

1. BASIC INFORMATION

Course	Sports Management
Degree program	Bachelor's Degree in Exercise and Sport Sciences
School	Exercise and Sport Sciences and Physiotherapy
Year	Third
ECTS	6 ECTS
Credit type	Core
Language(s)	Spanish and English
Delivery mode	Face-to-face and virtual
Semester	S5-S6
Academic year	26-27
Coordinating professor	Álvaro Fernández Luna

2. PRESENTATION

The subject of Sports Management aims to be a first contact with this professional field for the future graduate. The reasons that drive the need for training in this area are:

- The growing role played by public institutions in promoting sports.
- The pressing need to adapt to the current market situation: a trend towards outsourcing sports services by public administrations and a significant increase in private participation.
- The emergence of sports service companies - a form of self-employment - thus creating a new professional scenario.
- The great expansion in the supply of physical activity aimed at improving quality of life, which has led to the proliferation of numerous sports centers, gyms, and large facilities.

Currently, this area of specialization in the physical activity and sports sciences has great job prospects since numerous professional niches are emerging in both the public and private sectors, in sports, recreational, and health-related physical activities.

In this course, designed from a practical orientation, the student will be able to discover very useful tools and techniques aimed at the efficiency of processes related to the management and direction of sports organizations.

3. LEARNING OUTCOMES

Knowledge

KON5. Describes sports management initiatives based on facilities, human resources, marketing, new technologies and large events.

- Understands the basic concepts of sports management implemented in business and identify the typical features of different physical activity and sports services.
- Identifies the structure of a strategic plan using tools for analysis in real sports management settings.
- Identifies concepts and standard models of quality management.
- Understands the models for management and collaboration between public and private companies, and direct and indirect management methods, including their advantages and disadvantages.
- Identifies the different kinds of business organisational structures and processes for determining and filling job positions in sports organisations.

Skills

AB03. Implements tools to optimise sports management.

- Applies the knowledge obtained from scientific publications on sports management to decision-making and daily activities carried out in sports organisations.

Competences

- **COMP13.** Develop and implement programmes to promote, guide, coordinate and monitor physical activity, exercise and sports for the entire population, and conduct technical/scientific evaluations of said programmes. These programmes must be geared towards particular groups, in the presence of a professional or carried out independently, in various spaces and in any area of professional activity within the sport and physical activity sector (formal and informal physical education and sports instruction; physical and sports training; health-focused exercise; physical activity and sports management), according to the capabilities and needs of the public, in a bid to promote autonomy and understanding, and to maximise participation in suitable physical activities and sports.
- **COMP19.** Identify, analyse and evaluate the components, structure, status and features of all types of physical activity and sporting organisations, as well as the legislation and legal aspects related to physical activity and sport.
- **COMP21.** Identify, organise, manage, plan, coordinate, implement and evaluate staff performance, with an emphasis on the management, coordination, planning, supervision, and technical/scientific evaluation of the activity, performance and provision of services by professionals active in the sport and physical activity sector, in all types of services and in any

type of organisation, context and environment, with a focus on particular groups within the population, and in any area of professional practice within the sport and physical activity sector, while guaranteeing the safety, effectiveness and professional standards of the activity carried out in compliance with applicable regulations.

- **COMP27.** Adopt a rigorous and scientific approach in order to develop and implement procedures, processes, guidelines and analysis in relation to social, legal, economic, scientific or ethical matters, where necessary and relevant, in any area of professional activity within the sport and physical activity sector (formal and informal physical education and sports instruction; physical and sports training; health-focused exercise; physical activity and sports management).
- **COMP37.** Strategic communication. Transmit 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.
- **COMP39.** Influential leadership. Influence others to guide and direct them towards specific objectives and goals, taking into consideration their points of view, especially in professional situations derived from volatile, uncertain, complex and ambiguous environments in today's world.
- **COMP40.** Teamwork. Cooperate with others in shared academic or professional objectives, participating actively, empathically and exercising active listening and respect for all members.

4. CONTENT

Topic 1. The concept of sports management, and physical activity and sports services. Specific characteristics of the various physical activity and sports services

Topic 2. Research in sports management as a tool for the analysis of sports services

Topic 3. Strategic planning: concepts and tools for analysis

Topic 4. Quality in physical activity and sports services: the main quality standards and measuring tools

Topic 5. Models and methods of public and private management in sport

Topic 6. Human resource management: business leadership and communication

5. TEACHING-LEARNING METHODOLOGIES

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

- Masterclass
- Problem-based learning
- Challenge-based learning

- Case method

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
Practical application classes	18
Lecture	12
Independent work	56
Debates and colloquia	8
Tutoring	12
On-site evaluation tests	2
Preparation of reports and papers	8
Case studies	5
Oral presentations	4
Research and projects	10
Design of strategies and intervention plans	16
TOTAL	151

Online mode:

Learning activity	Number of hours
Synchronous Virtual Lectures	10
Synchronous practical application virtual classes	20
Case studies	5
Preparation of reports	7
Research and projects	10
Oral presentations of synchronous work	4
Design of strategies and intervention plans.	16
Autonomous work	56
Synchronous virtual academic tutoring	12
Virtual forums	8

On-site evaluation tests	2
TOTAL	150

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
On-site evaluation tests	40% (40%-50%)
Case/Problem	10% (5%-10%)
Oral presentations	10% (5%-10%)
Work on the Design of Strategies and Intervention Plans	10% (10%-20%)
Reports and Writings	10% (5%-10%)
Research/Project	20% (15%-20%)

Online mode:

Assessment system	Weight
On-site evaluation tests	40% (40%-50%)
Case/Problem	10% (5%-10%)
Oral presentations	10% (5%-10%)
Work on the Design of Strategies and Intervention Plans	10% (10%-20%)
Reports and Writings	10% (5%-10%)
Research/Project	20% (15%-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. Strategic Planning based on a real case: Strategic Plan of a new company	Week 4-16
Activity 2. Search and analysis of a scientific article on sports management. Related to the start-up company.	Week 5-6
Activity 3. Analysis and resolution of problems of a sports entity. Strategic tools for entity analysis	Week 5-7
Activity 6 (1). Multiple choice test - intermediate	Week 7
Activity 4. Definition of processes and marketing plan of the company	Week 8-9
Activity 5. The sports service or product: Organization chart. Positions to be filled: definition of the professional profile. Personnel and general costs. The work environment. HR evaluation Basic financial plan	Week 10-13
Activity 6 (2). Multiple choice test - final	Week 16-17

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 main reference work for this subject is:

- Hoye, R., Smith, A.C.T., Nicholson, M., Stewart, B., Wasterbeek, H. (2012). Sport Management. Principles and Applications. Routledge: New York.

The recommended Bibliography is:

- Dorado, A., Gallardo, L. (2005). La gestión del Deporte a través de la calidad. Editorial Inde: Barcelona.
- Gallardo, L., Lozano, J. (2007). Futuras claves en la organización de instalaciones deportivas. Editorial Inde: Madrid.
- Kotler, P. Kartajaya, H., Setiawan, I. (2012) Marketing 3.0. LID Editorial Empresarial: Madrid.
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- Mestre, J.A. (2004). Estrategias de gestión deportiva local. Editorial Inde: Madrid.
- Mestre, J.A. (1995). Planificación deportiva. Teoría y práctica. Editorial Inde: Barcelona.
- Mestre, J., Rodríguez, G. (2007). El gestor deportivo y las instalaciones deportivas. Editorial Inde: Madrid.

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 opportunity 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.