



COURSE DATA

DATA SUBJECT

Code: 33240

Name: Strategic planning of sports systems

Cycle: Undergraduate Studies

ECTS Credits: 6

Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1312 - Degree in Physical Activity and Sport Sciences	Facultat de Ciències de l'Activitat Física i Esports	4	First quarter
1331 - Degree in Physical Activity and Sport Sciences (Ont)	Facultat de Ciències de l'Activitat Física i Esports	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1312 - Degree in Physical Activity and Sport Sciences	Strategic planning of sports systems	ELECTIVES
1331 - Degree in Physical Activity and Sport Sciences (Ont)	Planificación estratégica de los sistemas deportivos	ELECTIVES

COORDINATION

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SUMMARY

The subject of **strategic planning sports system** is an optional subject of quarterly character that is taught in the fourth year of the Bachelor of Science in Physical Activity and Sports in the curriculum into force comprises a total of 6 credits, spread over 3 theoretical credits and 3 practical credits.

This course is intended that students know the systems used by sports organizations and systems to develop, develop, implement and evaluate plans that achieve pre-set targets or goals.

The course aims a development of important content on a theoretical level, supplemented with practical work that familiarize students with the most common tools used by public and private sports



organizations.

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

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Aplicar las tecnologías de la información y comunicación (TIC) al ámbito de Planificación estratégica.

Aplicar los principios éticos necesarios para el correcto ejercicio profesional en la elaboración de programas y planes estratégicos.

Apply information and communication technologies (ICT) to the field of strategic planning.

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

Apply the ethical principles of proper professional practice to the design of strategic programmes and plans.

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 design of strategic programmes and plans.

Conocer diferentes estrategias aplicadas por las entidades deportivas.

Conocer los tipos de planificación existentes en la literatura científica de la organización y gestión del deporte.

Conocer y comprender la importancia de la planificación estratégica en la gestión y organización del deporte.

Conocer y saber analizar el entorno, las entidades y los colectivos que inciden en la Planificación deportiva.

Develop habits of professional excellence and quality.

Develop leadership, interpersonal and teamwork skills.



Direct and manage sports facilities.

Know and be able to analyse the environment, the organisations and the groups that have an influence on sports planning.

Know and understand the importance of strategic planning in the management and organisation of sport.

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 design of strategic programmes and plans.

Know the different strategies applied by sports organisations.

Know the types of planning found in scientific literature dealing with the organisation and management of sport.

Obtener un mayor nivel de análisis y reflexión que permitan al estudiante realizar los trabajos de las clases prácticas y con posterioridad en la elaboración de programas y planes estratégicos.

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.

Plan and design projects for sports organisations and entities.

Planificar, y elaborar proyectos para las organizaciones y entidades deportivas.

Saber aplicar los derechos de igualdad de oportunidades entre hombres y mujeres, las personas con discapacidad y los valores propios de la democracia, en la elaboración de programas y planes estratégicos.

DESCRIPTION OF CONTENTS

1. Planning in the organisation and management of sport

Introduction and general concepts on strategic planning and its application to sport systems.

2. Analysis of the environment of sports entities and institutions

Social reality of public and private sports in Spain. Diagnosis of sport systems and management formulas.

3. SWOT analysis

Development and work with the SWOT tool: weaknesses, threats, strengths and opportunities. Case studies.



4. Stakeholders or collectives that influence sports planning

5. Types of planning: strategic plan, master plan and annual operational plan

Study of the different levels of strategic planning from a time perspective. Characteristics, objectives and contents of strategic, master and operational plans.

6. Planning, programming and budgets

The contents of the strategic plan with special attention to the programs through which it is implemented and to the preparation, execution, control and liquidation of the project budget.

7. Strategies in a sports entity

Positioning and opportunities of the sports sector. Possible positioning and development strategies.

8. Project development

Characteristics and contents of strategic plans. Forms of development and presentation.

9. Monitoring and control of the strategic plan

Monitoring and evaluation of the strategic plan. Establishment of performance indicators. The balanced scorecard. Project reports.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	45,00
Classroom practices	15,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	54,00
Independent study and work	10,00



Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	26,00
Total hours	90,00

TEACHING METHODOLOGY

Theoretical classes: participative methodology, with presentation of theoretical contents and practical cases.

Practical classes: Implementation of the analysis and planning tools exposed in the theoretical part. Preparation and presentation of a strategic plan based on the analysis of a real sports centre, facility, organisation, entity or business.

EVALUATION

Course evaluation system:

The theoretical and practical parts of the symbol each represent 60% and 40% of the final evaluation, respectively, being necessary to approve both in order for the resulting mean to be considered approved.

Theoretical part:

FOR THE FIRST CALL EVALUATION, TWO EVALUATION OPTIONS ARE CONSIDERED:

Option A.- Evaluation with assistance, active participation and delivery of tasks.

In order to be able to take advantage of the evaluation option A, the students will have to:

1.- Attend a minimum of 80% of the theoretical classes given by the teaching staff and show an active participation in them.

They will have to bring to the classes the sheet of signatures and deliver in the date indicated by the teachers to justify the attendance. Not submitting the signature sheet or having signed fewer sessions of 80% of the total number of classes taught, will mean not being able to take part in evaluation A, having to take the option B exam.

2.- Deliver the tasks in groups of 2 or 3 people (to be determined by each teacher). A minimum of 3 tasks will be proposed. The tasks will have to be delivered on the date indicated by the teachers in the calendar that will be communicated to the effect, and all of them will have to surpass the 5 to be able to make average. It is given the option of recovering the suspended tasks after tutoring with the responsible teachers, and with delivery in the date that opportunely is indicated.

It will be a reason for suspension in the task:

- Deficient content or content not adjusted to what is required in the homework file.
- Delivery after the deadline or by means other than that required.
- Delivery in a format other than that required.
- The literal copy, total or partial, of works or other people's works making them pass as their own.

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

If the grade of 5 is not passed in all the tasks, the student will have to be evaluated with Option B.

Students who opt for option A have the right to take the option B exam. The final grade will be the higher of the two evaluation modalities (A or B).



Option B.- Carrying out an examination on the contents exposed in the programme of the subject. The contents include the documentation available in the virtual classroom (including those that form 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:

The theoretical part will represent 60% of the final grade and the practical part the remaining 40%. Both parts must obtain a minimum of 5 in order to pass the subject.

Option B.- Taking an exam on the contents exposed in the program of the subject. 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.

Practical part:

Evaluation of the strategic plan elaborated and presented by the students by means of the use of the TIC, fruit of all the process of the practices. Value: 40% of the final grade.

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- Lleixá, T. y González, C. (2010): Proyecto marco nacional de la actividad física y el deporte en edad escolar. Madrid: CSD.
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