

1. BASIC INFORMATION

Course	Sport Industry
Degree program	Global Bachelor Degree in Sport Management / Grado Gestión Deportiva
School	Medicine, Health & Sports / Medicina Salud y Deportes
Year	2
ECTS	6
Credit type	Mandatory
Language(s)	English
Delivery mode	Face to Face
Semester	S3
Academic year	2025-2026
Coordinating professor	José Bonal

2. INTRODUCTION

This course intends to analyze the expansion and complexity of today's global sports industry, preparing students for a variety of career opportunities and instilling in them the initiative and values to become the masters of their own future.

In order to achieve this goal, this course will focus on the current trends and needs of the sports management and leisure industry, its impact on society and the different business opportunities and key agents that can be found across the globe.

Course material focuses on the core knowledge necessary to work in the sports industry, including law, economics, finance, revenue strategies, and sport events.

3. COMPETENCES & LEARNING OUTCOMES

Knowledge

KN04. Recognizes fundamental concepts related to scientific evidence in sports management.

KN09. Identifies and knows innovation opportunities as a means of company growth, as well as any other business opportunity in national and international contexts.

Skills

HAB07. Teamwork. Cooperates with others in shared academic or professional objectives, participating actively, empathically and exercising active listening and respect for all members.

Competences

COMP12. Prepare reports and research documents within the framework of sports management.

4. CONTENTS

Unit 1: Spanish Professional Leagues

- Course Introduction
- LaLiga and RFEF
- Sponsorship in football
- Professional basketball in Spain: Liga Endesa
- 360º Marketing

Unit 2: Individual Sports

- Individual sports in Spain
- Mutua Madrid Open case study
- Maximizing attendance

Unit 3: Entrepreneurship

- Creating business models
- Strategic Management
- Looking for “the” idea

Unit 4: Innovation

- Innovation in Sport
- Blue Ocean Strategy
- Other types of innovation

Unit 5: Sport for Development

- Cooperation in Sports
- Social entrepreneurship: doing good and doing well

Unit 6: Olympic Sport

- Olympic Games analysis: opportunities
- What’s next?

Unit 7: Professional Sport in the United States

- NBA
- NFL
- MLS
- NHL
- College Sports (University Sport)

Unit 8: New Trends in Sport

- Fitness and amateur sport
- Health and sport
- Project Presentations

The current units satisfy all of the contents required in the verified worksheet of this module as part of the Bachelor’s Degree in Sports Management. The required contents are the following ones:

- The current market of sports business.
- New trends in the leisure and sports industry.
- Analysis of the sports industry and its context.
- Economic impact of sport in society.
- Different agents influencing the development of the sports industry.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Problem-based learning.
- Case study method.
- Cooperative learning.
- Master class.
- Simulation environment.

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Face to face modality:

Activity	Hours
Independent work	20 h
Report preparation	20 h
Group participatory activities (hands-on workshops)	15 h
Individual and/or group activities	20 h
Self and peer assessment	10 h
External visits	5 h
Case studies	20 h
Lectures	24 h
Tutoring	4 h
Asynchronous Lectures	12h
TOTAL	150 h

Online modality:

Actividad formativa	Número de horas
Independent work	30 h
Report preparation	20 h
Group participatory activities (hands-on workshops)	25 h

Individual and/or group activities	30 h
Online Seminars	5 h
Online debates	3 h
Case studies	30 h
Face to face knowledge test	2h
Tutoring	5 h
TOTAL	150h

7. ASSESTMENT

A continuación, se relacionan los sistemas de evaluación, así como su peso sobre la calificación total de la asignatura:

Face to fase modality:

Evaluation System	Weight
Report preparation	30%
Oral presentations	20%
Hands-on workshops	30%
Knowledge tests	20%

Online modality:

Evaluation System	Weight
Report preparation	20%
Hands-on workshops	20%
Knowledge tests	20%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. Regular exam period

In order to pass the course in the first exam period, you will have to meet the following two requirements:

- ✓ To score at least 5.0 out of 10.0 in the final grade (weighted average) of the course. All the aforementioned activities are **mandatory**. Not submitting an assignment before the deadline means that the assignment will not be assessed as part of the final grade. In addition, that

assignment will have to be submitted before the end of the course. If all of the assignments are not submitted before the end of the course, the student will fail to pass the course.

- ✓ To score an average of at least 5.0 out of 10.0 in the knowledge tests.

7.2. Extra call exam period

In order to pass the course in the first exam period, take into account the following requirements:

- ✓ You will need to score at least 5.0 out of 10.0 in the final score (weighted average) of the course.
- ✓ You must submit those assignments that were not passed during the regular examination session (after receiving feedback from the professor) or those assignments that were not submitted.
- ✓ In addition, if the student did not score an average of at least 5.0 out of 10.0 in the knowledge tests, the student will need to do a new exam, in which he/she will need to score at least 5.0 out of 10.0.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Activities	Deadline
Activity 1. "My Inspiration" Presentation	Week 3
Activity 2. Analysis of emerging markets	Week 5
Activity 4. Business Model Canvas	Week 7
Activity 11. Knowledge tests	Part 1: Week 8
Activity 3. Personal interview	Week 9
Activity 7. Article reading and report	Week 10
Activity 5. Book summary	Week 11
Activity 8. <i>Moneyball</i> report	Week 13
Activity 10. External visit	Week 15
Activity 11. Knowledge tests	Part 2: Week 16
Activity 6. Social entrepreneurship project	Week 17
Activity 9. Presentation of the social entrepreneurship project	Week 17

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The reference book for this module is the following one:

- Rosner, S. & Shropshire, K. (2010). The Business of Sports, 2nd Edition. Jones & Bartlett Learning.

Recommended reading can be found below:

- Chesbrough, H. (2006) Open Business Model: How to Thrive in the New Innovation Landscape. Boston, MA, Harvard Business School Press.
- Clark, T. & Osterwalder, A. (2012). Business model you: workplace breakthroughs for individuals & enterprises. Hoboken, NJ: Wiley.
- Coalter, F. (2009). Sport-in-Development: Accountability or Development, pp. 55-75. New York: Palgrave MacMillan.
- Cotrell, D. (2002). Monday Morning Leadership: 8 Mentoring Sessions You Can't Afford to Miss. Dallas: Cornerstone Leadership Institute
- Hilarión Madariaga, Julia Esther (2014) "Emprendimiento e Innovación" (Diseña y Planea tu Negocio) Cengage Learning Editores, S.A.
- Osterwalder, A., Pigneur, Y., In Clark, T., & Smith, A. (2010). Business model generation: A handbook for visionaries, game changers, and challengers.
- Pedersen, P. (2017). Strategic sport communication. Human Kinetics. Champaign: IL

10. DIVERSITY MANAGEMENT UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. SURVEYS

Universidad Europea encourages you to participate in satisfaction surveys to detect strong points and areas for improvement regarding the teaching staff, the degree and the teaching-learning process.

The surveys will be available in the survey space of your virtual campus or through your email.

Your assessment is necessary to improve the quality of the degree.

Thank you very much for your participation.
Muchas gracias por tu participación.