

cesine

Escuela Universitaria de Negocios,
Comunicación & Diseño



TOP-UP BA (Hons)

Higher education is more than just a certificate

You are embarking on a new chapter of your life, and we are honored that you have chosen to do so with us. Before we begin, we invite you to get to know us better.

For over thirty years, Cesine has been committed to a practical and innovative learning methodology.

Why? Because we are convinced that higher education is so much more than a diploma. We want your experience not only to reach a global dimension, but also to equip you with the best tools to tackle the real-world demands of your chosen profession.

Our goal is for you to graduate with the best technical knowledge, a solid professional network and international experience. We aim to enhance your curriculum with practical expertise, invaluable skills, and key competencies for your future career. And we want you to have the best possible time studying in Cesine.

We have full confidence in you, your talent, commitment, and desire to do and discover. And we will be at your side to help you achieve your goals, providing guidance and support every step of the way. Our programs are continuously refined to reflect industry trends and employer expectations in a fast-evolving job market. And no one is better placed to understand these needs than your future professors, all accomplished professionals keen to share their knowledge and experience with you. Your journey starts here. We are waiting for you.



Victor Hurtado
ACADEMIC DIRECTOR

WHAT IS A TOP-UP PROGRAM?

The learning experience you need for your future

If you have already completed two years of a university degree program (120 ECTS) or hold an equivalent professional training qualification, including professional or vocational training, you can enrol on this program. It is the perfect opportunity to achieve an internationally recognized BA (Hons) Degree in one year of study.

A Top-Up degree is a top quality, up-to-date and demanding program led by active working professionals. Be prepared to work hard.



CHOOSE YOUR TOPIC

INTERNATIONAL BUSINESS MANAGEMENT

This Top-Up degree equips you with strategic thinking, managerial insight, and intercultural competence essential for today's global business environment. You will deepen your understanding of international dynamics and develop the skills to navigate complexity and lead effectively across borders.

DIGITAL MEDIA

This course prepares you for leadership in the fast-moving world of digital media and communication. You will combine creative production with strategic insight, learning to design, manage, and analyse multimedia content across the globe.

HOSPITALITY & TRAVEL MANAGEMENT

During this program you will develop the skills to manage tourism and hospitality projects in a global context. You'll develop expertise in destination planning, event coordination, and service innovation, preparing you to lead in one of the world's most dynamic and people-focused industries.

ADVERTISING, MARKETING COMMUNICATIONS AND PUBLIC RELATIONS

This program prepares you to master the tools and strategies of modern marketing and communication. You'll develop creative, analytical, and digital skills to design effective campaigns, manage brand image, and thrive in the fast-paced, ever-evolving world of global media and marketing.

FASHION MARKETING & MANAGEMENT

This one-year Top-Up degree bridges creativity and strategic management within the global fashion industry. You will learn how brands create value through marketing, innovation, and sustainability, exploring how consumer insight, digital transformation, and ethical practice drive competitive advantage.

SPORTS MANAGEMENT (SURF, SAIL & GOLF)

This top-up degree equips you with the skills to manage tourism and hospitality projects in a global context. You'll develop expertise in destination planning, event coordination, and service innovation, preparing you to lead in one of the world's most dynamic and people-focused industries.

For each program, students can choose to enroll in the program with the fall entry (mid-September) or with the spring entry (mid-January).

The Bachelors (Hons) Degree delivered by Cesine are awarded with **diplomas from the London Metropolitan University**, giving students international recognition of their degree.



INTERNATIONAL BUSINESS MANAGEMENT

Why choose this Top-Up?

We live in a globalised world: are you ready for it?

Regardless of the career you pursue, international experience, intercultural competence, and the ability to do business across frontiers are paramount. Hone your strategic skills and get ready to go global with the International Business Management BA (Hons).

This course is designed to give students who have already completed two years of a degree program, or equivalent professional or vocational training, the opportunity to study in an international environment and gain a BA (Hons) degree from one of the leading UK universities.

The academic program has been designed in collaboration with international business managers and consultants to create hands-on learning experiences based on real-world situations. You will learn how to lead across cultures, navigate strategic change, and manage global operations beyond national borders. Our inspiring approach guarantees students the best preparation to thrive in international business, whether it's managing international companies, working as consultants or setting up your own successful businesses. The future is global.



