



MBA in Sports and Entertainment

*“Empowering the Game Changers
of the Sports Industry”*



COURSE ORGANISED BY:



businessmanagement@aspirezone.qa

KEY DIFFERENTIATING ASSETS



VISION & MISSION

Extraordinary era of transformation in Sports and Entertainment Industry



LIMITED PLACES AVAILABLE



MANAGEMENT TEAMS

2 MBA Directors
1 MBA Coordinator



EDUCATIONAL TRIPS

- London (5 days) and Madrid (5 days)



IN-HOUSE CASE STUDIES

- LaLiga and its 42 teams
- Learning from Successes and Failures
- Evaluation: only real case studies (6)



COLLABORATING COMPANIES & ENTITIES

AMAZON WEB SERVICE, NETFLIX, NBA, ELECTRONIC ARTS, SONY PICTURE, MICROSOFT, OGILVY, MOVISTAR, MOTORPRESS, THE MUSIC REPUBLIC, IDOM

WHO WE ARE

Aspire Zone Foundation

- Boasts some of the world's finest sport stadia and venues offering a unique sport, sports medicine, research and education destination for the international sports industry.
- Able to service the highest sporting demands ranging from hosting major sports events to training and pre-competition camps to conferences and research as well as injury diagnosis, treatment and rehabilitation through Aspire Academy, Aspetar Sports Medicine and Orthopaedic Hospital, a FIFA Accredited Medical Centre of Excellence and Aspire Logistics.

LaLiga Business School

- The educational department of LaLiga, created and run by professionals from the Sports & Entertainment industry and responsible for finding and nurturing talent.
- We are the industry: our speakers are top executives from LaLiga, LaLiga clubs and other relevant local/international institutions/corporations.
- We understand the industry needs and trends and we design the programs and train the game changers of the future accordingly.

Aspire Zone Foundation & LaLiga

Aspire Zone Foundation (AZF) and LaLiga have jointly developed this 9-week program that will be based in AZF's facilities in Doha, Qatar. The MBA is part of a long-term strategic partnership that started with the MoU signed by LaLiga and AZF in 2019, that among other purposes ultimately benefits the sports and entertainment community by training the changemakers of the future that the Qatari industry demands.

COURSE ORGANISED BY:



The Presidents

Javier Tebas President - LaLiga

LaLiga is firmly committed to education. By means of a qualified academic education, their sports professionals may achieve a better management of football clubs and institutions.

The “LaLiga Business School” is the reflection of the educational project that our Institution has created and promoted in order to detect, recruit and train both present and future talent within football management, methodology and analysis areas. The Spanish Football League is the best in the world, therefore it is, extremely important that sports entities that take part in our official competitions, as well as in other sports, are able to provide their respective football clubs and institutions with management excellence by means of qualified and trained professionals.



Mohammed Khalifa Al-Suwaidi CEO - Aspire Zone Foundation

Aspire Zone Foundation is recognized throughout the world as a pioneer in sports innovation and performance. As a global leader, we partnered with the most esteemed organizations in the world to help us achieve our goals. Hence, comes our partnership with LaLiga, the Spanish professional league.

The strategic partnership between LaLiga and Aspire Zone laid out the foundations to collaborate in various areas, the most notable of which was a commitment to developing young talent and fostering teamwork while sharing knowledge and experience across various fields of sport, sports science, and innovation programs. We, Aspire Zone Foundation, are proud to collaborate with LaLiga to demonstrate the superiority of our integrated services model as we continue to draw ambitious inspirations from Qatar National Vision 2030.



The Directors

Kamel Badawy

Business Management & Intelligence Director - Aspire Zone Foundation

Graduated in Mechanical Engineering by the Higher Technological Institute. Master of Science – MS, Operations & Supply Chain Management by the University of Liverpool.

He began his professional career as Oracle Supply Chain & Manufacturing Consultant at Alkhorayef Group in 2008.

He joined Qatar Foundation in 2010 as Senior Business Analyst and in 2014 he was promoted to Head of System Support.

In 2016 he moved to Aspire Zone Foundation, a company that boasts some of the world's finest sport stadia and venues for the International Sports Industry, involved in Qatar World Cup 2022.

He is currently Business Management & Intelligence Director, a position he started holding in 2020.



