



**COURSE DATA**

**DATA SUBJECT**

**Code:** 33227  
**Name:** Management and organisation of sporting bodies and events  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 6  
**Academic year:** 2026-27

**STUDY (S)**

Degree	Center	Acad. year	Period
1312 - Degree in Physical Activity and Sport Sciences	Facultat de Ciències de l'Activitat Física i Esports	3	First quarter, Second quarter
1331 - Degree in Physical Activity and Sport Sciences (Ont)	Facultat de Ciències de l'Activitat Física i Esports	3	Second quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1312 - Degree in Physical Activity and Sport Sciences	Management and organisation of sporting bodies and events	COMPULSORY
1331 - Degree in Physical Activity and Sport Sciences (Ont)	Gestión y organización de entidades y eventos deportivos	COMPULSORY

**COORDINATION**

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**SUMMARY**

The subject Management and Organisation of Sport Organizations and Events is a core subject that is given quarterly in the third year of

Egree in Physical Activity and Sport Sciences. In the curriculum in place has a total 6 credits, spread over 4.5 theoretical credits and 1.5 practical credits. This subject aims the students learn organizational systems, techniques that are more operational in management, and planning the various models used in sports bodies and the organization of events. And along with this, we study economic opportunities and marketing that allows an effective organizational development. To give the student a practical knowledge and other (more applied), aims to achieve a sufficient technical training with which to undertake an organizational fact of considerable



dimensions.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

### OTHER REQUIREMENTS

None

## COMPETENCES / LEARNING OUTCOMES

### 1312 - Degree in Physical Activity and Sport Sciences

Apply information and communication technologies (ICTs) in the field of physical activity and sport sciences.

Apply the principles of fundamental rights, gender equality, equal opportunities, universal accessibility for people with disabilities, solidarity, environmental protection, the culture of peace and democratic values.

Be able to apply analytical and reflective thinking to practical lessons and to the professional field.

Be able to manage and organise sporting activities and events with excellence and quality.

Be able to manage and organise sporting entities with excellence and quality.

Develop habits of professional excellence and quality.

Develop leadership, interpersonal and teamwork skills.

Direct and manage sports facilities.

Know and implement sports programmes for organisations and entities in the field of leisure, tourism, free time and sporting events.

Know and understand the object of sport management theories.

Know how to apply the rights of equal opportunities for men and women and for people with disabilities, as well as the values of democracy, to the management and organisation of sporting events.

Know the application of information and communication technologies (ICT) in the field of sports management and organisation.

Know the areas of management of the organisation of sporting events.

Know the models and techniques applicable to the organisation of events.



Know the process of organisation, development and implementation of a sporting activity or event.

Plan, implement and evaluate physical activity and sports programmes.

Plan, implement and evaluate programmes for sport organisations and entities in the field of leisure, tourism, free time and sporting events.

Understand the social and economic relevance of sporting events and activities.

### **1331 - Degree in Physical Activity and Sport Sciences (Ont)**

Apply information and communication technologies (ICTs) in the field of physical activity and sport sciences.

Apply the principles of fundamental rights, gender equality, equal opportunities, universal accessibility for people with disabilities, solidarity, environmental protection, the culture of peace and democratic values.

Be able to apply analytical and reflective thinking to practical lessons and to the professional field.

Be able to manage and organise sporting activities and events with excellence and quality.

Be able to manage and organise sporting entities with excellence and quality.

Develop habits of professional excellence and quality.

Develop leadership, interpersonal and teamwork skills.

Direct and manage sports facilities.

Know and implement sports programmes for organisations and entities in the field of leisure, tourism, free time and sporting events.

Know and understand the object of sport management theories.

Know how to apply the rights of equal opportunities for men and women and for people with disabilities, as well as the values of democracy, to the management and organisation of sporting events.

Know the application of information and communication technologies (ICT) in the field of sports management and organisation.

Know the areas of management of the organisation of sporting events.

Know the models and techniques applicable to the organisation of events.

Know the process of organisation, development and implementation of a sporting activity or event.

Plan, implement and evaluate physical activity and sports programmes.

Plan, implement and evaluate programmes for sport organisations and entities in the field of leisure, tourism, free time and sporting events.



Understand the social and economic relevance of sporting events and activities.

## **DESCRIPTION OF CONTENTS**

### **1. SPORT AS SOCIAL ORGANIZATION**

- 1.1. The importance of sport in society today
- 1.2. Factors of transformation of the sport organization
- 1.3. The professionalization of the sport organization

### **2. TYPES OF ACTIVITIES AND SPORT EVENTS**

- 2.1. Forms and level of sports practice
- 2.2. Characteristics of sport events
- 2.3. Types of sports events
- 2.4. Types of competitions

### **3. SPORTS ORGANIZATION SYSTEMS**

- 3.1. The business organization and its implementation in sport.
- 3.2. The organizational structures in sport
- 3.3. Characteristics of the sports organization
  - 3.3.1. Private sports facilities
  - 3.3.2. Public sports facilities
- 3.4. Human resources in sport organizations

### **4. MODELS OF EVENTS ORGANIZATION AND SPORT ACTIVITIES**

- 4.1. Organization models
- 4.2. The areas of organization
- 4.3. Tasks and functions of the organization areas

### **5. PLANNING PHASES AND SPORT EVENTS**

- 5.1. The bidding phase
- 5.2. The initial phase of Organization
- 5.3. The planning phase and implementation
- 5.4. The phase of the event
- 5.5. The closure phase and dissolution of the organization



**6. THE ECONOMIC MANAGEMENT OF INSTITUTIONS AND SPORTS EVENTS.**

- 6.1. Economic resources in sport
- 6.2. Sources of funding for sporting events
- 6.3. The economic impact of sporting events
- 6.4. Management and economic control of the entities and sports activities.