LEARNING OBJECTIVES

The aim of the Top-Up International Business Management is to provide you with sound business skills and the ability to operate effectively within multinational organisations.

The program will offer you advanced **theoretical and practical knowledge and skills necessary to operate in the global business environment.** You will develop a true global awareness of the realities faced by the international business manager.

CAREER OPPORTUNITIES

Enroll on this program if you are an aspiring manager or leader and wish to pursue a career in international organizations.

QUALIFICATION

BA (Hons) International Business Management awarded by London Metropolitan University.
Grado Top-Up awarded by Cesine.

INTERNATIONAL BUSINESS MANAGEMENT

The program consists of **7 modules**.

Upon completing this **1-year program** you will be awarded **60 ECTS (level 6)** and a recognized Bachelors (Hons) Degree awarded by the London Metropolitan University

LEADERSHIP AND INNOVATION

Being a strong and innovative leader takes practice. In this module, you will critically evaluate leadership theories and adapt leadership styles to various organizational cultures and situations. You'll focus on the essential role of leadership in times of change and innovation and develop knowledge of structured innovation processes. Additionally, the module explores incubator programs in both business and nonprofit sectors, illustrating the growing importance of continuous learning, creative problem-solving, and renewal within today's organizations.

GEOPOLITICS, STRATEGY AND INTERNATIONAL BUSINESS

Get a solid understanding of how geopolitical factors influence the global business environment. This course explores the interactions between politics, economics, and international business, analyzing how political decisions and geopolitical events impact business strategies and international relations. You will explore key topics such as global security, regional conflicts, strategic alliances between countries and economic blocks, and how these dynamics affect the management and operations of multinational enterprises.

GLOBAL DIGITAL MARKETING AND SALES

This module explores marketing and sales essentials in a global context. Marketing is crucial for any organization's success, essential for attracting and retaining customers, and driving sustainable growth worldwide. By focusing on customer needs and the value of products, marketing works to create demand, while sales activities encourage purchases. Integrating these functions is vital for improving business performance in domestic markets and identifying international opportunities. You'll explore how both areas contribute to a company's expansion and overall market success.

CROSS-CULTURAL MANAGEMENT

Master the art of navigating cultural complexities and become a successful, inclusive manager and leader! In this module, you'll examine cross-cultural management in both international and intra-national contexts, drawing on insights from social anthropology, social psychology, organisational behaviour, and management theory. Through the study of theories and frameworks as well as the resolution of case studies, you will enhance your understanding of how cultural differences shape communication, decision-making, and collaboration within organisations.



INTERNATIONAL TRADE AND COMMERCE

This module critically assesses the global context in which companies operate and manage resources. It begins by examining trends in global integration and the relevance of national borders. Key issues arising from worldwide economic interdependence—such as long-term competitiveness and sustainable growth—are then analyzed from strategic and operational perspectives. You will research and present challenges faced by managers in international expansion, with a focus on industries growing in emerging markets.

SUSTAINABLE BUSINESS STARTUP PROJECT

Entrepreneurship drives innovation and economic growth. By gaining skills in creating and managing startups, you'll become a leader capable of identifying opportunities, creating value, and responding to market demands effectively. Through design thinking and the phases of Inspiration, Ideation, Prototyping, Iteration, and Action Planning, you'll learn to solve complex problems with creative, user-centered solutions. Emphasis on sustainability ensures that you will pursue both economic success and positive contributions to society and the environment.

DISSERTATION

In this year-long module, you will choose a topic or issue and complete a research-focused dissertation. You will be expected to develop a comprehensive understanding of your research topics and to effectively gather and analyse data samples. You will use your analytical and critical thinking abilities to reflect on pertinent research questions, theoretical concepts or hypotheses, existing literature, ethical considerations, research methodologies, and data analysis in an independent and disciplined manner.

ADVERTISING, MARKETING COMMUNICATIONS AND PUBLIC RELATIONS

Why choose this Top-Up?

We live in a globalised world: are you ready to connect audiences across markets?

Creativity and design, marketing strategy, and social media are just some of the topics you'll learn about on the Advertising, Marketing Communications and Public Relations Top-up degree course, designed to train professional creatives and executives. Get ready to master all aspects of communication and apply them to any kind of media.

The academic program has been designed in collaboration with creative professionals, advertising executives, and marketing directors from leading firms to create hands-on learning experiences based on real-world situations. On this course, you'll learn to stay one step ahead of problems you might face, find solutions by thinking

creatively, and identify and exploit market opportunities before your competitors.

