



ADVANCED PROGRAM

# SPORTS MANAGEMENT

Unlocking Strategic Value in the Sports Industry  
From strategy to execution across Europe's leading sports ecosystems.

Oct 2026

Co-created by Porto Business School and European Sport Business School (ESBS)



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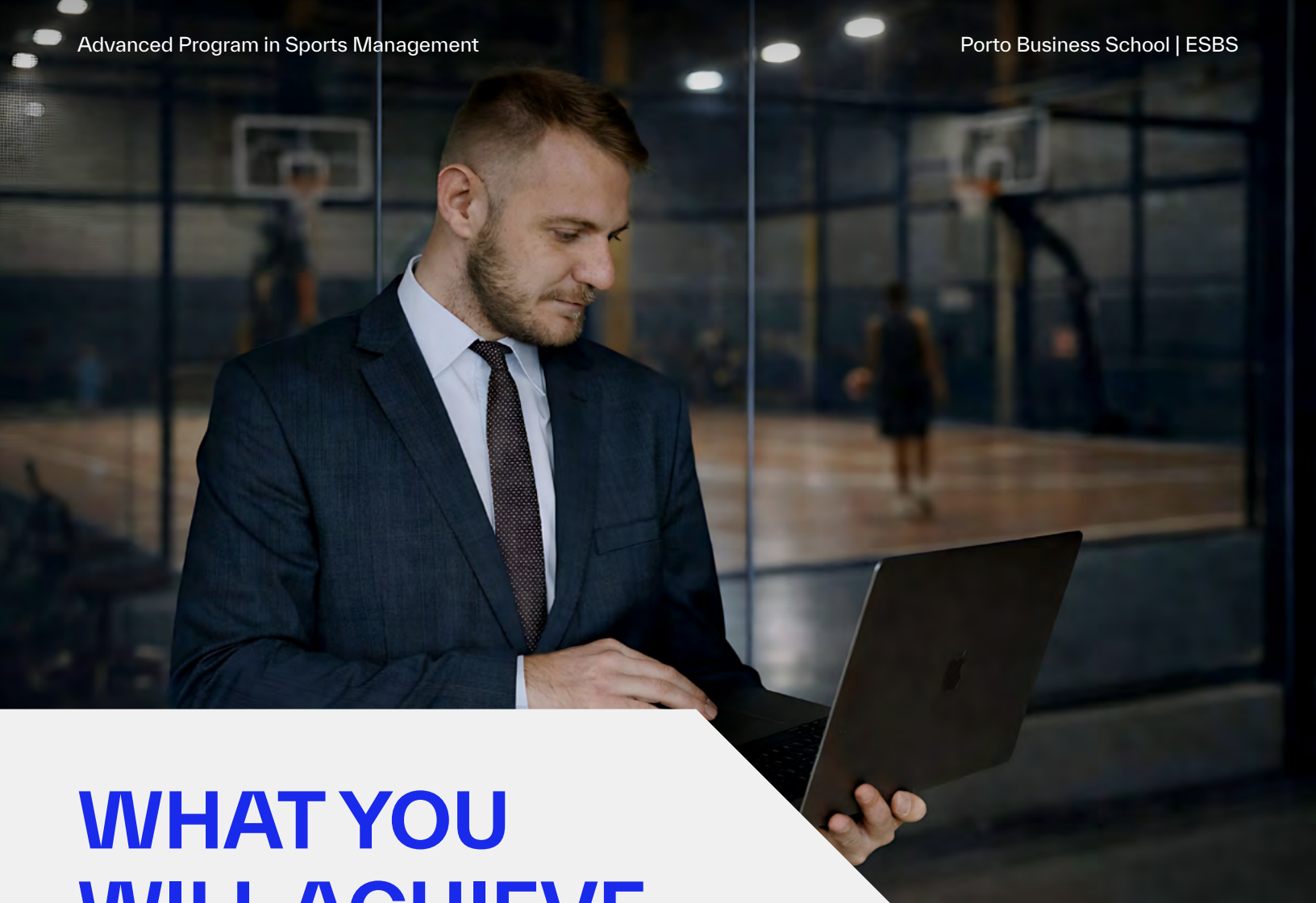
# WHY THIS PROGRAM NOW

