

## 26334 - Sports Companies: Management and Administration

### Syllabus Information

**Academic year:** 2024/25

**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

The objective of the subject is to familiarize the student with the Strategic Management of the Company (SMC) and its application to the management-administration of sports organizations. . The acquisition of knowledge comprises six blocks: 1) General concepts of Organization, Business and Management, 2) Strategic Analysis, 3) Missions, goals and objectives of organizations, 4) Strategic selection, 5) Strategic implementation, 6) Monitoring and control processes of organizational strategies.

The organization of the subject matter is aligned with the Sustainable Development Goals (SDGs) Agenda 2030. The learning results provide training and competencies to contribute to some extent to the achievement of the following : Health and wellness, Quality education. Industry, innovation and infrastructure, Responsible production and consumption, Climate action.

### 2. Learning results

- 1.To plan from a strategic and operative point of view, both sport organizations (public and private) and sport facilities, through the knowledge of strategic and management tools.
- 2.To know the different types of sports equipment and facilities, as well as their main functional, maintenance and management control criteria
- 3.To understand the most important accounting instruments in management, in order to develop an efficient management
- 4.To know the management tools from the point of view of leadership and teamwork.
- 5.To plan sport activities being able to foresee the necessary resources to achieve the proposed objectives, establishing the pertinent evaluation systems to look for a continuous improvement in all the processes.
- 6 To draft a management plan prior to the construction of sports facilities.

### 3. Syllabus

#### **Block 1.**

TOPIC I. ORGANIZATIONS, COMPANIES AND THEIR MANAGEMENT.

#### **Block 2:**

TOPIC II. CONCEPT AND DIAGNOSIS OF THE REMOTE ENVIRONMENT.

TOPIC III. THE SPECIFIC ENVIRONMENT OF ORGANIZATIONS (I): CONCEPTUAL SCHEME FOR THE STRUCTURAL ANALYSIS

OF ACTIVITY SECTORS.

TOPIC IV. THE SPECIFIC ENVIRONMENT OF ORGANIZATIONS (II): COMPETITIVE ADVANTAGE DERIVED FROM LOCATION.

TOPIC V: FUNCTIONAL DIAGNOSIS

TOPIC VI. STRATEGIC DIAGNOSIS.

TOPIC VII. ECONOMIC-FINANCIAL DIAGNOSIS.

#### **Block 3.**

TOPIC VIII. MISSION, OBJECTIVES AND GOALS OF THE ORGANIZATION.

**Block 4.**

TOPIC IX. FORMULATION, EVALUATION AND CHOICE OF STRATEGIES.

**Block 5.**

TOPIC X. STRATEGY IMPLEMENTATION.

**Block 6:**

TOPIC XI. CONTROL PROCESSES.

## 4. Academic activities

Theoretical Sessions (3 ECTS = 30 hours)

Practical Sessions (3 ECTS = 30 hours), in which the following activities will be carried out:

- \*Case studies,
- \*Reading and discussion of texts,
- \*Role-playing games and
- \*Problem solving 4 of 6

with the possibility of carrying out:

- \*Round tables,
- \*Educational visits and
- \*Conferences

## 5. Assessment system

**The results of the subject will be graded by means of a Global Evaluation, which will require:**

The delivery of a **monographic work, individually or in group**, consisting of the choice and description of the management aspects of a sports organization, as well as the analysis of the legal framework composed of the different regulations that affect it. **It will account for 20% of the final grade.**

In order to assess the quality of the work, a correct exposition of the objectives and motivation of the work, the theoretical framework, the methodology used, its main results and conclusions, as well as its limitations in the representation of real cases will be taken into account.

The completion of a **written test that will include 16 objective multiple-choice questions with 4 answers one of them is always correct, but two, three or all four can be correct.** It will account for **80% of the final grade.**

For its evaluation, the basic rules that must be observed in the preparation of this type of tests will be taken into account regarding the statements, division of items by thematic blocks, information on revisions, etc.

Reference documents for grading:

1. For the grading of the monographic work it will be required the delivery of the final report through the Moodle platform and a Power Point presentation including, if applicable, audiovisual material.
- 2 For the written test, there will be a booklet of multiple-choice questions

### **NOTICE**

Fraud or total or partial plagiarism in any of the assessment tests will result in not passing the subject and having the the minimum grade, in addition to the disciplinary sanctions adopted by the guarantee commission for these cases. For a more detailed knowledge about plagiarism and its consequences is requested: <https://biblioteca.unizar.es/propiedad-intelectual/propiedad-intelectual-plagio#>.

## 6. Sustainable Development Goals

- 3 - Good Health & Well-Being
- 4 - Quality Education
- 9 - Industry, Innovation and Infrastructure