Combine your studies in this beautiful coastal city with a full range of extracurricular activities - from surf, sea and mountain sports to cultural visits and gastronomy.

Polish your English skills in this fully international setting, with students from more than 20 nationalities and enjoy all the opportunities offered by Cesine visits from leading professionals and masterclasses from experts.



CAREER OPPORTUNITIES

Enroll on this program if you wish to pursue a career in marketing, advertising or communications and related disciplines.

Completing this course, you will find career opportunities in both specialist agencies, such as public relations, media, and advertising agencies, and in-house marketing departments.

This qualification will lead to jobs as a product manager, event planner, market researcher, media planner, sales director or marketing director in marketing departments, advertising agencies, and sales departments in multinational companies and organisations. Completing this Top-Up will also qualify you to apply for top post-graduate master's degrees.

LEARNING OBJECTIVES

The aim of the Marketing, Advertising, Communications and Public Relations Top-Up course is to equip you with a solid conceptual and practical grounding in today's diverse discipline of marketing communications, which includes advertising, public relations, direct and digital marketing, corporate reputation and brand management, ethics, and sustainability.

QUALIFICATION

BA (Hons) Marketing, Advertising, Communications and Public Relations awarded by London Metropolitan University.

Grado Top-Up awarded by Cesine.

ADVERTISING, MARKETING COMMUNICATIONS AND PUBLIC RELATIONS

The program consists of **7 modules**.

Upon completing this **1-year program** you will be awarded **60 ECTS (level 6)**

and a recognized Bachelors (Hons) Degree awarded by the London Metropolitan University

PUBLIC RELATIONS IN PRACTICE

Get practical expertise in public relations (PR). Thanks to this module, you will master the essential PR tools and corporate reputation strategies, including media relations, digital communication, and corporate storytelling. You will develop the ability to analyse, design, and execute PR strategies that shape brand perception, strengthen corporate reputation and stakeholder engagement, and address challenges such as crisis communication, social responsibility, and reputation risk management.

GLOBAL DIGITAL MARKETING AND SALES

This module explores marketing and sales essentials in a global context. Marketing is crucial for any organization's success, essential for attracting and retaining customers, and driving sustainable growth worldwide. By focusing on customer needs and the value of products, marketing works to create demand, while sales activities encourage purchases. Integrating these functions is vital for improving business performance in domestic markets and identifying international opportunities. You will explore how both areas contribute to a company's expansion and overall market success.

CREATING A WINNING CAMPAIGN

This module will boost your strategic skills, practical thinking and creativity in identifying new marketing, advertising, or public relations campaign opportunities. You will learn while working on real-world projects such as supporting an existing company on deploying a successful campaign, or responding to client briefs related to advertising and public relations campaigns or even testing the opinions of potential customers and analyzing their feedback. You will get a deep understanding of the role of marketing strategies and brand growth.

CRAFTING ADVERTISING CAMPAIGNS

Dive into the technical, formal, and stylistic aspects of crafting an advertising campaign. In this module, you will study and analyze significant advertising campaigns, common typologies, and the relationship between the methods used, objectives, and specific media channels. Additionally, you will explore the social and aesthetic aspects influencing the transformation of elements, forms, and processes in advertising communication.

STRATEGIC MARKETING

Develop advanced insight into how marketing strategy drives organisational success in a global context. You'll critically evaluate strategic frameworks, market environments, and brand positioning to design sustainable, evidence-based strategies. The module integrates theory with real-world cases, enabling you to justify marketing decisions through analysis, creativity, and ethical reasoning.

SOCIAL MEDIA IN PRACTICE

This module equips you with the skills to create and strategically use visual content for social media. You will explore the principles of photography, design, and branding, while gaining hands-on experience with modern image editing tools. Through hands-on projects, case studies, and workshops, you will master current trends in digital marketing and enhance your ability to craft compelling visuals that drive engagement. You will also learn to evaluate the effectiveness of your visual strategies using analytical tools, adapting your approach to the dynamic digital landscape.

DISSERTATION

In this year-long module, you will choose a topic or issue and complete a research-focused dissertation. You will be expected to develop a comprehensive understanding of your research topics and to effectively gather and analyse data samples. You will use your analytical and critical thinking abilities to reflect on pertinent research questions, theoretical concepts or hypotheses, existing literature, ethical considerations, research methodologies, and data analysis in an independent and disciplined manner.



