



MBA

in Motorsport Management



WHO WE ARE?

Motorsport Business School (MBS) is the **first global business school fully dedicated to the motorsport industry**. Our mission is to professionalize the management, leadership, and strategy of one of the world's most exciting and complex sectors.

OUR PURPOSE

Motorsport is a ***€160B global industry** with more than **1 billion fans worldwide**. It is expanding into new markets, embracing electrification, and transforming through digital media. Yet, while there are engineering schools and technical programs, there is **no global benchmark for business education in motorsport**.

WHY CHOOSE OUR MBA?

While most programs focus on engineering, we train executives in **strategy, finance, marketing, law, operations, and leadership**, applied directly to motorsport. We use the **case method and experiential learning** to prepare leaders who can make tough decisions under pressure. A blend of **renowned academics** from top business schools and **motorsport executives** from the paddock ensures rigor and realworld insight.



**According to EY-Parthenon - "FIA Global Motor Sport Economic Study"*



ABOUT YOUR MBA

Program Overview

MODE OF STUDY

Full-Time

FORMAT

In-person & Online

INTAKE

April 2026 & October 2026

DURATION

10 Months

LANGUAGE

English

LOCATION

Madrid

TIMETABLE

Fridays 16:00h - 22:00h
Saturdays 09:00h - 14:00h

PRICE

In-person: € 24.500
(1 included trip)
Online: € 12.500

PLACES

30

HOURS

450h



allwyn

RICHARD MILLE

McLaren

McLaren

webex

ExPro

DEWALT

JACK DANIEL'S

workday

allwyn

McLaren



WHO IS THIS PROGRAM FOR?

Designed for professionals aspiring to lead the future of Motorsport

The Executive MBA in Motorsport is designed for ambitious professionals who want to take their careers to the next level in the racing industry.

- **Aspiring Motorsport Managers:** Young professionals and graduates aiming to build a career in the management of racing teams, championships, or motorsport organizations.
- **Career Switchers & Passionate Professionals:** Executives from finance, marketing, law, or technology who want to pivot into motorsport, combining their expertise with their passion for racing.
- **Engineers & Technical Experts:** Motorsport engineers, performance specialists, or operations staff ready to transition into leadership, strategy, or executive roles.
- **Entrepreneurs & Innovators:** Founders and business owners in motorsport, automotive, or related industries seeking to scale their ventures and connect with global partners.





COURSE STRUCTURE

Module 1

BUSINESS FOUNDATIONS & STRATEGY IN MOTORSPORT

- Strategic Management & Corporate Finance
- Business Analytics & Decision-Making
- Human Resources & Organizational Behavior
- Operations & Supply Chain Management

Module 2

MOTORSPORT ECOSYSTEM & GOVERNANCE

- FIA, FIM & Series Governance
- Championship Structures & Regulations
- Stakeholder Management (teams, promoters, sponsors, media)
- Geopolitics & Global Motorsport

Module 3

MARKETING, SPONSORSHIP & FAN ENGAGEMENT

- Motorsport Sponsorship & Brand Activation
- Marketing Strategy & Market Research
- Fan Engagement, Hospitality & CRM
- Media Rights, Broadcasting & Content Monetization

Module 4

FINANCE, LEGAL & COMPLIANCE

- Motorsport Accounting & Cost Control (incl. Cost Cap)
- Investment Appraisal & Business Cases
- Sports Law & Contract Management
- Risk, Governance & Compliance

Module 5

EVENT, CIRCUIT & TEAM OPERATIONS

- Circuit & Venue Management
- Event Design, Logistic & Operations
- Hospitality & Guest Experience
- Team Operations & Performance Management



Module 6

DIGITAL TRANSFORMATIONS & INNOVATION

- Digital Economy & Business Models
- Big Data, AI & Analytics in Motorsport
- Esports & Digital Racing Ecosystems
- Innovation Management & Entrepreneurship

Module 7

SUSTAINABILITY & ESG IN MOTORSPORT

- Net Zero & Green Racing Initiatives
- Sustainable Event & Venue Management
- ESG Frameworks & Social Impact
- Future Mobility & Electrification

