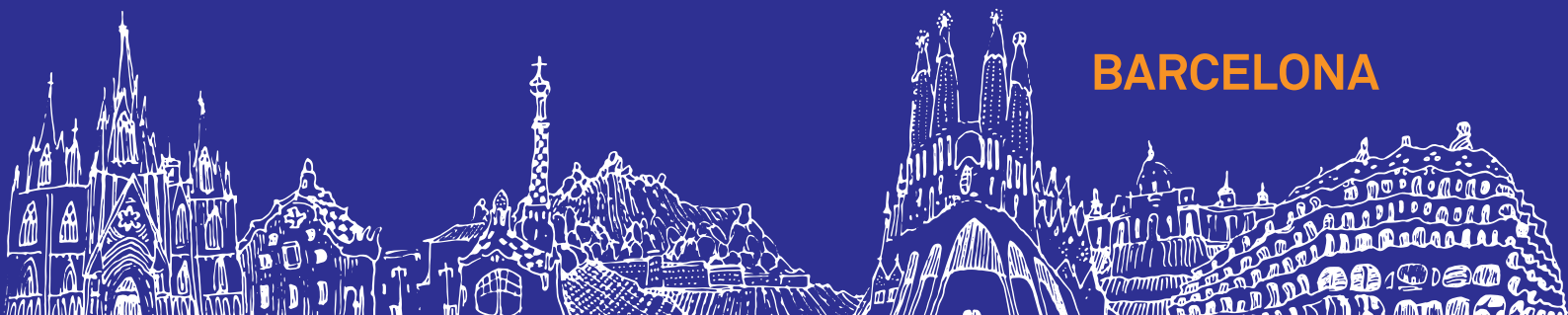




**Geneva  
Business School**  
*Real Business. Future Leaders.*

# SPORTS EVENT MANAGEMENT SUMMER PROGRAM 2016



**BARCELONA**

Join the GBS Sports Management Summer program for an unforgettable Barcelona experience.

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**Barcelona**  
**Campus**

## SPORTS EVENT MANAGEMENT SUMMER PROGRAM 2016

The team at GBS Barcelona invites you to join us this summer on our Sports Management program, which will be running at our impressive new campus in the centre of Barcelona. Not only will you gain valuable business skills, you will also have the chance to discover what the beautiful and vibrant city of Barcelona has to offer as you explore the highlights of the city.

## THE COURSE EXPERIENCE

### 3-Week Program

**Starting:** July 4<sup>th</sup>, 2016  
**Ending:** July 24<sup>th</sup>, 2016  
**Schedule:** Monday to Friday from 10h00 to 15h00  
Saturday 23<sup>th</sup> + Sunday 24<sup>th</sup>  
Presentation 10:00 - 17:00  
**Certification:** 6 ECT credits and course diploma awarded.



#### **Experience the sport and event industry in a major international city**

The aim of this course is to host a real sport event by using the key processes of sport and event management. This workshop-based program will cover all of the important and relevant information required to obtain a broad understanding within the current Sport and Event management industry.



#### **Explore practical case studies related to the industry**

The course will focus on real life problem solving tasks and practical experiences given by the actively professional course tutors.



#### **Connect with key professionals within the industry**

The course will be delivered by a team of key professional operating at senior levels within the international Sports industry. They invite you to share their heightened knowledge and experience within this field.

## YOUR COACHES



### David Gallego i Masmitjà

Partner at GALLEGRO & BRATINA

- VOBM Club Competitions at UEFA
- Hub Manager - European Qualifiers /
- Senior Broadcast Liaison Officer at HBS
- FIFA World Cup Brazil 2014, Venue Manager
- Production Opening & Closing Ceremonies at Barcelona 2013 15th FINA World Championships
- FIFA Confederation's Cup Brazil 2013 - HBS



### Roger Esteller Juyol

Lecturer, Coacher and Professional Adviser

- Professional basketball player between 1990 and 2005
- President of the Association of Former FC Barcelona Basketball Players
- Total MVP (Most Valuable Player) of the French League (Season 2001-2002)
- Owner of ROGER ESTELLER FULL COURT
- Sports Commentator in BARÇA TV



# THE BARCELONA EXPERIENCE

The package will include visits to key sporting facilities in and around Barcelona, such as:\*

Industrial Visits  
Olympic and Sports Museum  
Car - High Performance Centre  
(Professional Athletes)  
Visit to The Formula One Circuit

Walking Tours  
Spanish Gastronomy  
Guided Gaudi Tours  
Live Shows  
Hike in Tibidabo

## Optional extras\*\*

Wake-boarding  
Padel Surf

Climbing  
Rowing

A 30 hour Beginner Spanish Course can be purchased as an optional extra and can be combined with the program. Please contact us for further details.

## PRICE

From € 1800 per person

Includes: 3 weeks Tuition, Barcelona transportation & Tours.

\*Flight tickets NOT included.

Accommodation: Available from €500 (in total) for a basic package, please contact us for various accommodation options.



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To enquire and book a place on this program, please contact [admissions@gbsge.com](mailto:admissions@gbsge.com)

\* Subject to availability

\*\* Could be subject to additional charge