DIGITAL MEDIA

Why choose this Top-Up?

Create, connect and inspire: turn your digital creativity into impact.

This course prepares you for leadership in the fast-moving world of digital media and communication. You will combine creative production with strategic insight, learning to design, manage, and analyse multimedia content across global platforms.

The program explores immersive technologies, digital marketing, and audience analytics, developing both creative and professional expertise. Through live briefs and independent projects, you will graduate with a strong portfolio and the confidence to shape innovative, ethical, and data-driven digital experiences for tomorrow's economy.



LEARNING OBJECTIVES

Enroll on this program if you wish to pursue a career in marketing, advertising or communications and related disciplines.

Completing this course, you will find career opportunities in both specialist agencies, such as public relations, media, and advertising agencies, and in-house marketing departments.

This qualification will lead to jobs as a product manager, event planner, market researcher, media planner, sales director or marketing director in marketing departments, advertising agencies, and sales departments in multinational companies and organisations. Completing this Top-Up will also qualify you to apply for top post-graduate master's degrees.

CAREER OPPORTUNITIES

Graduates may opt for careers in digital marketing, creative production, and media strategy, taking on roles such as Digital Content Producer, Social Media Manager, UX Designer, or Digital Campaign Planner.

QUALIFICATION

BA (Hons) Digital Media awarded by London Metropolitan University.
Grado Top-Up awarded by Cesine.

DIGITAL MEDIA

The program consists of **7 modules**.

Upon completing this **1-year program** you will be awarded **60 ECTS (level 6)** and a recognized Bachelors (Hons) Degree awarded by the London Metropolitan University

DIGITAL MEDIA STRATEGY

Analyse how digital transformation, innovation, and globalisation reshape brands and business models. You'll explore disruption, ethics, and sustainability while developing creative strategic solutions to real-world digital challenges. Through applied projects, you'll learn to design, justify, and evaluate media strategies that connect audiences and organisations across multiple platforms.

GLOBAL DIGITAL MARKETING AND SALES

This module explores marketing and sales essentials in a global context. Marketing is crucial for any organization's success, essential for attracting and retaining customers, and driving sustainable growth worldwide. By focusing on customer needs and the value of products, marketing works to create demand, while sales activities encourage purchases. Integrating these functions is vital for improving business performance in domestic markets and identifying international opportunities. You'll explore how both areas contribute to a company's expansion and overall market success.

DIGITAL AUDIOVISUAL PRODUCTION

In this module, you will explore the principles and practices of digital audiovisual production, combining theoretical knowledge with hands-on experience. You will learn how to design, plan and produce multimedia projects from scriptwriting to filming, audio integration, editing and post-production. You will learn how to engage audiences, develop distribution strategies. The course also guides you in addressing legal and ethical issues.

DIGITAL PROJECT

This module will allow you to create a portfolio-ready project. You will design, develop, and deliver a digital media project that unites all the knowledge and skills gained within this Top-Up. You will work independently or in small groups to research, plan, and create innovative media outputs and interactive experiences. This course challenges you to apply critical thinking, creativity, and technical expertise, building a project that demonstrates your professional growth.

IMMERSIVE AND INTERACTIVE MEDIA

Explore how emerging technologies such as virtual, augmented, and mixed reality, interactive storytelling, and gamification are reshaping communication, entertainment, and brand experience. You'll experiment with immersive tools and concepts that engage users through sensory and participatory experiences. The module encourages critical reflection on user interaction, accessibility, and ethics, preparing you to evaluate and design innovative experiences for the immersive experiences.

LEADERSHIP AND INNOVATION

Being a strong and innovative leader takes practice. In this module, you will critically evaluate leadership theories and adapt leadership styles to various organizational cultures and situations. You'll focus on the essential role of leadership in times of change and innovation and develop knowledge of structured innovation processes. Additionally, the module explores incubator programs in both business and nonprofit sectors, illustrating the growing importance of continuous learning, creative problem-solving, and renewal within today's organizations.

DIGITAL MEDIA AUDIENCE AND ANALYSIS

Investigate how audiences consume, share, and shape digital media. You'll apply research methods and analytical tools to interpret audience data, uncover insights, and evaluate performance. By translating evidence into creative strategies, you'll learn to make informed decisions that improve engagement and strengthen communication impact.



