Innovation, Entrepreneurship and Leadership in the Sports Sector

Code: 44830
ECTS Credits: 6

2025/2026

Degree	Type	Year
Sports Management	OB	1

Contact

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Teachers

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Teaching groups languages

You can view this information at the end of this
document.

Prerequisites

There are no prerequisites

Objectives and Contextualisation

The main objective is that students can start in the study of human resources management and the talent of a
sports entity as well as the elements of innovation and entrepreneurship. Specifically, the objectives at the
training level are:

- Identifying the development and retention of employees is key for the entity to achieve its strategic
  objectives, both at a sporting and management level.
- Study a Human Resources management model and different tools that enable the implementation of
  people management processes in any sports entity.
- Carry out people management to ensure that they feel involved and committed to the project
- Implement new business and constant innovations
- Bring participants to the main concepts and successful practices of sports organizations.

Learning Outcomes

1. CA03 (Competence) Apply an entrepreneurial mindset and encourage the design and implementation of innovative projects.
2. CA04 (Competence) Form critical thoughts based on information that includes reflections on the social and ethical responsibilities involved in business leadership.
3. KA07 (Knowledge) Identify business models that may lead to entrepreneurial innovation projects.
4. KA08 (Knowledge) Understand the processes and procedures involved in creating new companies in the sports sector.
5. SA09 (Skill) Assess the needs of businesses in the sports sector regarding human resources and talent.
6. SA10 (Skill) Lead a team and work in multidisciplinary teams, actively participating in tasks and knowing how to manage dissenting opinions.
7. SA11 (Skill) Designing work team profiles by identifying talent and aligning it with the organisation of a company or organisation.
8. SA12 (Skill) Create new opportunities for business and/or organisational development within a company or organisation.

Content

Topic 1: The Annual Human Resources Cycle.

- Global vision of human resources management.
- Key processes in the management of people.
- Key Indicators of Human Resources.

Topic 2: Organization

- Organization of a sports entity.
- Organization charts and type of report.
- Recruitment of sports and non-sports professionals.

Topic 3: Development. Performance evaluation.

- The process of performance evaluation.
- How to give effective feedback to employees.

Topic 4: Project management.

- What is the management of projects and what is its importance.
- Types of projects
- Tools to manage and document a project.

Topic 5: Identification of Talent

- Recruitment and selection.
- Nonverbal communication
- Identification of Internal Talent and critical positions.

Topic 6: Compensation and Benefits.

- Fixed remuneration. What is and how is it determined?
- Variable remuneration Bonus models and their calculation.

Topic 7: Internal Communication.

- Objectives of the Internal Communication.
- Elements that intervene in internal communication.
- Strategic Plan for Internal Communication.

Topic 8: Strategic Plan for Human Resources

- How to make a Strategic Plan for Human Resources
- Human Resources Policies

Topic 9: Personal resilience

- How to adapt to changes.
- What i want to be great

Topic 10: Corporate innovation and entrepreneurship.

- The Innovative and Entrepreneurial Process
- Road Map: The complexity of innovating. From the idea to the resources and abilities to prosper.

Item 11: Design of innovative business models

- Opportunity or business concept? Innovation in concept, product, service and process.
- Design of innovation / business models.
- Lean startup

Topic 12: Management of Innovation in sports organizations.

- The introduction of innovation in sports organizations.
- Management of innovation in sports entities: people and profiles.
- Innovative teams and evaluation of innovation.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Participatory Master Session	30	1.2	SA09, SA10, SA11, SA12, SA09
Problem solving, exercises in the ordinary classroom	10	0.4	SA09, SA10, SA11, SA12, SA09
Type: Supervised			
Study cases	10	0.4	KA07, KA08, SA09, SA10, SA11, SA12, KA07
Supervision of group work and class discussions	10	0.4	CA03, CA04, SA09, SA10, SA11, SA12, CA03
Type: Autonomous			
Personal Study	60	2.4	KA07, KA08, SA11, KA07
Problem solving, exercises	20	0.8	KA07, KA08, SA09, SA10, SA11, SA12, KA07

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	2	0.08	KA07, KA08
Individual theoretical and practical activities	40%	3	0.12	CA03, CA04, SA09, SA10, SA11, SA12
Theoretical-practical tests	30%	5	0.2	KA07, KA08, SA09, SA10, SA11, SA12

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.

Bibliography

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Software

N/A

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	first semester	afternoon
(TE) Theory	5	English	first semester	morning-mixed
(TE) Theory	10	Spanish	first semester	morning-mixed