

2021/2022

## Objectives

- Know the basics on Sports Psychology for esports competitions;
- Understand the motivational patterns in esports;
- Know and understand the principles of Mental Training in esports;
- Understand the similarities and the differences between sports and esports;
- Apply the concepts of sports organization to the esports system;
- Understand the complexity and the dynamics of a career in esports;
- Know the rules in force in Portugal and abroad on esports, both for associations, companies or individuals that participate in competitions;
- Know the best means of linking brands and companies and esports.

## Who should attend

Athletes, sports coaches, sports leaders, educational leaders, parents, and tutors, from Public Leaders to Educational leaders, through school professionals (teachers, etc.) and parents of school children or of young people starting their professional life. Sports Leaders will want to acquire all this knowledge. Companies and company employees in fields such as marketing, brand activation, communication, product promotion, as well as those aiming to set up or sponsor a team will be interested in understanding this competitive environment.

This Specialization Program is lectured online; classes will be conducted via Zoom.

### Information



**215 800 952**

[academy.autonoma.pt](http://academy.autonoma.pt) / [academy@autonoma.pt](mailto:academy@autonoma.pt)

## Structure

This program was designed to provide a modern, innovative perspective that becomes an asset to participants. We aim that participants learn or refresh their knowledge on esports, providing them with up-to-date tools to work with athletes/sports practitioners and other actors in this specific business and sports environment.

- We aim that participants acquire the skills to act in esports context, both in Portugal and abroad;
- We aim to provide them with the skills to manage a business or sports institution in safely and effectively;
- We aim that they acquire skills to pursue a professional career within the national or international esports system, whether as a professional, a coach or a leader.

**Coordinator: Rui Alexandre Jesus**

## DURATION

September 2021

### TIMETABLE

Friday 18:30 – 20:30

Saturday 10:00 – 14:00

### WORKLOAD

20 hours

### FEE

Enrolment	50€
Certificate	25€
Tuition fees	300€*

\*AUTÓNOMA alumni have a 10% discount on the tuition fee.

## Study Plan

### > Teachers

**Rui Alexandre Jesus**

**Fátima Marcos**

**Liliana Pitacho**

### > Modules

**Legal and judicial framework on esports, both in Portugal and world**

6 hours

**Relation between esports and branding**

8 hours

**Esports Psychology: specificities and challenges**

6 hours