FASHION MARKETING AND MANAGEMENT

Why choose this Top-Up?

Create, connect and inspire: turn your digital creativity into impact.

This one-year Top-Up degree bridges creativity and strategic management within the global fashion industry. You will learn how brands create value through marketing, innovation, and sustainability, exploring how consumer insight, digital transformation, and ethical practice drive competitive advantage.

The program combines academic rigour with hands on, practical project development, giving you experience in trend analysis, global business strategy, and leadership. By combining strategic thinking with creative flair, you will be ready to lead and adapt in fashion's fast-evolving international landscape.



LEARNING OBJECTIVES

You will be able to critically evaluate how marketing, innovation, and management shape success in the global fashion industry. You will combine consumer insight and strategic thinking to develop creative, ethical solutions for contemporary business challenges. Through research, collaboration, and project work, you will demonstrate leadership, analytical, and decision-making skills. Graduates will be ready to manage brands, launch ventures, and drive fashion market innovation.

CAREER OPPORTUNITIES

Graduates may choose careers in brand management, marketing, retail, and fashion innovation, working as Fashion Marketers, Buyers, Trend Forecasters, or launching their own creative fashion ventures.

QUALIFICATION

BA (Hons) Fashion Marketing & Management awarded by London Metropolitan University.
Grado Top-Up awarded by Cesine.

FASHION MARKETING AND MANAGEMENT

The program consists of **7 modules**.

Upon completing this **1-year program** you will be awarded **60 ECTS (level 6)**

and a recognized Bachelors (Hons) Degree awarded by the London Metropolitan University

STRATEGIC MARKETING (FASHION)

You will examine how fashion brands design and implement strategies to compete in a dynamic and global industry. The course focuses on market analysis, consumer segmentation, and brand positioning, showing how data and insights drive strategic choices. Through case studies and projects, you will learn how to allocate resources, build sustainable value, and evaluate campaign performance to strengthen a brand's competitive advantage.

GLOBAL DIGITAL MARKETING AND SALES

This module explores marketing and sales essentials in a global context. Marketing is crucial for any organization's success, essential for attracting and retaining customers, and driving sustainable growth worldwide. By focusing on customer needs and the value of products, marketing works to create demand, while sales activities encourage purchases. Integrating these functions is vital for improving business performance in domestic markets and identifying international opportunities. You'll explore how both areas contribute to a company's expansion and overall market success.

FASHION MARKETING IN PRACTICE

During this module, you will explore how marketing strategies are applied in the fast-paced fashion industry. You will learn to position brands effectively analyzing trends and interpreting consumer behaviour. Through case studies, workshops and projects, you will develop skills in brand storytelling, digital tools, and integrated campaigns while addressing ethics and sustainability. By completing this course you will be able to design powerful strategic marketing plans and contribute to the growth of fashion brands.

DISSERTATION

In this year-long module, you will choose a topic or issue and complete a research-focused dissertation. You will be expected to develop a comprehensive understanding of your research topics and to effectively gather and analyse data samples. You will use your analytical and critical thinking abilities to reflect on pertinent research questions, theoretical concepts or hypotheses, existing literature, ethical considerations, research methodologies, and data analysis in an independent and disciplined manner.

FASHION CONSUMER INSIGHTS AND TRENDS

Explore how culture, identity, and lifestyle influence fashion consumption. You'll learn to interpret consumer behaviour through research, data, and trend forecasting to guide brand decisions. The module combines creativity with analytics, enabling you to anticipate shifts in taste, technology, and sustainability that define modern fashion markets.

GLOBAL FASHION BUSINESS MANAGEMENT

Examine how fashion brands operate and expand internationally. You'll study global sourcing, logistics, and retail management while analysing the challenges of sustainability and cultural diversity. By applying theory to real examples, you'll learn to manage strategy, growth, and brand reputation across international markets.

SUSTAINABLE BUSINESS STARTUP PROJECT

Entrepreneurship drives innovation and economic growth. By gaining skills in creating and managing startups, you'll become a leader capable of identifying opportunities, creating value, and responding to market demands effectively. Through design thinking and the phases of Inspiration, Ideation, Prototyping, Iteration, and Action Planning, you'll learn to solve complex problems with creative, user-centered solutions. Emphasis on sustainability ensures that you will pursue both economic success and positive contributions to society and the environment.



