

26340 - Sports Associations: Organisation and Management

Syllabus Information

Academic year: 2023/24

Subject: 26340 - Sports Associations: Organisation and Management

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: Second semester

Subject type: Optional

Module:

1. General information

The general objective of the subject is to familiarize the student with the organization and management of sports associations through the study of their different figures, the characteristics of their management and the legislation that affects them, at national, regional and international level. It provides an approach to the different possibilities of organization, management and marketing of sports associations.

These approaches are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), the acquisition of the learning outcomes of the subject United Nations (<https://www.un.org/sustainabledevelopment/es/>), the acquisition of the learning result of the subject matter provides training and competency to contribute to some extent to the achievement of Objectives 4.3 and 4.4 of Goal 4, 9.1 of Goal 9, and 17.16 and 17.17 of Goal 17.

2. Learning results

- Ability to plan, develop and evaluate the implementation of programs for the direction and management of sports organizations, entities, facilities and sport events.
- Value the importance of the associative fabric for the development of sports systems.
- Distinguish the different legal entities that make up the national and regional sports associations.
- Know the rules that regulate the constitution and operation of the different sports associations.
- Appreciate the importance of human resources in sports associations, from volunteers to professional contracts.
- Know the main tools for obtaining resources and the different sources of financing in sports associations
- Recognize the importance of new technologies in the management of sports associations.
- Recognize the different associative structures at the national, regional or international level

3. Syllabus

The subject is divided into two modules: Organization and Marketing.

Module I - Organization.

- Unit 1. The constitution and sports.
- Unit 2. Organization of the Spanish sports system.
- Unit 3. International sports organization.
- Unit 4. Sports federations and professional leagues.
- Unit 5. Sports clubs.

Module II - Marketing.

- Unit 1. Introduction to marketing. Marketing mix tools

- Unit 2. Consumer behaviour of sports activities.
- Unit 3. Public relations: sponsorship and patronage.
- Unit 4. Communication trends. New technologies.
- Unit 5. Introduction to market research.

4. Academic activities

Participative master classes

Face-to-face. 40 hours. Presentation of the basic theoretical contents of the subject.

Practical classes in the classroom

Face-to-face. 20 hours. These practical classes are taught in coordination with the theory classes. They will be based on the resolution of problems and case studies. Certain exercises can be used to develop new aspects of knowledge that have not been the subject of previous explanations.

The teacher's role will be that of guide and moderator.

Study and personal work

Non-face-to-face activities. 86 hours.

Tutorials

Upon request of the student to solve the doubts, orient and guide the student in the realization of the practical cases and documents to be completed.

Assessment tests.

Face-to-face. 4 hours.

5. Assessment system

The evaluation of the subject for the two official calls will be carried out through a GLOBAL evaluation system.

This system consists of two parts:

PART 1) Final written test (A) to be taken on the official dates established by the Centre. It will have a total grade of 6 points (3 for each module). In this part, students must obtain a minimum of 2.5 points (1.25 for each module) to pass the subject.

PART 2) It will have a total grade of 4 points (2 for each module). It is possible to choose between two assessment systems:

- Final written test (B) to be taken on the official dates established by the Centre. Students will have to solve one or two case studies per module, in which they will have to apply the contents seen during the term in the subject. In this case, the final grade will be the sum of the grades obtained in A and B.
- Completion of a monographic work (C) throughout the semester carried out individually. It will consist of the presentation of a portfolio of activities proposed by each module that will contain the application of theoretical concepts to real cases. The correct exposition of the objectives of the work, theoretical framework, sources of information used, quality of the content and structure, written presentation and, if applicable, oral defence will be evaluated. In this case, the final grade will be the sum of A and C.