Module 8

LEADERSHIP & PERSONAL DEVELOPMENT

- Leadership & Negotiation Skills
- Intercultural & Stakeholder Communication
- Ethics, Diversity & Inclusion in Motorsport
- Executive Presence & Decision-Making

Module 9

FINAL PROJECT & INTERNSHIP

- MBA Final Project (real challenge with a motorsport partner)
- 500-hours Internship





CAREER OPPORTUNITIES

- Formula 1
- MotoGP, Moto2 & Moto3
- Formula E, WEC, Rally Dakar & other international competitions
- Motorsport Teams (F1, MotoGP, Formula E, WEC, IndyCar, etc.)
- Marketing, communication & digital agencies (sports-focused)
- Federations & Governing Bodies (FIA, FIM, national motorsport authorities)
- Motorsport Institutions & Organizers (Liberty Media, Dorna, ACO, etc.)
- OEMs & manufacturers (Ferrari, Mercedes, Porsche, Honda, etc.)
- Grand Prix Promoters & Event Management Companies
- Sponsors & global brands associated with motorsport
- Circuit Management & Operations (F1 & MotoGP circuits worldwide)
- Technology companies linked to motorsport (AI, data, performance, mobility)
- Consulting firms specialized in sports, mobility & entertainment
- Driver management & representation agencies
- Motorsport media outlets & broadcasters
- Suppliers & technical partners in motorsport
- Companies in adjacent industries (energy, technology, mobility, telecoms)
- Sustainability & ESG projects in sports and mobility
- Esports & digital racing platforms
- Sports facilities & infrastructures (circuits, training centers, paddock clubs)

COMPANIES ARE LOOKING FOR PROFILES LIKE YOURS



Finance Business Partner · Atlassian Williams Racing

📍 Grove, UK

🕒 Full Time

📁 Finance



Head of Sporting · Formula One World Championship Limited

📍 London, UK

🕒 Full Time

📁 Business



Software Engineer · Red Bull Racing & Red Bull Technology

📍 Milton Keynes, UK

🕒 Full Time

📁 Technology & Analysis Tools Department



Marketing & Commercial Strategy Associate · Mercedes AMG F1

📍 Brackley, UK

🕒 Full Time

📁 Marketing



HR Business Partner · Audi F1

📍 Zurich, Switzerland

🕒 Full Time

📁 Human Resources

**Engineering Graduate · McLaren Racing**

📍 Woking, UK

🕒 Full Time

📁 F1 - Technical Department

**Business Intelligence Director · Formula E Holdings**

📍 London, UK

🕒 Full Time - Hybrid

📁 Business

**Marketing & Creative Director · Aston Martin F1 Team**

📍 Silverstone, UK

🕒 Full Time

📁 Marketing

**Head of Sustainability · FIA - Fédération Internationale de l'Automobile**

📍 Geneva, Switzerland

🕒 Full Time

📁 Business

**Financial Controller · FIA - Fédération Internationale de l'Automobile**

📍 Geneva, Switzerland

🕒 Full Time

📁 Finance



THE MBA EXPERIENCE

MISSION

Professionalizing the motorsport industry through world-class executive education and leadership.

CASE STUDIES

Real Motorsport cases:
F1 cost cap, Formula E business model,
Moto GP sponsorship activation.

TRIPS

You will be able to choose 1 weekend experience:

- *F1 VIP Weekend Experience*
- *Moto GP VIP Weekend Experience*
- *Formula E VIP Weekend Race Experience*

EXCLUSIVITY

30 students per intake.
Faculty from the Motorsport Industry.
Global network.



TRIPS

You will have the opportunity to choose one of three immersive weekend trips, gaining first-hand insights into the global motorsport industry

F1 VIP Weekend



Moto GP VIP Weekend



Formula E VIP Weekend



Please Note: Accommodation and transport logistics are responsibility of the participant.

ADMISSION PROCESS

01

Submission of CV, cover letter and application form.



02

Interview with admissions department.



03

Final decision from Admissions Manager.



Admissions Department

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Phone Number: +34 608 985 112

www.motorsportbs.com

*Where Racing
Meets Business.*

