

# REAL MADRID GRADUATE SCHOOL- UNIVERSIDAD EUROPEA

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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

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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  
Universid



## 01

**A UNIQUE CLUB, A DIFFERENT  
KIND OF UNIVERSITY**

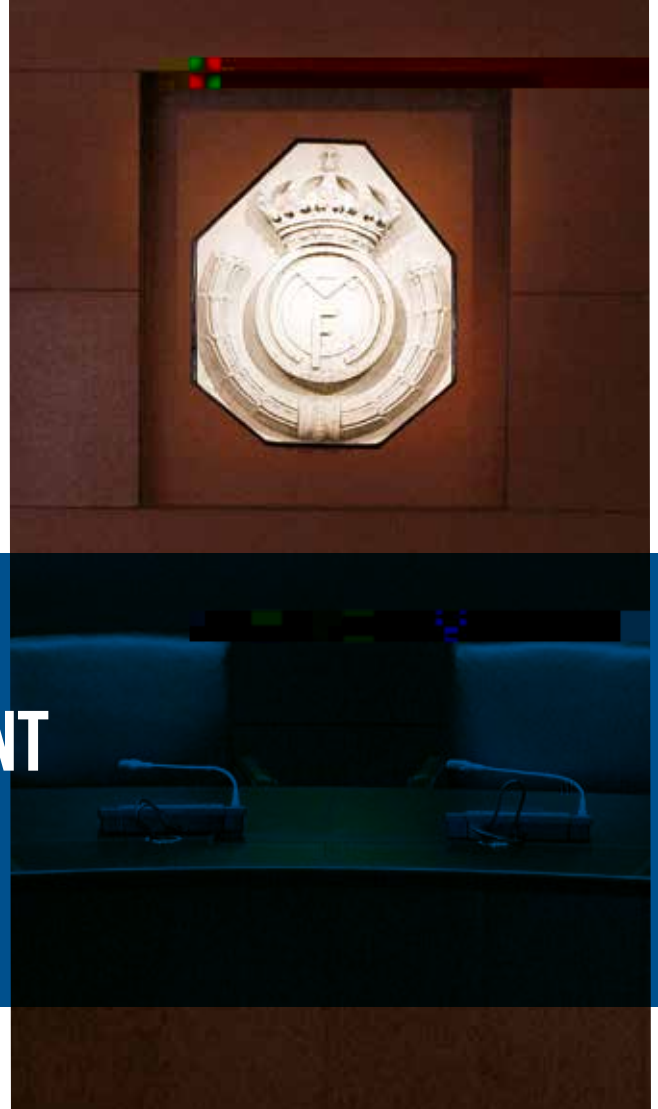
Real Madrid is the most successful Club in the world, the “Best Club of the 20th Century” according to FIFA, and the sports entity with the highest revenue according to Deloitte’s annual reports. All these achievements are the result of a 110-year history while Real Madrid has accumulated unrivalled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