HOSPITALITY & TRAVEL MANAGEMENT

Why choose this Top-Up?

Love travel? Make it your business.

Are you passionate about travel? Always keen to go somewhere new, try new things and discover new horizons? More importantly, have you ever wanted to shape your career according to your passions? It's time to take the plunge and learn everything you need to develop a successful career in hospitality and travel management.

This program has been developed to answer the tourism and travel industry's demand for specialist managers and planners. Our experience-based teaching method will give you real-world experience of the problems you'll need to solve and the skills you'll need to develop to succeed in the world of work.

Santander and the north of Spain are highly appreciated tourism destinations, and you will benefit from the best location for this learning experience. In each module, you will be able to apply your learning to business cases drawn from the region. Where possible, you will learn outside the classroom through visits and field trips to local conference centres or resorts in Cantabria and Bilbao.



LEARNING OBJECTIVES

During this program, **you will apply the basic principles of accommodation and catering in all its dimensions, departments, activities, and areas in the context of the tourism sector.** You will understand how customers interact, use, and buy from travel and tourism brands and apply technologies to develop customer loyalty in the travel and tourism industry. You will acquire the skills needed to develop effective strategies for hospitality businesses and develop a destination portfolio.

QUALIFICATION

BA (Hons) Hospitality & Travel Management awarded by London Metropolitan University.

Grado Top-Up awarded by Cesine.

CAREER OPPORTUNITIES

This program is perfect for students desiring to work in the tourism or hospitality industry. You will be able to detect new business opportunities and apply entrepreneurial processes to take advantage of these opportunities.

Define marketing objectives, develop, and make decisions about marketing strategies in tourism organizations. Enrol in this program if you wish to open prospective career pathways to management or marketing for tourism organizations

HOSPITALITY & TRAVEL MANAGEMENT

The program consists of **7 modules**.

Upon completing this **1-year program** you will be awarded **60 ECTS (level 6)**

and a recognized Bachelors (Hons) Degree awarded by the London Metropolitan University

CROSS-CULTURAL MANAGEMENT

Master the art of navigating cultural complexities and become a successful, inclusive manager and leader! In this module, you'll examine cross-cultural management in both international and intra-national contexts, drawing on insights from social anthropology, social psychology, organisational behaviour, and management theory. Through the study of theories and frameworks as well as the resolution of case studies, you will enhance your understanding of how cultural differences shape communication, decision-making, and collaboration within organisations.

GLOBAL DIGITAL MARKETING AND SALES

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TOURISM DESTINATION MANAGEMENT

Learn to manage a tourism destination! In this module you'll learn to plan and develop a destination portfolio. You'll explore a range of tourism destinations, both urban and rural, driven by events, culture, business, or niche tourism products, and the obstacles facing destinations that seek to establish or improve their offer. You'll take advantage of the robust local tourism sector in Spain to practice through real-world case studies, helping a Spanish destination to build its competitive advantage.

DISSERTATION

In this year-long module, you will choose a topic or issue and complete a research-focused dissertation. You will be expected to develop a comprehensive understanding of your research topics and to effectively gather and analyse data samples. You will use your analytical and critical thinking abilities to reflect on pertinent research questions, theoretical concepts or hypotheses, existing literature, ethical considerations, research methodologies, and data analysis in an independent and disciplined manner.

SUSTAINABLE BUSINESS STARTUP PROJECT

Entrepreneurship drives innovation and economic growth. By gaining skills in creating and managing startups, you'll become a leader capable of identifying opportunities, creating value, and responding to market demands effectively. Through design thinking and the phases of Inspiration, Ideation, Prototyping, Iteration, and Action Planning, you'll learn to solve complex problems with creative, user-centered solutions. Emphasis on sustainability ensures that you will pursue both economic success and positive contributions to society and the environment.

LEADERSHIP AND INNOVATION

Being a strong and innovative leader takes practice. In this module, you will critically evaluate leadership theories and adapt leadership styles to various organizational cultures and situations. You'll focus on the essential role of leadership in times of change and innovation and develop knowledge of structured innovation processes. Additionally, the module explores incubator programs in both business and nonprofit sectors, illustrating the growing importance of continuous learning, creative problem-solving, and renewal within today's organizations.