## Sports management is learned in real environments.

The global sports industry reached **\$495 billion in 2025** and is expected to grow beyond **\$650 billion by 2030**, driven by digital fan engagement, data-driven performance, new investment models and experiential sports businesses. Sports management is one of the fastest-growing segments of the industry, with projected annual growth of **around 11%**, reflecting a clear shift toward professionalized, business-led organizations.

This transformation is evident in Europe. In **Spain**, sports account for **3.3% of GDP** and more than **250,000 jobs**, while **Portugal** shows sustained growth supported by active lifestyles and digital commerce. As governance, scale and technology increase complexity, sports organizations increasingly seek leaders with strong **business, analytical and strategic skills**.

**Co-created by Porto Business School and ESBS, this is the first program in Portugal and Spain to place learning inside real sports ecosystems**, integrating Porto and Madrid to connect strategy, execution and leadership through immersive, real-world experiences.



# WHAT YOU WILL ACHIEVE

Through immersive learning and direct interaction with the sports industry, you will:

**Understand how sports organizations compete, scale and create value**

**Strengthen financial and investment decision-making capabilities**

**Master operations and facilities management** in high-performance contexts

**Apply data analytics and AI** to strategic and operational challenges

**Design international expansion strategies** aligned with governance best practices

**Learn from senior professionals** shaping European sport

**Build a strong professional network** through applied industry engagement



# THE RIGHT FIT FOR YOU

This program is designed for professionals who want to learn by engaging directly with the sports industry.

It is especially suited for:

Executives and managers in **clubs, leagues and federations**

Professionals in **sports operations, facilities and events**

Specialists in **strategy, finance, marketing and digital transformation**

Entrepreneurs and consultants operating in the **sports ecosystem**

Former athletes transitioning into **management and leadership roles**

*A strong motivation for applied learning and international exposure is essential.*

# A CO-CREATED PROGRAM



Porto Business School



ESBS

## One program. Two cities. One integrated learning experience.

In a sports industry shaped by global expansion, complex governance and data-driven performance, this Advanced Program is **co-created by Porto Business School and ESBS** to place learning inside real decision-making environments. Both schools combine executive education rigor with deep industry proximity, designing a program grounded in how sports organizations actually operate and evolve.

Co-creation spans curriculum design, faculty and immersive experiences, connecting **Porto and Madrid as complementary learning ecosystems**. This integrated structure allows participants to link strategic analysis with execution, leadership and industry practice, ensuring learning is continuously applied across both contexts.

# WHY PORTO + MADRID

## Two ecosystems. One integrated learning architecture.

Porto and Madrid bring two complementary perspectives to the same leadership challenge, connecting **execution on the ground** with **governance and international scale**.



### PORTO | Execution and Performance

Close interaction with professional sports organizations

Strong focus on operations, facilities and performance management

Fan engagement and technology as practical execution levers

A culture of financial discipline and execution



### MADRID | Governance and International Growth

Home to international leagues, federations and governing bodies

A hub for global sports strategy and expansion

Strong exposure to governance, regulation and institutional leadership

A city where sports organizations operate at scale and with global reach

**Across both cities**, industry masterclasses connect **AI, smart venues, investment and digital transformation** to real strategic and operational decisions, enabling meaningful networking with sports industry decision-makers.

