

Language

English

Price

850€

Format

On site

Duration

1 week

LocationESBS
Valencia**Dates**July 6th -
12th

ESBS Professional Summer Experience

In collaboration with:**EUPHE**
European Union
of Private Higher
Education**ALMA MATER
EUROPAEA
UNIVERSITY**

Join us in Valencia for an immersive **5-day journey into the world of sport business and entrepreneurship**. Designed for undergraduate and graduate students passionate about the sports industry, this program blends expert-led workshop and conferences with real-world case studies and hands-on experiences to give the best summer learning experience in one of Europe's top sports cities.

Sport Business & Entrepreneurial Thinking

1.**Learn From Real-World Industry Cases:**

Dive into the inner workings of European clubs, sponsorships, international business models, and much more.

2.**Develop & Pitch Your Own Sport Business Ideas:**

Work in teams to create a startup concept, build a business model, and pitch it to a panel of mentors. Just like a real-life entrepreneur.

3.**Experience Valencia Through Sports and Culture:**

From a visit to Mestalla Stadium to paddle surfing, and museum tours, you'll blend learning with unforgettable experiences.

Program aimed at:

Undergraduate and Graduate students, especially those studying or interested in:

- Sports Management
- Business & Entrepreneurship
- Sports Marketing
- Innovation & Leadership
- International Relations in Sport

Whether you're aiming for a career in the sports industry or looking to sharpen your entrepreneurial mindset, this program offers the perfect mix of theory, practice, and cultural immersion.

Programme:

The European Sports Industry

Understand what European and North American sport industries offer, and analyze key revenue streams.

Entrepreneurial Mindset

Learn what it takes to thrive as an entrepreneur or intrapreneur. Build your emotional intelligence, leadership style, and resilience in uncertain environments.

Identifying Opportunities in Dynamic Markets

Discover how to turn trends into business ideas. Use SWOT and PESTEL models to evaluate market opportunities and attract sponsors.

Build Resilient Business Models

Shape your ideas into sustainable ventures. Understand how to create and deliver value while building financially sound business in sports.



Why choose this program?

- 1. Academic Visits and Sports Activities:** This program combines academic excellence with immersive, hands-on experiences in Valencia. One of Europe's most iconic sports cities. Get a firsthand look at the sport industry in action through visits such as Mestalla Stadium, Local Innovation Hubs and outdoor activities like Padel, Paddle Surf at Sunset, Beach Games and more!
- 2. Skill Building:** Gain practical insights into the European and global sports industry, from business models to sponsorship strategies taught by experienced professionals and enriched by real-world case studies.
- 3. International Experience:** Live and learn in Valencia, a thriving sports hub on the Mediterranean coast. Connect and network with peers from around the world while enjoying cultural activities, beach, sports and more!



What's included?

- Conferences & workshops imparted by industry leaders.
- Full-board accommodation at a student's residence. (7 days /6 nights) Double room. (Ifw requested, a single room has a 100€ additional fee.
- Sports activities
- Leisure & cultural activities.

What's not included?

- Transfers to/from the airport
- Medical and/or travel insurance
- Flights to/from Valencia

***Registration Deadline: June 15th 2025**