Óscar Mayo

Business, Marketing & International Development Director - LaLiga

Executive MBA at IEDE Business School

He has developed his professional career in Marketing and Business Development in the Sports, Fitness and Educational Industry. He occupied the position of Sports Center Director at BeOne and Manager for Spain and Portugal at Gympass.

Between 2012 and 2016 he was named Head of Marketing at Escuela Universitaria Real Madrid | Universidad Europea

In 2017 he joined LaLiga as Executive Agent in the Chairman's Office and within a few months he was promoted to Business, Marketing & International Development Director.



The Coordinator

Edouard Legendre

External consultant at LaLiga and recognized international expert in Brand Management and Sports Marketing

He started his career in Formula One in 1997, evolving from commercial to 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 strategies in Sports (Ford, Telefónica, Santander, Heineken among others).

Since 2013, he has developed his scope of work with Brand Management and Strategic Planning responsibilities, within the WPP Group, and outside with Project Management and consultancy work for leading institutions such as The City Council of Madrid and LaLiga.



Academic Staff

Juan de Dios Crespo
Sports Law Specialised Lawyer -
Ruiz-Huerta & Crespo



Chad Biagini
President - Nolan Partners



Chus Bueno
Vice President Europe, Africa
and Middle East - NBA



Diego Sánchez Trillo
Head Of Commercial - LaLiga



Patricia Rodriguez
Board Member - Granada CF



Ignacio Javier Carnero
CRO - LaLiga Tech



Rafael Fernández de Alarcón
Director de Marca, Patrocinios
y Medios - Telefónica



Jaume Pons
Head of Digital Content -
LaLiga



Javier Ferrero
Partner - Senn Ferrero
Asociados Sports &
Entertainment



Javier Sobrino
Managing Partner - Aser
Ventures



Jorge de la Vega
Commercial and Marketing
Director - LaLiga



José Moya
LaLiga Business School
Director - LaLiga



Fatma al Nuaimi
Communications Executive
Director - Supreme Committee
for Delivery & Legacy



Tim Cahill
Chief Sports Officer - Aspire
Academy



Academic Staff

Boris Gartner
CEO – LaLiga North America



Julio Senn
Partner - Senn Ferrero
Asociados Sports &
Entertainment



Kamel Emad Badawy
Business Management and
Intelligence Director - Aspire
Zone **Foundation**



Luis Manfredi Rodriguez
Economic Control Director -
LaLiga



Mohamed Serageldin
Head of Business - Al-Ahly



Niccolo Luci
Head of Business Development
- Serie A



Óscar Mayo
Business, Marketing &
International Development
Director – LaLiga



Pedro Gomez
Independent Advisor - PwC



José Carlos Franco García
Managing Director of
Technology & Data – LaLiga



Javier Tebas
President – LaLiga



Fran Chico
Director de Deportes –
Motorpress Ibérica



Ornella Bellia
Head of Professional
Football - FIFA



Michail Kaloeidas
Marketing Executive Director -
Supreme Committee for Delivery
& Legacy



I. Reyes
Managing Director and Head of
Commerce - Ogilvy



Programme and Structure

Week 1

MANAGEMENT IN THE SPORTS INDUSTRY

Effective and Efficient Leadership

- **General Management:** Strategic Management - Financial Management - Legal Management - Planning and Control - Human Resources
- **Sports Industry Environment:** Economic Analysis - Sports Environment - New Dimensions and Key Trends
- **Case Study - Prominent Lecturer from Local Institution:** Planning and Control – Competition Management – Financial and Legal Management – Resources Allocation

Week 2

MARKETING AND CONTENT (I)

Customer Experience Driven

- **Traditional Marketing:** Strategic and Operational - Brand Management - Marketing Mix - Marketing Plan - Communication Plan - Market Research
- **New Marketing (I):** The Empathy Economy - Brand Activation - Shopper Marketing - Relationship Marketing
- **Case Study by Prominent Lecturer from Local Institution:** Strategic and Operational Marketing – Football and Media – Content Creation

Week 3

MARKETING AND CONTENT (II)

Customer Experience Driven

- **New Marketing (II):** Experiential Marketing - Digital Marketing - Purpose Marketing
- **Sports Marketing:** Sponsorship - Strategic Alliances - Brand Activation in Sports
- **Al Ahly Case Study by Mohamed Serageldin, Board of Directors Member, Al Ahly SC:** Sponsorship capture – Sponsorship Activation – Fan Engagement

