

## 26334 - Sports Companies: Management and Administration

### Syllabus Information

**Academic Year:** 2020/21

**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:** 3

**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

The course includes the following learning tasks ...

Theory sessions (3 ECTS = 30 hours)

Practice sessions for small groups (3 ECTS = 30 hours) that include the following activities:

- \*Case studies,
- \*Reading discussion,
- \*Role-playing,
- \*Problem-solving.

other possibilities are:

- \*Round-table discussions,

\*Educational visits and  
\*Conferences.

### **4.3.Syllabus**

The course will address the following topics:

Section 1. Management, Firm, Entrepreneur, Strategic Management, SM methodology.

- Topic 1. Organizations, firms and their management.

Section 2. Strategic analysis.

- Topic 2. Concept and diagnosis of the remote environment.
- Topic 3. The specific environment of organizations (I): conceptual scheme for the structural analysis of industries.
- Topic 4. The specific environment of organizations (II): competitive advantage of locations.
- Topic 5. The functional diagnosis.
- Topic 6. The strategic diagnosis.
- Topic 7. The financial diagnosis.

Section 3. Missions, goals and objectives of organizations.

- Topic 8. Missions, goals and objectives of organizations.

Section 4. Strategic choice.

- Topic 9. Strategy formulation, evaluation and choice.

Section 5. Strategy implementation.

- Topic 10. The implementation of strategies.

Section 6. Control processes of organizational strategies.

- Topic 11. Control processes.

### **4.4.Course planning and calendar**

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the Faculty of Health and Sports Sciences 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