

Degree	Type	Year
Sports Management	OB	1

Contact

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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 primary objective is to guide students to acquire knowledge and tools necessary for the management of a sports facility. Students will identify the key factors in the management of a sports facility based on their environment and the needs of their users. To do this, through the reading of specific articles of the sports industry and other teaching activities, the acquisition of conceptual content and its application through practical cases, will simulate the experience of managing a sports facility.

- Know the main characteristics of a sports system and the regulatory framework applicable to sport in a territorial community.
- Know the main concepts of strategic planning for the effective, efficient and economic management of an ID.
- Promote in the session the development of ideas for the creation of an ID, learn about instruments for the design of an ID, name and define the different agents involved in the process, analyze various feasibility studies and know the main characteristics of a project architectural.
- Know the main strategies of orientation to the users of an ID, design and promote different types of services and activities that can be raised in an ID and establish marketing - mix policies (especially pricing strategies) and launch and positioning strategies.
- Define different merchandising elements as promotional and communication elements of a sports organization.
- To know the most relevant basic aspects and concepts in relation to the management of people, the different aspects of the administration of a sports entity in the legal framework and of a good organization and the management of maintenance and of the fundamental aspects of the economic field and of redirecting an obsolete ID.
- Know how to plan the maintenance plan of a sports facility, basically knowing the elements that make up the plan.
- Know how to evaluate an investment and its sources of financing within the framework of an ID.
- Properly manage the operating account of an ID and the treasury budget.

Learning Outcomes

1. CA09 (Competence) Lead teams in sports facilities where multidisciplinary groups work.
2. KA13 (Knowledge) Identify the different management models of sports facilities.
3. KA14 (Knowledge) Compare optimal management models most suitable for the type of facility in question.
4. KA15 (Knowledge) Identify the key aspects involved in the financial management of sports infrastructures and facilities.
5. SA19 (Skill) Manage the finances for sports infrastructures and facilities.
6. SA20 (Skill) Plan the needs of sports facilities in a specific location.
7. SA21 (Skill) Implement pricing strategies in sports facilities.
8. SA22 (Skill) Introduce control systems for management, design and balanced scoreboard in sports facilities.

Content

Topic 1. Territorial planning of sports facilities

1. Strategic reflection of the role of facilities in a local sports system
2. Facilities planning process in public administration
3. Functional aspects in the design of a sports facility

Topic 2. Management models

1. Models of sports facilities management
2. Factors that affect the viability of a sports facility
3. Management structures in professional sports sports facilities

Topic 3. Operation plan of an ID: Customers and users

1. Customer and user profiles of a sports facility
2. Offer of a sports facility according to customer segments
3. Organizational structure of a sports facility

Topic 4. Operation plan of an ID: internal management elements

1. Organizational structure of a sports facility
2. Maintenance in a sports facility
3. Financial economic management in a sports facility
4. Management control

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Participatory Master Sessions	24	0.96	KA13, KA14, KA15, SA19, SA20, SA21, SA22, KA13
Study cases	6	0.24	KA13, KA14, KA15, SA19, SA20, SA21, SA22, KA13
Visits to facilities	20	0.8	CA09, SA19, SA20, SA21, SA22, CA09
Type: Supervised			
Performing work / Reports	15	0.6	CA09, KA13, KA14, KA15, SA19, SA20, SA21, SA22, CA09

Reading articles and debates	15	0.6	KA13, KA14, KA15, KA13
Type: Autonomous			
Personal Study	60	2.4	KA13, KA14, KA15, SA20, SA21, KA13

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	KA13, KA14, KA15
Individual theoretical and practical activities	40%	4	0.16	CA09, SA19, SA20, SA21, SA22
Theoretical-practical group tests/tasks	30%	4	0.16	KA13, KA14, KA15, SA19, SA20, SA21, SA22

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 course.

Bibliography

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Software

N/A

Groups and Languages

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