# THE LEARNING JOURNEY

## A structured learning model anchored in active and experiential learning.

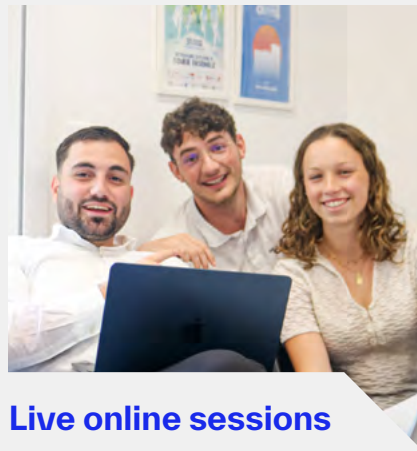
This program is designed as an integrated learning journey that combines strategic foundations, leadership development and international exposure.

Learning unfolds as one integrated journey, connecting strategy to execution across Porto and Madrid.



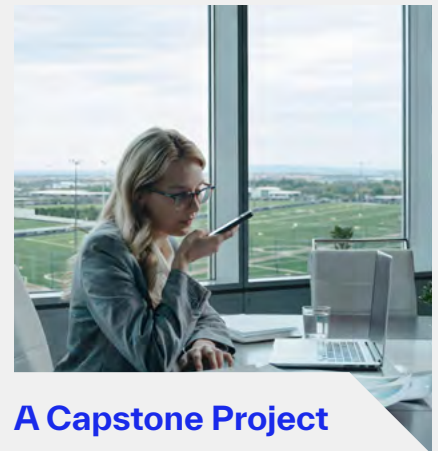
### In-person immersion

Placing participants inside real sports organizations and decision-making environments.



### Live online sessions

Focused on leadership, analytics and applied decision-making.



### A Capstone Project

Developed across the entire program and grounded in a real industry challenge.



Applied masterclasses and field-based experiences are embedded throughout the in-person modules, ensuring a continuous connection between theory, practice and execution.

This structure allows participants to build knowledge progressively and apply insights in real decision-making contexts.

# IN-PERSON IMMERSIVE EXPERIENCE

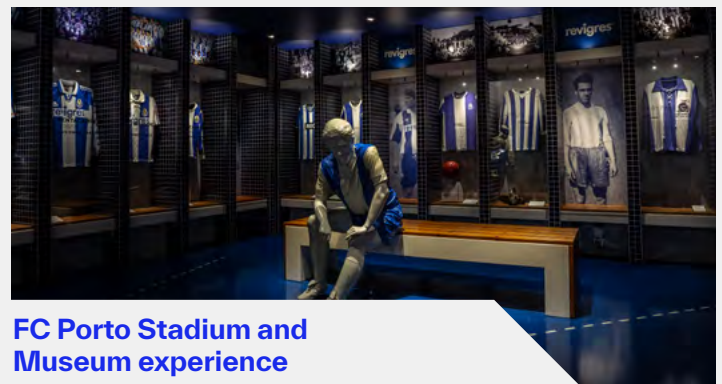
## Learning inside the sports industry.

The in-person modules place participants inside real sports organizations and decision-making environments across Porto and Madrid, with **direct access to senior decision-makers**.

