26334 - Sports Companies: Management and Administration

Información del Plan Docente

Academic Year	2018/19
Subject	26334 - Sports Companies: Management and Administration
Faculty / School	229 - Facultad de Ciencias de la Salud y del Deporte
Degree	295 - Degree in Physical Activity and Sports Science
ECTS	6.0
Year	
Semester	First semester
Subject Type	Optional
Module	---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview
The methodology followed in this course is oriented towards achievement of the learning objectives. It is based on active participation, case studies, teamwork etc. that favors the development of communicative skills and critical thinking. A wide range of teaching and learning tasks are implemented, such as lectures, practical activities, practice sessions, autonomous work, tutorials, and academic guidance.
Further information regarding the course will be provided on the first day of class.

4.2.Learning tasks
Practice sessions will include the following activities:
*Case estudies,
*Texts reading and discussión,
*Rol playing and

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*Problems solving
Also,
*Round-table discussions,
*Visits and
*Conferences
will be considered.

4.3.Syllabus

The aim of the present subject it is to introduce the students into the management of sport organizations through the Strategic Management (SM). For that purpose it is organized in six main parts.

Part 1: The first one, about general concepts, Management, Firm, Entrepeneur, Strategic Management, are the concepts to be studied. and the SM methodology is drown.

Chapter 1. Organizations, firms and their management.

Part 2: The second is devoted to the strategic analysis.

Chapter 2. Concept and diagnosis of the remote environment.

Chapter 3. The specific environment of organizations (I): conceptual scheme for the structural analysis of industries.

Chapter 4. The specific environment of organizations (II): competitive advantage of locations.

Chapter 5. The functional diagnosis.

Chapter 6. The strategic diagnosis.

Chapter 7. The financial diagnosis.

Part 3: The third is devoted to learn about misions, goals and objectives of organizations.

Chapter 8. Misions, goals and objectives of organizations.

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Part 4: The fourth goes into detail about strategic choice..

Chapter 9. Strategy formulation, evaluation and choice.

Part 5: The fifth studies the requisites of strategy implementation.

Chapter 10. The implementation of strategies..

Part 6: It describes the control processes of organizational strategies.

Chapter 11. Control processes.

4.4.Course planning and calendar

For further details concerning the timetable, classroom and further information regarding this course please refer to the Faculty of Health and Sports website (https://fccsyd.unizar.es/)

4.5.Bibliography and recommended resources

Basic Bibliography:
* Carús, Luis. Dirección de empresas deportivas. Ejemplificación audiovisual. Prensas Universitarias de la Universidad de
Zaragoza. 2008. Zaragoza.
* París Roche, Fernando José. La planificación estratégica en las organizaciones deportivas / por Fernando París Roche . 4a. ed., 1a. reimp. Barcelona : Paidotribo, cop. 2007
Recommended Bibliography:
* Bueno Campos, Eduardo. Economía de la empresa : análisis de las decisiones empresariales / Eduardo Bueno Campos, Ignacio Cruz Roche, Juan José Durán Herrera . Reimp. 2002 Madrid : Pirámide, D.L. 2002
* Bueno Campos, Eduardo. Organización de empresas : estructura, procesos y modelos / Eduardo Bueno Campos . 2ª ed. Madrid : Pirámide, 2007
* Quesada Rettschlag, Sergio. Dirección de centros deportivos : Principales funciones y habilidades del director deportivo / Sergio Quesada Rettschlag, María Dolores Díez García; colaborador, Antonio Ares Parra . 1a. ed. Barcelona : Paidotribo cop. 2002
* Soucie, Daniel. Administración, organización y gestión deportiva/ Daniel Soucie; traducción Víctor Manuel Rodríguez Marcos . Barcelona: INDE Publicaciones, D.L. 2002