CONFERENCE MANAGEMENT

Conferences serve as an excellent platform to connect people and stay updated on the latest industry developments. This module will explore how the conference industry operates across various sectors, including its role in business and event tourism. You'll examine the roles of organizers, venues, facilities, and activities before, during, and after each event. You'll explore the impact of technology on the conference experience and discuss issues and trends affecting their organization. You'll get real-world insights through visits to venues in Santander and nearby Bilbao.



SPORTS MANAGEMENT (SURF, SAIL & GOLF INDUSTRIES)

Why choose this Top-Up?

Surf, sail and golf: make your passion your business.

Turn your passion for sports into a thriving career. Learn how to manage the perfect sports or leisure venture, hone your strategy skills, and get ready to build a successful sports management career in a global market. This course is designed to give students who have already completed two years of higher education the opportunity to study in an international environment and top up their qualifications to gain a Bachelor Honours degree from one of the leading UK universities.

The academic program has been designed in collaboration with professionals from the field of sports management with special emphasis on surf, sailing and golf, sectors in which Santander excels, and where students will have excellent opportunities to practice these sports (and many more).

Surrounded by sea, mountains, and with 14 local golf courses to choose from, Santander is a highly appreciated sporting destination for fans of golf, sail, surf, mountaineering and hiking. Combine these with many more leisure and cultural activities that will help you blow off steam after your classes.



LEARNING OBJECTIVES

Management and direction of sports-related businesses in today's challenging global environment have very specific roles and skills.

With this program you will acquire the intellectual and practical skills to design relevant sports-related business strategies in a variety of global contexts. You will develop knowledge of the ethical aspects of sports-related business and the ways in which these issues are addressed practically and develop a relevant leadership for the sports-related industry.

CAREER OPPORTUNITIES

This course is aimed at students who wish to combine their passion for sports with an in-depth understanding of business management.

This program is for you if you want to develop a strong expertise in sports marketing and management and open the doors to international organizations.

QUALIFICATION

BA (Hons) Sports Management (Surf, Sail & Golf Industries) awarded by the London Metropolitan University.

Grado Top-Up awarded by Cesine.

SPORTS MANAGEMENT (SURF, SAIL & GOLF INDUSTRIES)

The program consists of **7 modules**.

Upon completing this **1-year program** you will be awarded **60 ECTS (level 6)** and a recognized Bachelors (Hons) Degree awarded by the London Metropolitan University

CROSS-CULTURAL MANAGEMENT

Master the art of navigating cultural complexities and become a successful, inclusive manager and leader! In this module, you'll examine cross-cultural management in both international and intra-national contexts, drawing on insights from social anthropology, social psychology, organisational behaviour, and management theory. Through the study of theories and frameworks as well as the resolution of case studies, you will enhance your understanding of how cultural differences shape communication, decision-making, and collaboration within organisations.

GLOBAL DIGITAL MARKETING AND SALES

This module explores marketing and sales essentials in a global context. Marketing is crucial for any organization's success, essential for attracting and retaining customers, and driving sustainable growth worldwide. By focusing on customer needs and the value of products, marketing works to create demand, while sales activities encourage purchases. Integrating these functions is vital for improving business performance in domestic markets and identifying international opportunities. You'll explore how both areas contribute to a company's expansion and overall market success.

SPORTS MANAGEMENT

Thanks to this module, you'll build a comprehensive understanding of the principles and practices involved in managing sports organizations, events, and facilities. This module will cover advanced topics in sports management, including strategic planning, marketing, finance, ethics, and international sports management. You will gain the knowledge and skills necessary to manage sports entities effectively and will be prepared to address the complex challenges faced by sports managers in a globalized industry.

DISSERTATION

In this year-long module, you will choose a topic or issue and complete a research-focused dissertation. You will be expected to develop a comprehensive understanding of your research topics and to effectively gather and analyse data samples. You will use your analytical and critical thinking abilities to reflect on pertinent research questions, theoretical concepts or hypotheses, existing literature, ethical considerations, research methodologies, and data analysis in an independent and disciplined manner.

