

Academic Year/course: 2022/23

26334 - Sports Companies: Management and Administration

Syllabus Information

Academic Year: 2022/23

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

2. Learning goals

3. Assessment (1st and 2nd call)

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

During the first teaching week of this subject, the responsible teachers will make available either in writing or via Moodle the breakdown of tasks for assessment and their respective deadlines.

Place	Day	Day
	Tuesday	Wednesday
Week 1	Presentation	Chapter 1
	Chapter 1	Chapter 1
Week 2	Chapter 2	Chapter 2
	Case 1	Case 1
Week 3	Chapter 3	Chapter 3
	Case 2	Case 2
Week 4	Chapter 4	Chapter 4
	Case 3	Case 3
Week 5	Chapter 5	Chapter 5
	Case 4	Case 4
Week 6	Chapter 5	Chapter 5
	Case 5	Case 5
Week 7	Chapter 6	Chapter 6
	Case 6	Case 6
Week 8	Chapter 7	Chapter 7
	Case 7	Case 7

Week 9	Chapter 8	Chapter 8
	Case 8	Case 8
Week 10	Chapter 9	Chapter 9
	Case 9	Case 9
Week 11	Chapter 9	Chapter 9
	Case 10	Case 10
Week 12	Chapter 10	Chapter 10
	Case 11	Case 11
Week 13	Chapter 11	Chapter 11
	Case 12	Case 12
Week 14	Chapter 12	Chapter 12
	Case 13	Case 13
Week 15	Chapter 13	Chapter 13
	Case 14	Case 14
Week 16	Chapter 14	Chapter 14
		Task delivery
Week 17	Review	Review
	Task Presentation	Task presentation

Students must bear in mind that final examinations are scheduled in the official examinations calendar.

4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=26334>