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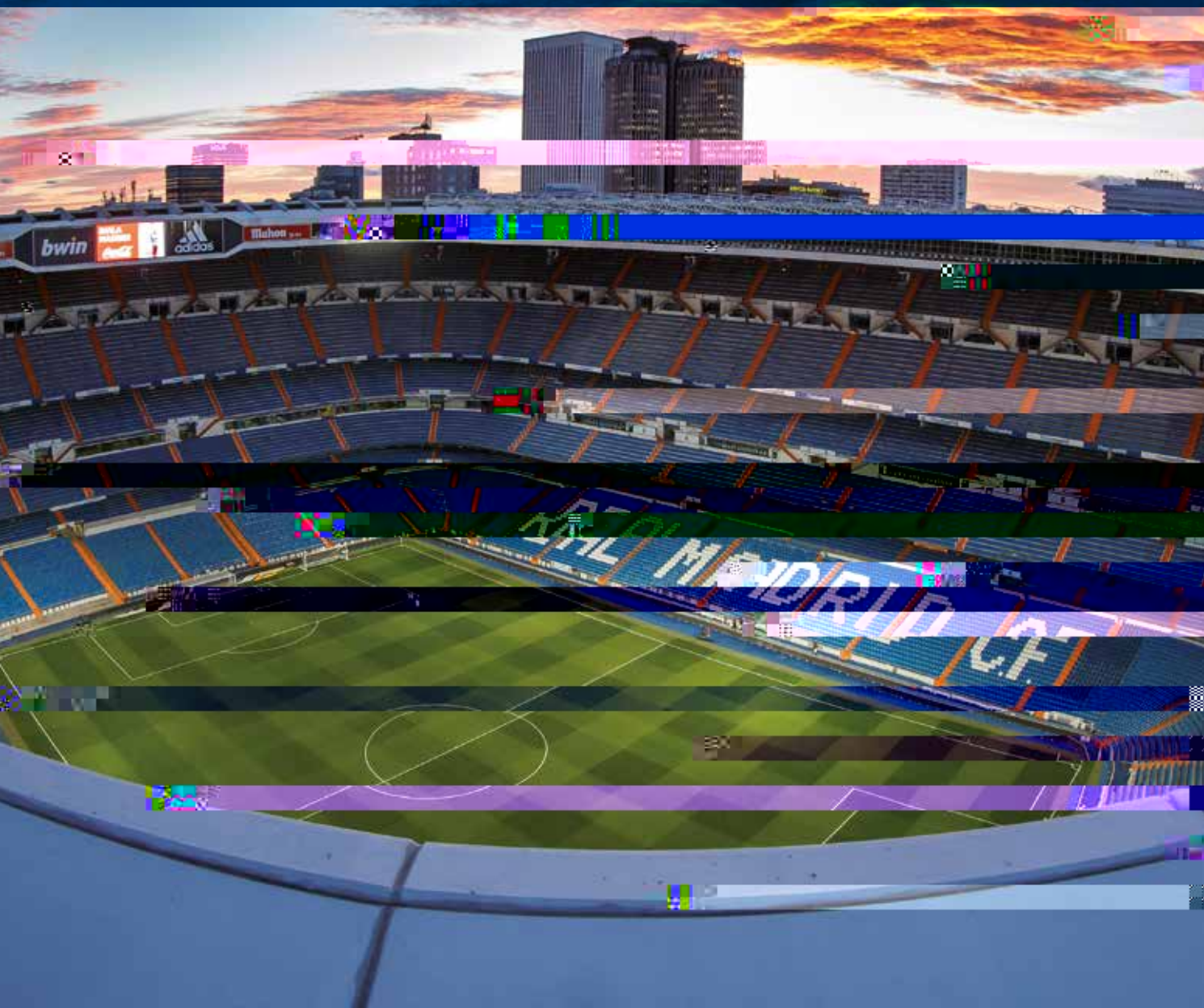
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“ The “Best Club of the 20<sup>th</sup> Century”, according to FIFA ”