SUSTAINABLE BUSINESS STARTUP PROJECT

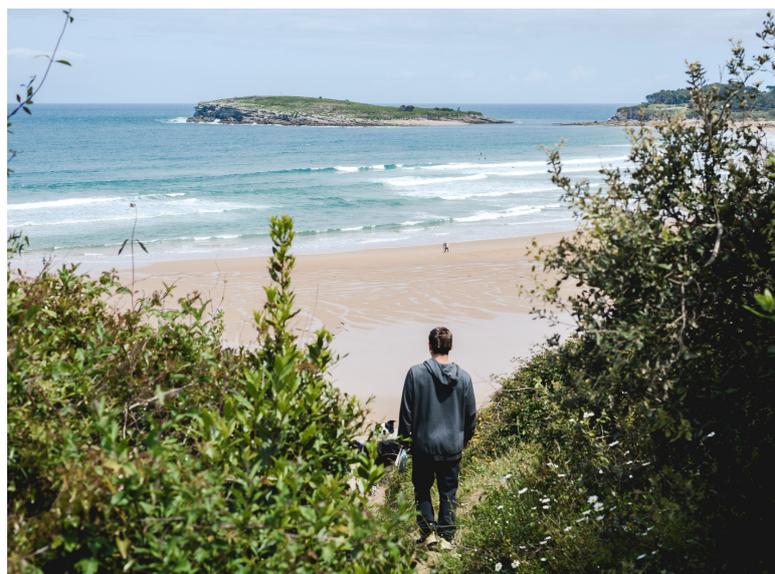
Entrepreneurship drives innovation and economic growth. By gaining skills in creating and managing startups, you'll become a leader capable of identifying opportunities, creating value, and responding to market demands effectively. Through design thinking and the phases of Inspiration, Ideation, Prototyping, Iteration, and Action Planning, you'll learn to solve complex problems with creative, user-centered solutions. Emphasis on sustainability ensures that you will pursue both economic success and positive contributions to society and the environment.

LEADERSHIP AND INNOVATION

Being a strong and innovative leader takes practice. In this module, you will critically evaluate leadership theories and adapt leadership styles to various organizational cultures and situations. You'll focus on the essential role of leadership in times of change and innovation and develop knowledge of structured innovation processes. Additionally, the module explores incubator programs in both business and nonprofit sectors, illustrating the growing importance of continuous learning, creative problem-solving, and renewal within today's organizations.

SPORTS FOR DEVELOPMENT

Explore the increasingly important topics of sports development and sports policy. During this module, you'll experience these challenges first-hand as you to design a sport-for-development project based upon surf, sail or golf to tackle specific social problems. Shifting from a local to state level, you will critically analyse sport policies through application of sport-for-development theory to make recommendations as to how countries should govern sport.



CESINE

A matter of identity

Cesine is a higher education institution with over 30 years of history. We offer programs in two main areas of study : Business and Communication as well as Design and Creation.

The quality of our teaching sets us apart from other higher education centers: **we believe in the value of practical experience combined with dynamic and participative learning.**

Our experts combine an innovative approach to learning with a commitment to excellence and entrepreneurial values.



CANTABRIA

Santander changes you

Santander is one of the most beautiful coastal destinations in Northern Spain, surrounded by beaches and mountains. As a prestigious university city, Santander offers a vibrant cultural scene and a wide range of sports and leisure opportunities. It is dynamic, traditional, and cosmopolitan at the same time, the ideal place for an unforgettable learning experience.

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UNIQUE INTERNATIONAL EXPERIENCE

Students from over 20 different nationalities. Programs are taught in Spanish or English.



EXTENSIVE NETWORK OF CONTACTS

Over 2,500 agreements signed with companies and a teaching staff with links to the business world.



INTERNATIONAL RECOGNITION

Cesine enjoys international recognition. The school is part of the EFMD network of the world's leading business schools. Top-Up programs are awarded by the London Metropolitan University.



TALKS AND CONFERENCES

Extra masterclasses by experts to enrich your vision and offer more high-value insights.



ADMISSION REQUIREMENTS

To enter the program, **you need:**

Successfully completed a minimum of **120 ECTS credits** (or equivalent), including level 5 studies.

▼ **IELTS 5.5-6** ◦ **TOEFL 79-80**

▼ **Applicants may come from diverse academic or professional backgrounds**

Previous study in Business-related subjects is preferred. Two start dates are available: **autumn or spring entry.**

Applicants with previous academic or professional experience will be assessed based on certified supporting documents.

Technical Details

Awarding Body:

London Metropolitan University

Length:

30-37 weeks

Start Dates:

Autumn entry: Mid-September

Spring entry: Mid-January

(Autumn and Spring entries available for all Top-Ups).



cesine

INTERNATIONAL ADMISSIONS TEAM

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