

## 1. BASIC INFORMATION

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|-------------------------------|--|
| <b>Course</b>                 | New technologies applied to sports management            |
| <b>Degree program</b>         | Bachelor's Degree in Physical Activity and Sport Science |
| <b>School</b>                 | Medicine, Health and Sports                              |
| <b>Year</b>                   | 4th  |
| <b>ECTS</b>                   | 6  |
| <b>Credit type</b>            | Optative   |
| <b>Language(s)</b>            | Spanish and English                                      |
| <b>Delivery mode</b>          | Face to face / Online                                    |
| <b>Semester</b>               | S7/S8  |
| <b>Academic year</b>          | 2027/2028  |
| <b>Coordinating professor</b> | Ricardo Macías Plá                                       |

## 2. PRESENTATION

Today's sports management is inherent to the use of new technologies. The subject of New Technologies Applied to Sports Management seeks to introduce students to the different technological means offered by the industry for the management of sports facilities or as a modern management solution. The contents of the subject take a theoretical-practical tour of the different options for innovation and digitalization in the sports company, as well as the tools and instruments of multi-departmental management for different types of sports facilities and events.

## 3. LEARNING OUTCOMES

### Knowledge

KN05. Describes sports management initiatives based on facilities, human resources, marketing, new technologies and large events.

- Identifies the importance of technology for sports management.
- Determinates the most appropriate tools for different business models related to physical activity and sport.
- Identifies key concepts related to software or applications used for sports management.
- Identifies new business routes and models, applying new technology and digitalisation.

### Skills

SK03. Implements tools to optimise sports management.

- Tests different technological resources for use in the management of different sporting organisations.
- Implements the best available tools for the different areas of sports management.

### **Competences**

CP21. 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.

CP22. Identify, organise, manage, plan, coordinate and implement various types of physical activity and sports—and conduct technical/scientific evaluations of them—tailored to the development, characteristics and needs of individuals and the type of activity, space, and entity, in all types of physical activity and sports services, including sporting events, and in any type of organisation, population group, context and environment, with an emphasis on particular groups such as senior citizens (the elderly), schoolchildren, people with disabilities and people with diseases, health problems or similar conditions (diagnosed and/or prescribed by a physician), 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), while guaranteeing the safety, effectiveness and professional standards of the activity carried out in compliance with applicable regulations.

CP23. Develop and draw on the expertise needed to offer advice, issue certification and conduct technical and scientific evaluations in relation to physical activities, sports and resources in all physical activity and sports services, contexts, environments and areas of professional activity within the sport and physical activity sector, as well as to prepare and produce technical reports in all physical activity and sport services.

CP37. 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.

CP38. Digital competence. Use information and communication technologies to search for and analyze data, research, communicate and learn.

CP39. 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.

## **4. CONTENT**

Topic 1. Innovation and digitalisation in sports management: new business models

Topic 2. Brand positioning, market observation and market analysis

Topic 3. Tools, instruments and mobile apps for stakeholder management, customer experience, engagement and retention

Topic 4. Tools and instruments of the fitness industry

Topic 5. Tools and instruments of sports clubs, stadiums and arenas

Topic 6. Technology used in sporting events and content creation

## 5. TEACHING-LEARNING METHODOLOGIES

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

- Master class
- Simulation
- Project-based learning
- Problem-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 |
|---|-----------------|
| Master clases                               | 12              |
| Practical application clases                | 18              |
| Oral presentations clases                   | 4               |
| Independent work                            | 56              |
| Debates and discussions                     | 8               |
| Tutoring                                    | 12              |
| Face to face assessment test                | 2               |
| Preparation of reports and writings         | 15              |
| Design of strategies and intervention plans | 23              |
| <b>TOTAL</b>                                | <b>150</b>      |

### Online mode:

| Learning activity                                 | Number of hours |
|---|-----------------|
| Synchronous virtual master classes                | 10              |
| Synchronous virtual practical application classes | 20              |
| Preparation of reports and writings               | 15              |
| Synchronous oral presentation of work             | 4               |

|   |            |
|---|------------|
| Design of intervention strategies and plans | 23         |
| Independent work                            | 56         |
| Synchronous virtual academic tutoring       | 12         |
| Virtual forums                              | 8          |
| Face to face evaluation tests               | 2          |
| <b>TOTAL</b>                                | <b>150</b> |

## 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 assessment tests               | 40-50% |
| Oral presentations                          | 5-10%  |
| Strategy design work and intervention plans | 30-50% |
| Reports and writings                        | 5-10%  |

### Online mode:

| Assessment system                           | Weight |
|---|--------|
| Face to face assessment tests               | 40-50% |
| Oral presentations                          | 5-10%  |
| Strategy design work and intervention plans | 30-50% |
| Reports and writings                        | 5-10%  |

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: Infographic on new business models.   | Weeks 2       |
| Activity 2: PBL - Tools for market analysis.  | Week 3 to 5   |
| Activity 3: Apps repository in sports management  | Week 6        |
| Activity 4: PBL – Analysis of customer database and its ethical and legal aspects.      | Week 7 to 9   |
| Activity 5: CBL – Management and marketing, use of specific sports management software. | Week 10 to 12 |
| Activity 6: Creation of content for major sporting events.                              | Week 13       |
| Activity 7: Knowledge test  | Week 14       |

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 recommended Bibliography is:

- Kissinger, H. A., Schmidt, E. and Huttenlocher, D. (2023). The age of AI. ANAYA.
- Furnell, S and Weizhi, M. (2019). Security and Privacy in Social Networks and Big Data. Springer.
- Mallen, C. (2020). Emerging Technologies in Sport: Implications for Sport Management. Routledge.
- Liker, J. K. and Morgan, J. M. (2019). Designing the future. Editorial PROFIT.

## 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](mailto: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.