

# Stamford-Real to offer MBA in sports

THE NATION

STAMFORD International University has joined forces with the Real Madrid Graduate School in launching its Master of Business Administration (MBA) in Sports Management for the first time in Asia.

The program will feature five core courses taught by global industry leaders at the Real Madrid Graduate School, arguably, one of the world's Top 10 best Sports Management Schools. Students will have the "Real" exclusive one-week experience with Real Madrid Football Club in Spain - ranked No 1 by *Forbes* Magazine as the world's most valuable sporting clubs for the past three consecutive years. After finishing all courses, a graduate will earn an MBA degree from Stamford International University and a diploma from Real Madrid Graduate School-

Universidad Europea. A collaboration between Universidad Europea de Madrid and the Real Madrid Football Club, Real Madrid Graduate School started in 2006 to address the growing role of sport in global economies. Both Stamford International University and Universidad Europea de Madrid are part of Laureate International Universities - a global network of 80 universities teaching over one million students in 28 countries.

Being part of Stamford's signature MBA series, the programme will offer working adults the most flexible delivery options, with part-time and full-time study plans.

"We know how sports management can help enhance the sports industry in Thailand, which has expanded significantly over the years and shows incredible promise for growth. Thailand needs more spe-

cialists in the field to bring new skills and expertise to a fast growing industry which has a strong demand for qualified personnel. We know that we can support the supply side," Gilles Mahe, CEO of Laureate Thailand, said.

"Graduates will not only learn how to administrate business but will also specialise in sports management, so they can run their own sports related business, secure sports management positions at strategic and tactical levels, or become a sports marketing director, sports business consultant, sports brand developer or sports business analyst."

Emilio Butragueno, general director of Real Madrid Graduate School-Universidad Europea said, "it's a good opportunity for Real Madrid Graduate School to make its presence felt in Asia, where sports increasingly play an important role



**Andrew Scown, President of Stamford International University, and Emilio Butragueno, General Director of Real Madrid Graduate School.**

in society. The mature market in Europe has generated quite successful stories and lessons learned, lessons that Asian sports management businesses can benefit from.”

The first semester of the MBA in

Sports Management program will start in June. Enrolment is now open. For further information regarding the programme, please contact the Stamford team at the Asoke Campus Learning Centre.