VNIVERSITAT DE VALÈNCIA

Course Guide
43912 Planning and management of sporting activities and events

COURSE DATA

DATA SUBJECT

Code: 43912
Name: Planning and management of sporting activities and events
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	Planning and management of sporting activities and events	COMPULSORY

COORDINATION

CRESPO HERVAS JOSE JUAN

SUMMARY

The subject *Planning and Management of Sports Activities and Events* 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 for students to understand the different management systems used for sports activities and events across various types of organizations. It covers social and economic factors, as well as legal and safety aspects that must be considered for the organization and management of sports events. Special emphasis is placed on the social and economic impact of sports events.

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 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 desarrollar las habilidades y técnicas directivas.

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

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.

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

1. Planning and management of sport activities and events

The subject aims to provide students with the necessary knowledge to direct, plan and manage with quality any type of sporting event, from international to local ones. The study of the contents may be complemented by the use of the recommended selected bibliography. In addition to the theoretical study of the contents exposed in class, practical cases will be carried out for their adequate assimilation, with a teaching oriented towards the exposition of real situations of sports events and competitions, which facilitates the resolution of cases that may arise in their professional future. There will also be a focus on the investigation of sports event management systems.
Likewise, the subject will be organized in the following thematic blocks:
Types of sports events and competitions, characteristics and classification. Practical examples
2. The management of sport events. Planning and organization phases. Operational diagrams
3. Organizational models and areas. Operational functions.
4. Safety and risks in events.

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

- Written exam on the contents of the theoretical and practical classes. Value: 70% of the final grade.
- Performance of a practical case study in groups or individually to assess the degree of mastery of the competences. Value: 30% of the final grade.

Students are reminded that the literal copying, in whole or in part, of other people's works, presenting them as their own, will be considered unacceptable conduct in the academic environment. On the other hand, and according to the Law on Intellectual Property, the total or partial reproduction of other people's works is usually forbidden.
Total or partial reproductions of other people's works, which may lead to the corresponding criminal offences or misdemeanours.

REFERENCES

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YORA, D. & GARCÍA, E. (2004). Organización de eventos deportivos. Barcelona.: Inde.

DEBORDES, M. Y FALGOUX, J. (2006). Gestión y organización de un evento deportivo. Ed. Inde. Barcelona.

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ADDITIONAL REFERENCES:

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PREUSS, H., & SOLBERG, H. A. (2006). Attracting major sporting events: The role of local residents. European Sport Management Quarterly, 6(4), 391-411.

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ZHOU, J. Y., & AP, J. (2009). Residents' perceptions towards the impacts of the Beijing 2008 Olympic Games. Journal of Travel Research, 48(1), 78-91.