid.

## TIMETABLE

Fridays  
16:00h - 21:00h

Saturdays  
9:00h - 15:00h  
or 9:00h - 18:00h

Course accredited by:

**LALIGA**

**UAX** Universidad  
Alfonso X el Sabio

# ADMISSIONS PROCESS

## HOW TO REGISTER FOR THE MBA OF LALIGA

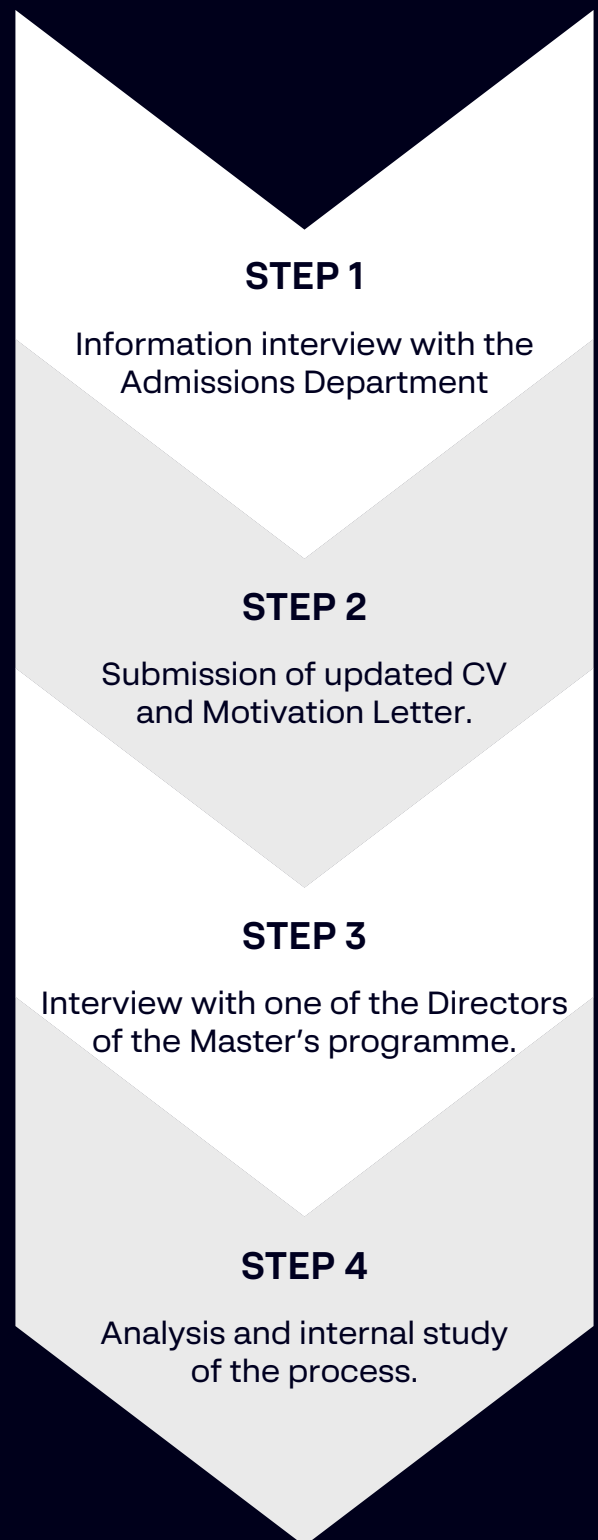
### REQUIREMENTS

Our ideal student has a minimum work experience of four years and holds a position of responsibility or coordination of projects and teams.

C1 level of English.

### DOCUMENTATION REQUIRED

- Updated Curriculum Vitae
- Motivation Letter
- National ID



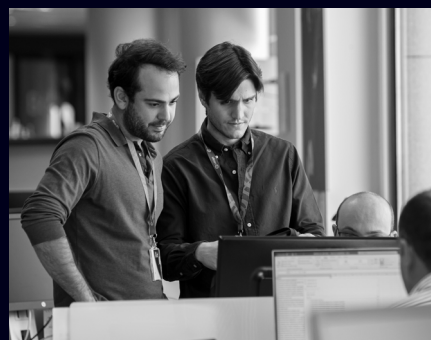


# FINANCING

LALIGA Business School has an agreement with Santander Universities (Grupo Banco Santander, sponsor of LALIGA) whereby our students can be selected for loans and financing options.

**For further information:**

- Contact: Alberto Muñoz Pulido (Manager of Branch 4687, Santander Spain)
- Banco Santander Office: Arturo Soria, 187, 28043 Madrid
- Tel: +34 625 16 26 70
- Email: [almunoz@gruposantander.es](mailto:almunoz@gruposantander.es)





**INSPIRE.**  
**OPEN THE WAY.**

Discover a unique and pioneering sports training model: LALIGA is the first sports institution to open its own educational department.

**THE FORCE THAT DRIVES YOUR CAREER. STUDY AT LALIGA.**