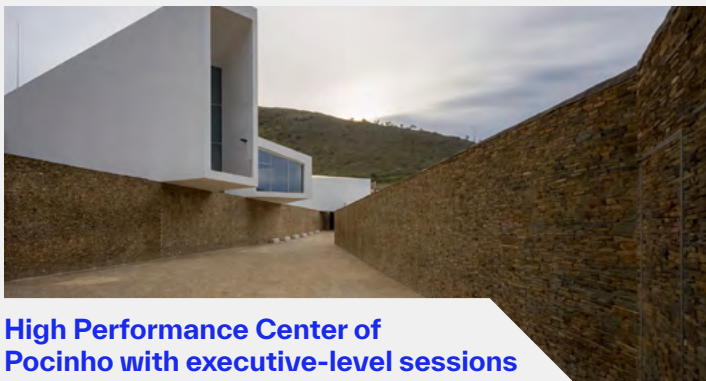
### KEY IMMERSIVE VISITS



Atlético de Madrid stadium with executive-level sessions



FC Porto Stadium and Museum experience



High Performance Center of Pocinho with executive-level sessions



Golf and Sports Tourism experience at GolfHouse

### INDUSTRY MASTERCLASSES



AI in performance and fan engagement

Microsoft case



Investment in sports startups



Digital transformation



International expansion and league strategy

LaLiga Female



Risk and contingency management

# PROGRAM STRUCTURE



## Core themes across the program

Strategy, Leadership, Sustainability, Innovation, Data Analytics, Governance, International Expansion, Fan Engagement and Technology

# ACADEMIC LEADERSHIP



## Rosário Moreira ▾

Porto Business School

Professor at the University of Porto and Director of the Global Online MBA at Porto Business School. Specialist in operations, sustainability and governance, with extensive experience in executive education and strategic consultancy. She also serves as a non-executive director at Futebol Clube do Porto SAD, bringing academic rigor and strategic insight into a professional sports governance context.

[LinkedIn](#)



## Carmen Ruano ▾

ESBS

Academic Director at ESBS and former elite athlete. Specialist in sports management, leadership development and high-performance environments, combining academic rigor with strong industry insight. Her work focuses on designing applied learning experiences that connect strategy, performance and organizational dynamics within international sports contexts.

[LinkedIn](#)

# PROGRAM FACULTY



**André Santana** [in](#)

Professor and researcher specialized in AI, data analytics and generative AI, with experience supporting executives in innovation strategy and technology-based decision making.



**Filipe Grilo** [in](#)

Economist and Head of Applied Research at Porto Business School, specializing in finance, investment analysis and decision making in complex and high-performance contexts.



**Francis Casado** [in](#)

Co-Founder of 3D Digital Venue and expert in smart venues, digital mapping and technology-enabled fan experience across sports and entertainment environments.



**Francisco Fardilha**

Sporting Director of FC Bayern Munich Women, with academic and professional expertise in talent development and high-performance football.



**Juan de Dios Crespo** [in](#)

Leading sports law expert and CEO of Ruiz-Huerta y Crespo Sports Lawyers, advising federations, clubs and athletes on governance and regulation.



**Juan Fuentes** [in](#)

Director at GSIC Microsoft Global Testing Center, with international experience in digital transformation, AI adoption and global expansion strategies in sports.



**Luís Silva** [in](#)

Senior executive with extensive experience in venue management, operations and major international sports events, including stadiums and large-scale facilities.



**Michele Montesi** [in](#)

Chief Strategy Officer at FC Porto, with a background in corporate strategy, leadership and organizational transformation across global industries.



**Pedro Malabia** [in](#)

Sports executive specialized in women's football governance and league strategy, currently Chief Strategy Officer at Liga F.



**Luis Sobral** [in](#)

Strategic communications and crisis management consultant with senior leadership experience in sports governance, media and institutional communication, including the Portuguese Football Federation.

The Program Faculty presented reflects the current academic and professional team. Adjustments may occur due to academic or professional commitments.



# PROGRAM OVERVIEW

Duration

**75 hours**

Format

**Blended**

Investment

**Tuition fee: €4,250**

**Early Bird Fee: 5% discount available until September 26**

*Tuition fee does not include travel and accommodation in Porto and Madrid.*

Language

**English**

Calendar & Delivery

**Porto:** In-person immersion, Oct 26-30

**Online live sessions:**

(Monday and Wednesday) Nov 2, 4

(Tuesday and Thursday) Nov 10, 12, 17, 19, 24, 26

**Madrid:** In-person immersion, Dez 14-18

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ADVANCED PROGRAM

# READY TO EXPLORE WITH US?

**CONTACT US:**

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[Apply Now](#)

ACCREDITATIONS:



RANKINGS:



**Porto  
Business  
School**  
University of Porto



**European  
Sport Business  
School**