**7. MARKETING AND SPONSORSHIP IN SPORT.**

- 7.1 .- Marketing and service quality.
- 7.2 .- Sport sponsorships.
- 7.3 .- The sponsorship plan of a sport activity

**WORKLOAD**

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	45,00
Classroom practices	15,00
<b>Total hours</b>	<b>60,00</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	0,00
Individual or group project	26,00
Independent study and work	56,00
Preparation of lessons	0,00
Preparation for assessment activities	8,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>90,00</b>

**TEACHING METHODOLOGY**

**THEORETICAL PART:** The teaching of the theory is a generalized approach to content and skills to develop in each subject by the teacher. The introduction of the contents, accompanied by numerous practical examples, should enable a participatory dynamic in the classroom and effective participation of students in developing it. Much of the contents to be developed will be available early enough in the virtual classroom, so that students can access them and prepare them in advance of the theoretical teaching, so as to achieve a better use of these theoretical sessions .

**PRACTICAL PART:** The practical part is developed through individual and collective work in which is raised and develop organizational aspects necessary to carry out an activity or sporting event. Them sessions practices is pose with sessions of tutoring of them works, through an introduction and explanation of them



themselves and resolution of them doubts that can pose is from the students.

## EVALUATION

System of assessment of the subject:

The theoretical and practical parts of the course syllabus represent each of them the 50% of the final assessment, being necessary to pass both of them in order to consider the resulting average as passed.

### **Theoretical part:**

FOR THE FIRST CALL ASSESSMENT, TWO ASSESSMENT OPTIONS ARE PROPOSED:

Option A.- Evaluation with attendance, active participation and task delivery.

To be eligible for the evaluation option A, students will have to:

1.- To attend a minimum of 80% of the theoretical classes taught by the teaching staff and show active participation in them. Students must bring the signature sheet to class and hand it in on the date indicated by the teachers to justify their attendance. Not handing in the signature sheet or having signed less than 80% of the total number of classes given, will mean not being able to take Option A assessment, having to choose Option B assessment.

2.- Hand in the tasks in groups of 2 to 4 people (to be determined by each teacher). Between 3 and 6 tasks will be proposed. The tasks will have to be handed in by the date indicated by the teachers in the calendar that will be communicated for this purpose, and all of them will have to surpass 5 points in order to be able to do the average of all the task. Students will have the Option of recovering the failed assignments after tutoring with the teachers in charge, and with the delivery on the date indicated by the teacher.

It will be a cause for failure in the task:

- Deficient content or not adjusted to what is required in the task description.



- Late delivery or delivery by other means than those required.
- Delivery in a format other than that required.
- The literal copy, total or partial, of other people's works or works, making them look like their own.

In order to grade the tasks in the theoretical part of the course, it is essential to achieve a minimum grade of 5 in each and every one of them.

In case of not passing the grade of 5 in all the tasks, the student will have to be evaluated with Option B.

Students who choose option A, are entitled to take the exam of option B. The final grade will be the higher of the two assessment modes (A or B).

Option B.- Taking an exam on the contents set out in the course syllabus. The contents include the documentation available in the virtual classroom (including those that are part of the proposed tasks), as well as the development of the same exposed in class.

FOR THE EVALUATION IN THE SECOND CALL, ONLY OPTION B CAN BE CARRIED OUT.

### **Practical part:**

First call:

OPTION A. Several group assignments will be assessed (between 3 and 6), which will complete the development of the organizational aspects of a sports event. It is compulsory to present all of them on time, in order to be assessed and have a grade of at least 5 points in each of them. Throughout the course and periodically, students will be informed of the results of their work, guiding them in their shortcomings, in order to achieve increasingly adjusted approaches and developments to the needs that their sports events require. This continuous evaluation requires attendance to a minimum of 80% of the practices.

OPTION B. Several group tasks will be assessed (between 3 and 6), to complete the development of the organizational aspects of a sports event, being compulsory the punctual presentation of all of them, to be able to be evaluated and have a minimum mark of 5 each one of them. Throughout the course and periodically, students will be informed of the results of their work, guiding them in their deficiencies, to achieve approaches and developments increasingly tailored to the needs that their events require.

In addition, an individual task will be carried out and submitted, previously communicated by the teacher in a tutorial to each student who opts for this option.



Second call:

Individual work will be evaluated, as determined by the teacher in charge of the tutorial, and must have a minimum grade of 5.

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