

1. BASIC DATA

Subject	Management of Major Events and Sports Venues
Qualification	Degree in Sports Management
School/ Faculty	Medicine Health & Sports
Course	4th
ECTS	6 ECTS
Character	Mandatory
Languages	Castilian
Mode	In person
Semester	S7
Academic year	2025/2026
Coordinating teacher	Jose Bonal

2. PRESENTATION

The management and planning of major sporting events has been one of the most studied and important branches in the world of Sports Management. Throughout the world, and especially in Spain, it has evolved from a simple concept of activity design to being seen from a comprehensive point of view, taking into account the economic and social impact that they can have.

Therefore, the contents of this course will attempt to address cutting-edge issues, leaving behind the vision of sporting events in a rigid way, evaluating different alternatives that are more in line with reality. In this way, sporting events of all kinds will be studied from an economic, social and sporting point of view, delving into their planning to achieve objectives in all these aspects and providing tools to control and evaluate the entire process, transferring the rest of the knowledge imparted in the degree.

3. LEARNING OUTCOMES

Knowledge

CON02. Describes the design of an entrepreneurship and business development process, from its conceptualization to its implementation and evaluation, taking into account the individual and contextual characteristics of the company, as well as the historical, technical and ethical principles.

CON06. Describes the construction and operation processes of different sports facilities.

CON07. Understand the key aspects of team management, communication and human resources management in the sports environment.

CON08. Identify the appropriate sports equipment and materials for each type of activity, identifying the technical characteristics of the different sports spaces.

Skills

HAB07. Teamwork: Cooperate with others to achieve a shared academic or professional goal, participating actively, empathetically, and exercising active listening and respect for all members.

Competencies

COMP5. Organize, direct, plan and coordinate the human resources of the different sports entities, including performance evaluation, organizational charts and other professional structures in compliance with current regulations.

COMP7. Develop procedures and protocols for resolving sports management problems, including methods, procedures, activities, resources, techniques and processes for different population segments.

COMP15. Develop business action plans to improve processes involving material, human or economic resources.

4. CONTENTS

- Management of the different profit centers in major events and sports venues.
- Types of sporting events and the different management areas.
- Types of sports venues, their adaptation to large events and their long-term use.
- Management, contracting and types of management in large events.
- Specific laws for the development of a major event.
- Large public and private events.
- Quality, satisfaction, perceived value and intention to return in sporting events.
- Economic and social impact of sporting events depending on their typology.
- Specific aspects of supply and demand in sporting events.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies that will be applied are indicated below:

- Master classes/ webconference .
- Case method.
- Cooperative learning.
- Dialogic learning.

6. ACTIVITIES

The types of training activities that will be carried out and the student's dedication in hours to each of them are identified below:

In-person mode:

Training activity	Number of hours
Searching for resources and selecting information sources	14h
Self-employment	27h
Master classes	25h
Preparation of reports and writings	35h
Oral presentations	10h
Debates and Colloquia	20h
Face-to-face knowledge tests	3h
Tutoring	4h
Asynchronous master classes	12h
TOTAL	150h

Online mode:

Training activity	Number of hours
Synchronous virtual classes	23
Readings of content topics	12
Virtual Forums	25
Searching for resources and selecting information sources.	14
Oral presentation of works through virtual seminars .	10
Preparation of reports and writings	33
Virtual tutoring	4
Self-employment	27
Virtual assessment tests	2
TOTAL	150h

7. ASSESSMENT

The evaluation systems are listed below , as well as their weight in the total grade for the subject:

In-person mode:

Evaluation system	Weight
Knowledge test	30%
Preparation of reports and writings	30%
Cases and problems	30%
Performance Observation	10%

Online mode:

Evaluation system	Weight
Virtual knowledge tests	60
Preparation of reports and writings	30
Participation in debates and discussions in online forums	10

On the Virtual Campus, when you access the subject, you will be able to consult in detail the assessment activities that you must carry out, as well as the delivery dates and the assessment procedures for each of them.

7.1. Ordinary call

To pass the subject in the regular session you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, you will need to obtain a grade greater than or equal to 5.0 on the final test, so that it can be averaged with the rest of the activities.

7.2. Extraordinary call

To pass the subject in an extraordinary session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, you will need to obtain a grade greater than or equal to 5.0 on the final test, so that it can be averaged with the rest of the activities.

Activities that were not passed in the regular session must be submitted, after having received the corresponding corrections from the teacher, or those that were not submitted.

8. SCHEDULE

This section indicates the schedule with delivery dates for assessable activities of the subject:

Evaluable activities	Date
Activity 1	Week 2
Activity 2	Week 4
Activity 3	Week 8
Activity 4	Week 11
Activity 5	Week 13
Activity 6	Week 15
Activity 7	Cross
Activity 8	Week 10 part 1/ week 17 part 2

This schedule may be subject to changes for logistical reasons. Any changes will be notified to the student in a timely manner.

9. LITERATURE

The reference work for following the subject is:

- Añó Sanz, V., Calabuig Moreno, F., & Parra Camacho, D. (2012). Social impact of a major sporting event: the Formula 1 European Grand Prix . *Cultura_Ciencia_Deporte* , 7 (19), 53-65.
- Añó , V. (2003). Organization and management of sports activities: Major events. Barcelona: INDE
- Barajas, A., Coates, D., & Sanchez-Fernandez , P. (2015). Beyond retrospective assessment sport event economic impact studies as a management tool for informing event organizations. *Research European Business Management and Economics* .
- Coates, D. (2007). Stadiums and arenas: economic development or economic redistribution? *Contemporary Economic Policy* , 25 (4), 565-577.
- Del Corral, J., García-Unanue, J., & Herencia-Quintanar, F. (2016). Are NBA Policies that Promote Long-Term Competitive Balance Effective? What is the Price? *The Open Sports Sciences Journal* , 9 (1).
- Desbordes, M., & Falgoux , J. (2006). Management and organization of a sporting event. Barcelona: INDE
- García Villar, J. (2003). Empirical analysis of demand in professional sports: an overview. *RAE: Journal of Sports. Asturian Economics* , 26 .
- Gratton & Henry (2001). Sport in the City: The Role of Sport in Economic and Social Regeneration. London : Routledge
- Johnson, Bruce K., and John C. Whitehead (2000) Value of Public Goods from Sport Stadiums: The CVM Approach, *Contemporary Economic Policy*, 18(1): 48-58.

- Siegfried, J., & Zimbalist, A. (2000). The economics of sports facilities and their communities. *The Journal of Economic Perspectives* , 14 (3), 95-114.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit (ODI) we offer support to our students throughout their university life to help them achieve their academic goals. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility on the different university campuses and equal opportunities.

From this Unit, students are offered:

1. Support and follow-up through personalized counseling and plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, for those students with specific educational support needs, thereby pursuing equal opportunities for all students.
3. We offer students different extracurricular training resources to develop various skills that will enrich their personal and professional development.
4. Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe they have made a mistake in choosing their degree

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

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to detect strengths and areas for improvement regarding the teaching staff, the degree and the teaching-learning process.

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

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

Thank you very much for your participation.