Week 4

DIGITAL AND TECHNOLOGICAL DISRUPTION (I)

Capitalizing on 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
- **Technology in Sports by Aspire Zone Foundation:** Sports Venues and Facilities Development – Digital Transformation – Value Capture

Week 5

DIGITAL AND TECHNOLOGICAL DISRUPTION (II)

Capitalizing on the New Dimensions of the Sports and Entertainment Industry

- **New Digital Technologies:** Cloud - Blockchain - Analytics - Artificial Intelligence - Robotics
- **Digital Strategy in Sports:** Big Data - Harnessing the Fan
- **Competitive Gaming and eSports**
- **Importance of Big Data in Sports by Prominent Lecturer from Local Institution:** Security and Technology at Sports Facilities – Data Management

Week 6

MEDIA AND ENTERTAINMENT

The Power of On-brand Content

- **The Media:** Media Environment - Media Plan - Public Relations - Audiovisual Rights
- **Content:** The Entertainment Industry - Business Models - Audience - Platforms - Creation - Production - Exploitation in the Digital Age - Distribution – Monetization
- **Media and Entertainment in Qatar by Prominent Lecturer from Local Institution:** Media and Entertainment: Overview, Challenges & Way forward - Media, Entertainment & Data Ecosystem

Week 7

MAJOR SPORTS EVENTS

Planning Optimization for Legacy

- **Sports Governance**
- **Sport Facilities:** Venue Management - Operation - Technology and Security - Sustainability
- **Sporting Events:** Design - Production - Funding
- **Sporting Mega-events:** Sites and Hosting - Strategic Planning - Organization - Globalization - Urban Planning and City Marketing - Economic Impact - Long-term Legacy
- **FIFA World Cup Qatar 2022 Case Study by Prominent Lecturer from Local Institution:** Legacy – Tournament Hosting - Infrastructure Management – Quality and Incident Management - Sustainable Development

Week 8

EDUCATIONAL TRIPS

Cities visited

- **UK:** London
- **Spain:** Madrid

Week 9

INNOVATION AND ENTREPRENEURSHIP

Inspired and Inspiring Leadership

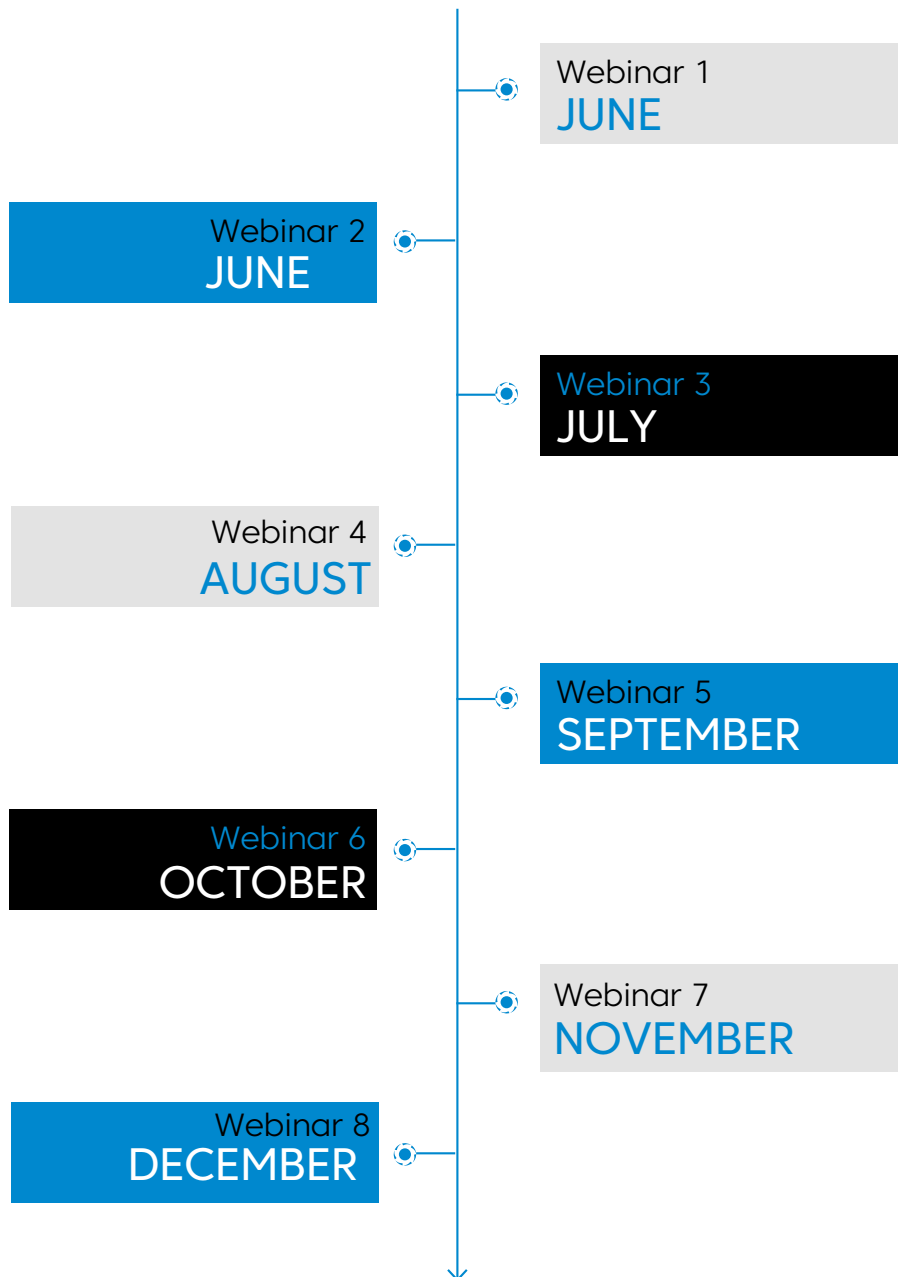
- **Innovation:** Innovation in Times of Transformation - Innovation in the Sports and Entertainment Industries - Generation of Ideas - Building Innovation Systems - Innovation Hubs
- **Project Management:** Methodologies - Tools - Complexity Mapping - Convergence Plan - Organizational Design - Business Plan - Risk Management - Monitoring and Controlling
- **Aspire Zone Foundation:** Entrepreneurship Essentials – Thinking and Innovation - Negotiation Mastery - Path to Success

