Masters Series Madrid is an interactive case study developed as a game. Its objective is for students to practice managing a project, whilst learning the key concepts related to this matter. Students take the role of the General Director of the tournament.

This interactive case study includes the following sections:

- Interviews and scenario
- Project planning
- Project management

Estimated time of multimedia case: 60 min.
In the first stage of the game, short interviews with tournament executives talk about the championship, each of their tasks, and the operations.

On entering the scenario section, students discover the Madrid Arena.

Three construction videos are presented in order to detail the different areas and locations.
In the second stage students start playing. In this section they have to complete an activity planning, building their own Gantt diagram (specifying the start and end point of every task). In total there are 35 activities divided into two groups.

The first group is made up of those of the marketing plan, and has a limited budget.

The second group is related to operations. For example, students have to rent the places where the competition is going to take place, hire temporary staff, sale sponsorships, etc.
Once students have finished their planning, they pass to the management stage where the time begins to count down, beginning in November and finishing in October of the following year. In this part, the game simulates the planning made in the previous part; students face different situations and they also have to make decisions in each month. During this stage some unexpected events occur spontaneously, causing re-planning and changes in the initial planning.

As every decision is made, the current account balance, collections and payments are updated.

Students have all this information available in chronological order, and they can consult this when they wish.
At the end of the game, students receive an evaluation based on the number of spectators that came to the event, the tournament’s level of notoriety and the economic results obtained.

In this stage, students have more short interviews where tournament executives explain the key activities and how they should be planned and managed.