

1. BASIC INFORMATION

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|------------------------|-----------------------------|
| Course | Foreign Language: English |
| Degree program | Sports Management |
| School | Medicine, Health and Sports |
| Year | 2 |
| ECTS | 6 |
| Credit type | Obligatory |
| Language(s) | English |
| Delivery mode | Face to face |
| Semester | 4 |
| Academic year | 2025-26 |
| Coordinating professor | Yolanda Powley |
| Professor | Carlos Tuñón Moreno |

2. PRESENTATION

English Language (6 ECTS) is an obligatory module in the Bachelor's Degree in Sports Management. The study of the English language will be present throughout all the learning process, the study of the literature not being limited to the Spanish language. Apart from the lectures in English, software, conferences, presentations and bibliography in the English language will also be used for that purpose.

The objective of this module is to develop communicative competence in the foreign language equivalent to level B2.2 of the Common European Framework of Reference for Languages.

The course is designed to provide future graduates with knowledge and skills that will allow them to communicate in the foreign language and to interact with their peers in professional situations.

3. LEARNING OUTCOMES

Knowledge

KN07. Knows the key aspects in team management, the communication and the human resources management in the sports environment.

Skills

SK04. Strategic communication. Transmits messages (ideas, concepts, feelings, arguments), both orally and written, strategically aligning the interests of the different stakeholders involved in the communication in the academic and professional environment.

Competences

CP15. Develop business action plans to improve processes that involve material, human or economic resources.

4. CONTENT

The course will follow the following program:

- ☐ Unit 1: English and the Internationalization of Sport
- ☐ Unit 2: Basics of Strategic Sports Management
- ☐ Unit 3: Profiles in Management
- ☐ Unit 4: Sports Marketing
- ☐ Unit 5: Investing and Trading
- ☐ Unit 6: Career Planning, Job Applications and Interviews

A document detailing specific course content and graded activities will be found on the course's Campus Virtual page.

Each of the above learning units will cover the following **contents**:

- Vocabulary dealing with topics of general interest or current affairs and/or related to technical studies in the field of Sports Management.
- Strategies to improve listening skills and practice activities. Recordings related to topics of general interest or current affairs and/or to technical studies in the field of Sports Management.
- Strategies for effective writing and practice activities. Communication and grammar structures in English.
- Strategies to improve reading comprehension and practice activities
- The key to successful multimedia presentations in English.

5. TEACHING-LEARNING METHODOLOGIES

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

- Lecture/ Webconference
- Cooperative learning
- Problem-based learning
- Project-based learning

6. LEARNING ACTIVITIES

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

Campus-based mode:

| Learning activity | Number of hours |
|-----------------------------|-----------------|
| Lectures. | 21 h |
| Readings of content topics | 12 |
| Debates and discussions. | 28 |
| Oral presentations. | 5 |
| Written reports and essays. | 28 |
| Tutorial sessions | 4 |
| Autonomous work. | 50 |
| Face-to-face exams. | 2 |
| TOTAL | 150h |

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

| Assessment system | Weight |
|--------------------|--------|
| Face-to-face exams | 50% |
| Written reports | 30% |
| Oral presentations | 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. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

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

| Assessable activities | Deadline |
|-----------------------|---------------------------|
| Activity 1 | Week 6 |
| Activity 2 | Week 11 |
| Activity 3 | Week 12 |
| Activity 4 | Week 13 |
| Exam | Upon completion of course |

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 main reference work for this subject is:

- MACKENZIE, Ian. (2010). *English for Business Studies Student's Book: A Course for Business Studies and Economics Students*. United Kingdom: Cambridge University Press.

The recommended Bibliography is:

- ROBINSON, Nick. (2010). *Cambridge English for Marketing*. United Kingdom: Cambridge University Press.

- MCKEOWN, Arthur; WRIGHT, Ros. (2011). *Professional English in Use Management with Answers*. United Kingdom: Cambridge University Press.

10. EDUCATIONAL GUIDANCE AND DIVERSITY 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. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.