



CERTIFICATE / 100% online / 4 months

**LEARN FROM THE BEST | ENJOY A UNIQUE EDUCATIONAL EXPERIENCE |
BECOME PART OF A GLOBAL NETWORK**

In recent decades, different sports disciplines have undergone great advances at the educational level in relation to various aspects of sports performance, such as technique, tactics, strategy, nutrition, and physical education. However, despite being present in the discourse within sports communities, psychological training does not yet possess a formal place within the coaching staffs at professional clubs, associations, federations, national teams or training schools.

In an era where elite-level athletes display near-identical performance levels, who ends up gaining the advantage? Teams or individual athletes that possess optimal levels of mental strength.

In this Certificate, we propose working with athletes from a cognitive-behavioral perspective, the overarching psychological theory on which we will rely. We work with Sports Psychology authors that utilize elements of Cognitive Behavioral Psychology in order to modify athlete behavior by revising the way they think and regulate their emotions.

Joaquín Valdés

EXPERT ADVISOR



Psychologist and Athletic Coach at FC Barcelona (2014-2017).

PROFESSORS

Lic. César Bernhardt
Adviser on High Performance in Teams and Individuals.

Lic. Claudio Vasalo
Adviser on High Performance in Teams and Individuals.



- **DELIVERY MODE ONLINE**
- **DURATION 4 MONTHS**
- **ACADEMIC DEGREE EXECUTIVE EDUCATION**
- **DELIVERED IN ENGLISH**

OBJECTIVES

Learn concrete actions that favor the management of people and squads, enhancing the leader's influence in various types of high performance teams.

AIMED AT

- Coaches, strength and conditioning coaches, referees.
- Athletes.
- Psychologists looking for a specialization in the sports field.

LEARN TO

- Identify the central concepts related to the direction of individuals and teams in order to apply them to the daily management of businesses and organizations.
- Employ psycho-sports tools for performance management.
- Get to know the preparatory phases for training and competition from the psychological perspective.
- Manage diversity.
- Understand and manage the impact of technology in the realm of sports.

COURSES

The Certificate is composed of four one-month courses. This Certificate is completed sequentially (the course is enabled and each course is completed over a month).

HIGH PERFORMANCE LEADERSHIP

The role of the high performance leader

Dimensions of high performance leadership

The communicational tools of the high performance leader

Integrative reading

MENTAL STRENGTH IN ATHLETES

Mental strength in individual athletes

Mental strength in team sports

Emotional regulation and the sports coach

Integrative reading

PSYCHOLOGICAL KEYS IN TRAINING AND COMPETITION FOR HIGH PERFORMANCE SPORTS

Permanent phases of sports training and their mental keys

Variable phases of sports training

Psychological keys of sports competition

Integrative module

ELITE ATHLETIC PERFORMANCE IN 3.0 ENVIRONMENTS

Managing diversity and elite athletic performance

21st century educational paradigms integrated with information and communication technologies in support of elite athletic performance

Technological equipment for training and specific preparation for competition

Integrative module

EXPERIENCE

All your learning experience will take place in an online platform where you will find all the resources you need to study:

LECTURES

which address the main topics.

VIDEOS

that deepen some subjects of the readings.

ACTIVITIES

to apply the content addressed in each module.

RUBRICS

that will evaluate you in each module.

ONLINE EXPERT

In every course, you will have the support and virtual follow-up of a subject-matter expert. This online expert will perform interventions throughout the different modules to ensure your learning, as well as the interaction with the rest of your peers.

In addition, he will be available in the forum and by internal messaging so that you can appeal to him as many times as you need.

FORUMS

where you can interact with your colleagues.

SELF-ASSESSMENTS

which will help you measure your learning progress.



BENEFITS

- World-class content, designed by experts and sports-industry oriented for an immediate impact.
- Round-the-clock access to study material, wherever you want and from any device.
- Custom feedback for every individual and teamwork activity.
- Spaces of discussion and interaction with industry professionals from all over the world.
- Certificate of participation for each course, issued by Barça Innovation Hub - Universitas. If you pass each of the courses that make up the program, and complete and pass the comprehensive final exam, you will also receive a verified certificate of completion for the entire program, with confirmation of identity, issued by Barça Innovation Hub - Universitas.



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**Creating a new generation of
sports professionals**

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