

1. BASIC INFORMATION

Course	Managerial skill for the Sports business
Degree program	Bachelor's Degree in Sport Management
School	Medicine, Health and Sports
Year	2
ECTS	6 ECTS
Credit type	Mandatory
Language(s)	Spanish, English
Delivery mode	Face-to-face/online
Semester	S3
Academic year	2025-2026
Coordinating professor	Eva Asensio

1. PRESENTACIÓN

The Managerial skill for the Sports business course is taught in the 2nd year of the Sports Management degree. The objective of this subject is to introduce and encourage students to acquire the professional skills necessary to effectively lead teams and projects in the field of sports management.

2. COMPETENCIES AND LEARNING OUTCOMES

Knowledge

- KNO06. Describes the construction and operation processes of the different sports facilities.
- KNO07. Knows the key aspects of team management, communication and human resources management in the sports environment.

Skills

- SKI04. Strategic communication. Transmits messages (ideas, concepts, feelings, arguments), both orally and in writing, strategically aligning the interests of the different agents involved in communication in the academic and professional environment.
- SKI05. Executes effectively and appropriately in the different contexts of team and human resources management.

Competence

- COMP03. Lead and coordinate both individual and group teams in the development of tasks, protocols, processes and activities related to good sports management practices and physical activity.
- COMP5. Organize, direct, plan and coordinate the human resources of the different sports entities, including performance evaluation, organization charts and other professional structures in compliance with current regulations.

3. CONTENTS

Unit 1. The role of the sport manager.

- Topic 1. Concept and dimension of the sport manager.
- Topic 2. Competencies of the sport manager.
- Topic 3. Ethics and code of ethics.

Unit 2. Measurement and management of performance and performance.

- Topic 4. Effective time management.
- Topic 5. Planning by objectives.

Unit 3. Planning and management of sport activities. Communication tools of the sports company. sports company.

- Topic 6. Internal communication.
- Topic 7. External communication.
- Topic 8. Corporate communication.

Unit 4. Direction and management of sport entities.

- Topic 9. Introduction to sports management.
- Topic 10. Change management.

Unit 5. Measurement and management of performance and performance.

- Topic 11. The decision-making process.
- Topic 12. Performance management.
- Topic 13. Team management.

Unit 6. Leadership.

- Topic 14. Motivation.
- Topic 15. Emotional intelligence.
- Topic 16. The integral manager.

4. M TEACHING-LEARNING METHODOLOGIES

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

- Master lectures
- Cooperative learning and team working
- Dialogic learning
- Challenge-based learning

5. 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
Autonomous work	45

Participatory group activities	25
Preparation of reports and written documents	29
Debates and discussions	10
Master lectures	23
Tutorials	4
Face -to- face knowledge tests	2
Master lectures asynchronized	12
TOTAL	150

Online mode:

Learning activity	Number of hours
Reading content topics	40
Text Analysis	15
Search for resources and selection of information sources	10
Debates and discussions through seminars or forums in the Virtual Campus	10
Preparation of reports and writings	10
Group participative activities (seminars, participation in on-line forums...) through web conference.	10
Autonomous work	30
Virtual seminars	15
Face-to-face knowledge tests	10
TOTAL	150

6. 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
Knowledge tests	5%-15%

Learning portfolio / Portfolio	20%-35%
Performance observation	10%-15%
Preparation of reports and writings	20%-30%
Oral presentation	20%-30%
Total	75%-125%

Online mode:

Assessment system	Peso
Knowledge tests	60%-60%
Elaboration of reports and writings	20%-20%
Oral exposition of work through virtual seminars	20%-20%
Total	100%-100%

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 5.0 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. Extraordinary 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 5.0 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.

7. SCHEDULE

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

Learning activities	Fecha
Activity 1. Elaboration of papers and written tests	4 semanas
Activity 2. Presentations and Oral Presentations	4 semanas
Activity 3. Group dynamics	6 semanas
Activity 4. Discussions and colloquiums	2 semanas
Activity 5. Conferences and visits to companies	2 semanas

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.

8. BIBLIOGRAPHY

The main reference work for this subject is:

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9. 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:

Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.

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.

We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.

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;

10. 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.

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