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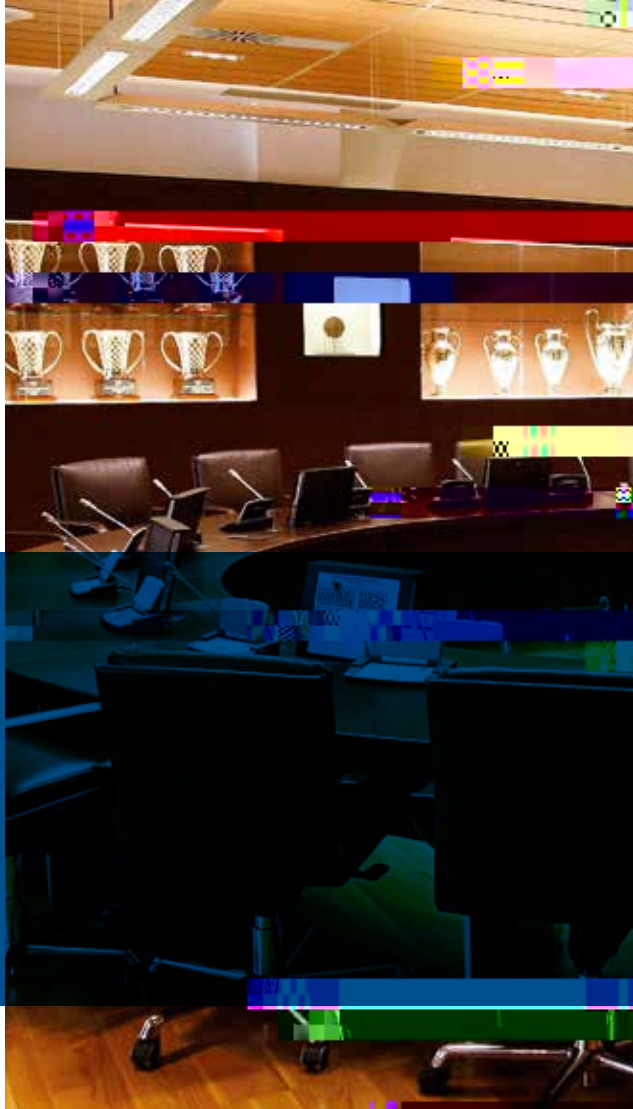


### **CAREER-ORIENTED APPROACH**

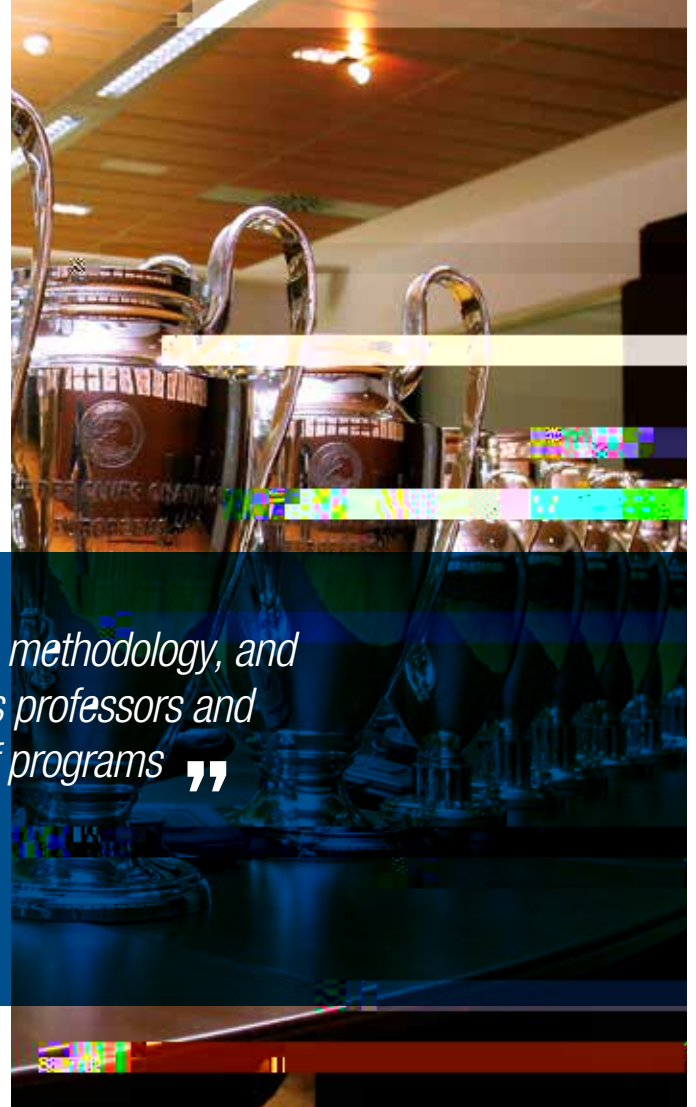
Geared towards practical learning, the graduate courses are taught at the following state-of-the-art facilities:

- **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



以职业为导向的



“ *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

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



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

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“ *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* ”

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**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

MBA

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#### 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

## 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

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### 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

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## 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

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## 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

## 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

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