

Financial Management for Sports

Code: 43783
ECTS Credits: 6

| Degree | Type | Year | Semester |
|--------------------------|------|------|----------|
| 4316022 Sport Management | OB | 0 | 1 |

Contact

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Other comments on languages

En modalitat on line

Use of Languages

Principal working language: spanish (spa)

Teachers

Núria Masferrer Llabinés

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Prerequisites

There are no prerequisites

Objectives and Contextualisation

The primary objective is that students can start in the study of the financial statements of a sports company, economic and financial evaluation of business projects, as well as knowledge of institutions and public and private financing mechanisms of these projects. For this, the student will be provided with the basic tools of economic and financial analysis for making decisions in the field of sports management. Specifically, the objectives at the training level are:

1. Introduce the basic concepts of financial management so that they can understand the main financial statements of a sports company
2. Analyze the most important ratios to analyze the differences between sports companies
3. Make a diagnosis of the situation and problems of a sports company
4. Implement the ideal strategy to get to establish a business model within the sports field.
5. Analyze the different funding sources
6. Introduce the short and long planning process, analyzing the strategy and purpose of the sports company and analyzing the budget as a management tool.
7. Study the institutions to see the differences in economic-financial management between Sports Public Limited Companies, Sports Associations and public limited companies.
8. Study the valuation and feasibility of a sports investment project to analyze the profitability of the same based on its financing.

Competences

- Apply tools and methodologies which facilitate creative and innovative thinking in everyday situations related to the environment of sports business.
- Continue the learning process, to a large extent autonomously.
- Recognize the diversity of points of view, understand multiculturalism and be able to express their own opinions while respecting divergent opinions.
- Recognize, negotiate and use the financial resources available to sustainably manage a sports entity.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Learning Outcomes

1. Analyse an organisation's financial reports.
2. Apply tools and methodologies which facilitate creative and innovative thinking in everyday situations related to the environment of sports business.
3. Continue the learning process, to a large extent autonomously.
4. Develop a budget that includes a provisional income statement, balance sheet, cash budget and cash flow statement.
5. Evaluate the viability of a financial plan together with different investment options and/or projects.
6. Identify the available resources.
7. Recognize the diversity of points of view, understand multiculturalism and be able to express their own opinions while respecting divergent opinions.
8. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Content

Lesson 1: Analysis of Financial Statements

- 1.1. Finance and sports management
- 1.2. Interpretation of financial statements
 - Business analysis
 - Income statement analysis
 - Balance sheet analysis
- 1.3. Main concepts for the balance sheet: operating funding needs vs. working capital
- 1.4. Economic-financial diagnosis

Lesson 2: Financial Planning of a Sports Company

- 2.1. The treasury budgets
- 2.2. Financial planning:
 - Projected balance sheet
 - Sensitivity analysis
 - Projected income statement
- 2.3. The economic-financial plan within the business plan

Lesson 3: Financing a Sports Company

- 3.1. Short-term financing
 - Spontaneous financing
 - Bank financing
- 3.2 Long-term financing
 - Self-financing
- 3.3. Dividend Policy
- 3.4. Financing of startups

Lesson 4: Analysis and Assessment of Sports Investment Projects

- 4.1. What is meant by investment?
- 4.2. Operational stages for the analysis of an investment project
 - What is meant by investment project?
 - Operational stages of an investment project
 - Details on the cash flows to be included in the investment project
- 4.3. Investment and profitability
 - Criteria for determining the profitability of the investment project

- Required rate of return
- 4.4. Investment and risk
- Previous considerations regarding risk in investment projects
- Recommendations for managing the risk of an investment project
- Financial methodologies for controlling the risk of an investment project

Methodology

Online modality

In the case of the online modality, the methodology will be adjusted in order students can achieve all the learning outcomes specified in this guide and at the same time develop the skills and abilities of the subject. To this end, the resources available in the modle classrooms will be optimized to maximize student involvement and motivation (forums, debates, simulation games, case studies, online presentations, etc ...)

Activities

| Title | Hours | ECTS | Learning Outcomes |
|--------------------------------|-------|------|---------------------|
| Type: Directed | | | |
| Exercises and other work | 10 | 0.4 | 1, 5, 4, 6 |
| master classes | 30 | 1.2 | 5, 4, 6 |
| Type: Supervised | | | |
| Group Tutoring | 8 | 0.32 | 5, 4 |
| Problem resolution | 12 | 0.48 | 5, 4 |
| Study cases | 10 | 0.4 | 2, 5, 4, 8, 7 |
| Type: Autonomous | | | |
| Personal study | 60 | 2.4 | 1, 5, 4, 6, 8, 3 |
| Realization of works / Reports | 15 | 0.6 | 1, 2, 5, 6, 8, 3, 7 |

Assessment

On the first day of class, the teacher will specify how many individual and group activities, in which they consist of and will determine what percentage of assessment they each have, always respecting the total weight proposed in the teaching guide

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|--|-----------|-------|------|-------------------|
| Continuous assessment | 15% | 0 | 0 | 1, 5, 4, 6, 8, 3 |
| Delivery of the exhibition and defense of the exercises and work carried out in groups | 25% | 2 | 0.08 | 2, 5, 7 |
| Final Exam | 30% | 2 | 0.08 | 1, 5, 4, 6 |

Bibliography

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