360° Case Studies

In-house case studies about:

1. LaLiga as a leading entity of transformation in the Football Industry.
2. The 42 LaLiga teams (42 contexts, territories and models, differentiated and complementary).

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



EDUCATIONAL TRIPS

MADRID



5 DAYS

LONDON



5 DAYS

COURSE ORGANISED BY:

Data Sheet

Kick off

May 2022

Modality:

On campus
classes +
webinars with
special guests

Duration:

8 months

Graduation

December, 2022

**Limited Seats
Available****Schedule:**

Classes from
Sundays to Thursdays
15:00h - 21:00h

Price:

QR 108,000

Location:

Doha

Accredited by:

COURSE ORGANISED BY:

Admission Process


HOW TO ENROLL ?

Required Documentation

- Updated Curriculum Vitae.
- Two photocopies of the university degree (front and back): present the copies and the original for verification at LaLiga Business School, or send a certified copy by post.
- Academic certification: university degree (front and back), other certifications associated with the content of the program.



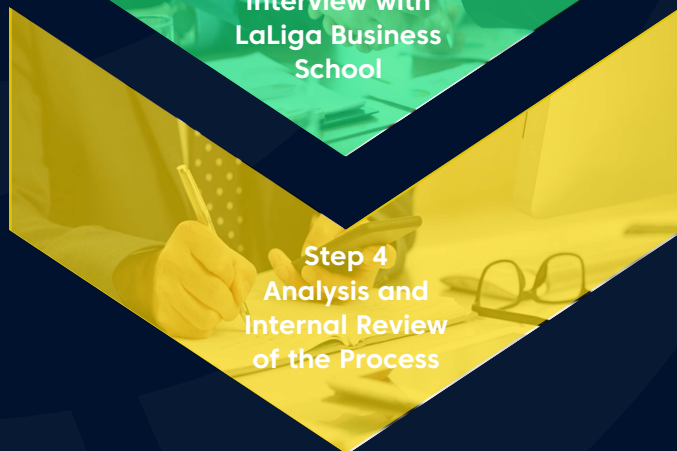
Step 1
Contact the Admissions
Department



Step 2
Send your
updated CV and
Motivation Letter



Step 3
Interview with
LaLiga Business
School



Step 4
Analysis and
Internal Review
of the Process

*“Empowering the
Game Changers of the
Sports Industry”*

It's not football. It's LaLiga.

