

Emerging Trends in the Sports Industry

Code: 44834
ECTS Credits: 9

Degree	Type	Year	Semester
4316022 Sport Management	OT	0	A

Contact

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Teaching groups languages

To check the language/s of instruction, you must click on "Methodology" section of the course guide.

External teachers

Enric Ripoll

Raúl Peláez

Verónica Codina

Víctor Jordan

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

- Gain insight into the evolving landscape of the sports industry, including its legal and governance aspects, digital transformation, and the role of data science.
- Learn essential management tools, digital transition strategies, and the impact of social networks, Big Data, and AI in sports organizations.
- Explore the unique data challenges and opportunities in sports, from fan engagement and performance analysis to IoT, AI, and blockchain applications, while building practical analytics skills.

Learning Outcomes

1. CA15 (Competence) Apply new technologies, especially digitisation, to decision-making, especially in (intra)entrepreneurial projects.

2. CA16 (Competence) Compare and contrast different ways (traditional and new) to offer products and services in the sports market and identify the potential market.
3. CA17 (Competence) Question the different possibilities of business models whilst taking into consideration the aspects related to Industry 4.0 and environmental sustainability.
4. KA21 (Knowledge) Recognise new market trends in the sports industry.
5. KA22 (Knowledge) Identify the main current technological solutions that can be applied to the sports industry, as well as those that will be possible in the near future.
6. SA33 (Skill) Implement activities using new technologies available for existing products and services in the sports industry in order to strengthen competitiveness.
7. SA34 (Skill) Come up with proposals for new business opportunities based on new trends in the sports industry.

Content

Part 1: Sports Law and Governance

Part 2: Digital Transformation

- Management tools for the digital transformation of a sports organization
- The transition in the digital transformation of an organization
- Social networks as a basic communication tool
- Data management: Big Data and Smart Data
- Future impact of digital transformation in the sports industry

Part 3: Data Science

- Data in sports vs. other industries.
- Fan engagement data and analytics.
- Performance analysis.
- The role of IoT in sports.
- Machine learning and Artificial Intelligence in sports to predict/avoid results (sports and business).
- Potential cases and uses of Blockchain in sports (sports passports of athletes, medical records, smart contracts).
- Build your own analytics.

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 ...)

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

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Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Participatory theoretical session	45	1.8	KA21, KA22, SA33, SA34
Problem solving, exercises in the ordinary classroom	15	0.6	CA15, CA16, CA17, KA21, KA22
Type: Supervised			
Study cases	15	0.6	CA15, CA16, CA17, KA21, KA22
Supervision of group work and class discussions	15	0.6	CA15, CA16, CA17, KA21, KA22
Type: Autonomous			
Problem solving, exercises	30	1.2	CA15, CA16, CA17, KA21, KA22, SA33, SA34
Studying hours	90	3.6	CA17, KA21, KA22, SA33, SA34

Assessment

Theoretical-practical tests/tasks: Submission of tasks; Presentation and defence of the exercises and works carried out (they can be individual and/or in group).

Individual theoretical and practical works: Delivery of exercises and works, as well as participation in forums and debates.

The teaching team will detail the specific activities at the beginning of the module.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Applied activities to be solved and submitted	40%	5	0.2	CA15, CA16, CA17, KA21, KA22, SA33, SA34
Exam	30%	2	0.08	KA21, KA22, SA33
Individual theoretical and practical activities	30%	8	0.32	CA15, CA16, CA17, KA21, KA22, SA33, SA34

Bibliography

Complementary readings:

- "Sports Law and Regulation: Cases, Materials, and Problems" by Matthew J. Mitten, Timothy Davis, Rodney K. Smith, and Robert C. Berry.

- "Sports Analytics and Data Science: Winning the Game with Methods and Models" by Thomas W. Miller.

- "Sport Business Analytics: Using Data to Increase Revenue and Improve Operational Efficiency" by C. Keith Harrison and Scott Bukstein.

- "Sports Data Analytics: Using Data to Improve Performance and Win More Games" by Daniel A. Y. Fort.

Software

N/A