COURSE DATA

DATA SUBJECT

Code: 43911
Name: Strategic planning and management of sports organisations and services
Cycle: Master's Degree
ECTS Credits: 4
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2179 - Master's Degree in Physical Activity and Sport Management	Facultat de Ciències de l'Activitat Física i Esports	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2179 - Master's Degree in Physical Activity and Sport Management	Strategic planning and management of sports organisations and services	COMPULSORY

COORDINATION

NUÑEZ POMAR JUAN MANUEL

SUMMARY

The subject "Strategic Management and Planning of Sports Organizations and Services" is a compulsory semester-long course within the Master's Degree in Management and Administration of Physical Activity and Sport. It carries a teaching load of 4 ECTS credits.

This course aims to provide students with an understanding of the systems used by sports organizations and systems to design, develop, implement, manage, and evaluate plans intended to achieve pre-defined goals or objectives at an advanced level.

The content is studied with consideration of the wide variety of existing sports organizations and their specific characteristics (public and private services, federations and clubs, universities, etc.).

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

The previous knowledge is that of a Bachelor's Degree in Physical Activity and Sports Sciences. And in the case that they do not have the knowledge that these studies provide, it is important to have knowledge in the area of Physical Education and Sports, which can give the studies of Teaching, specializing in Physical Education. Other knowledge from social sciences and law degrees may also be partially valid.
There are no enrollment restrictions with other subjects.

COMPETENCES / LEARNING OUTCOMES

2179 - Master's Degree in Physical Activity and Sport Management

Analizar y aplicar las estructuras (simples, complejas, por clientes, matriciales, redes), más actuales para dirigir y gestionar las entidades y los servicios deportivos públicos y privados.

Analizar y aplicar los modelos de gestión directa, indirecta y mixta, más actuales de organización y dirección de eventos y competiciones deportivas.

Comprender y actuar para minimizar el impacto que la organización de eventos y actividades físico-deportivas tiene en el medio ambiente.

Conocer, comprender y aplicar los tipos de diseño, instrumentos y análisis de datos adaptados al ámbito de la gestión de la actividad física y el deporte.

Conocer y actuar dentro de los principios éticos y deontológicos necesarios para el correcto ejercicio profesional así como de responsabilidad en las actuaciones.

Conocer y saber aplicar las habilidades de liderazgo, de comunicación y relación interpersonal.

Conocer y saber aplicar los distintos sistemas de calidad en las diferentes organizaciones de la actividad física y del deporte.

Desarrollar hábitos de excelencia, calidad y profesionalidad.

Desarrollar la autonomía e iniciativa necesaria y la creatividad suficiente para un adecuado ejercicio profesional.

Desarrollar la capacidad de análisis, de toma de decisiones y de resolver problemas de forma eficiente.

Facilitar la transferencia de conocimientos teóricos a la práctica profesional de la gestión el deporte.

Fomentar la igualdad entre hombres y mujeres a través de la gestión y organización de la actividad físico-deportiva.

Organizar, dirigir, planificar y evaluar en cualquier situación de forma eficiente.

Planificar y gestionar los posibles riesgos y la seguridad, en las instalaciones, servicios y eventos de actividad física y deporte.

Promover y evaluar la gestión estratégica para cada una de las entidades y servicios de actividad física y

deporte.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

DESCRIPTION OF CONTENTS

The course aims to equip students with the necessary knowledge to effectively lead, plan, and manage a physical activity and sports organization and/or a sports service, whether public or private. The study of the course content may be complemented through the use of recommended selected bibliography. In addition to the theoretical study of the material presented in class, practical case studies will be carried out to ensure proper understanding.

The course has a strong professional orientation, aimed at helping students resolve common, real-life situations encountered in the management of sports and physical activity organizations, as well as promoting research into the management systems of sports entities and services.

The course is organized into the following thematic blocks:

1. General foundations of strategic planning in sports organizations.
2. Planning in public organizations (City Councils and Universities).
3. Planning in sports federations.
4. Planning in sports competitions and events (this final section includes an introduction to sports protocol management).

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theoretical and practical classes	28,00
Total hours	**28,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	46,00
Preparation of lessons	7,00
Preparation for assessment activities	7,00
Resolution of case studies	0,00
Total hours	**60,00**

TEACHING METHODOLOGY

- In-person and online lectures delivered by the teaching staff (theoretical classes).
- Small-group discussions among students, with or without faculty involvement (usually in seminars).
- Individual study time, either autonomous or supervised (typically for preparing assignments or assessments).
- Presentation of assignments.
- Individual tutoring sessions.

EVALUATION

- Assessment of the content covered in theoretical-practical classes. Weight: 70% of the final grade.
- Completion of a practical case study, individually or in groups, to assess the level of competence acquired. Weight: 30% of the final grade.

Students are reminded that the literal, total or partial copying of others¿ work and presenting it as one¿s own will be considered unacceptable academic conduct. Furthermore, under Intellectual Property Law, the total or partial reproduction of others¿ work is generally prohibited and its infringement may lead to disciplinary actions or criminal charges.

REFERENCES

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ADDICIONAL REFERENCES:

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