



INTRODUCTION

Course description:

This course provides an overview of the sports industry, analyzing and discussing the management principles which rule each of the areas of the sports sector from the perspective of the theory of organization.

- **Degrees:** Degree in Business administration, Degree in Economics, Double degree in Business administration + Law, Double degree in Economics + Law
- **Module in the Degree Program:** Módulo 7: Optativas/Electives. Materia 7.1: Optativas generales/General electives
- **Number of credits:** 6 ECTS
- **Year:** 3rd, 4th (Degree in Business administration, Degree in Economics), 5th (Double degree in Business administration + Law, Double degree in Economics + Law)
- **Semester:** 1st
- **Type of course:** Elective
- **Instructor:** Javier Elizalde (units 1-11), Rafa Sáenz (unit 12)
- **Language:** English
- **Department:** Business. School of Economics and Business
- **Schedule of lectures:** <https://www.unav.edu/web/facultad-de-ciencias-economicas-y-empresariales/estudiantes/horarios>

LEARNING OUTCOMES (Competencies)

In this course there is a number of competences that the student will work on:

Basic competencies:

BC2. Students should be able to apply their knowledge to their job or vocation in a professional way. They should be able to prove their general competencies by developing and defending arguments and solving problems within their subject area.

BC4. Students must be able to transmit information, ideas, problems and solutions to specialized and general audiences.

General competencies:

GC2. Identifying, incorporating and using acquired knowledge in argument, discussion and problem solving as they apply to economics and business

GC4. To use independent critical reasoning on relevant topics in economics and business.

GC6. Communicating results and analyses useful in economics and business, both verbally and in writing.



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GC7. To analyse the process of defining and implementing goals and/or strategies in the company.

Specific Competencies for Elective Subjects:

CEO3. Understand specialized areas within applied economics, such as Development Economics or Economic Analysis of Industries.

CEO13. Understand basic tools, such as data visualization, for business communication and decision-making.

CEO16. Apply knowledge, skills, or competencies from the fields of economics and/or business in practical work settings.

CEO17. Possess complementary knowledge, skills, or abilities to the training in economics and/or business.

PROGRAM

1. An overview of the sports industry
2. Sport club management
3. Sport competitions and events
4. Sport venue management
5. Human capital management in sport institutions
6. Leadership
7. Sports marketing
8. Sponsorship and alliances
9. Communication and media
10. Media value and branding
11. Use of technology in Sports
12. Financial management in Sports

EDUCATIONAL ACTIVITIES

1. Lectures

The course will be taught in four weekly sessions, each of them with 45 minutes.

The dynamics of the course will have a predominant applied focus by analysing and discussing the hottest topics in sports management, Students are expected to attend lectures regularly and participate in the debates and discussions fostered by the lecturer.

There's a grade (which is worth 25% of the final grade for active classroom participation (**not the mere attendance**)) including students' questions and responses to professor's open questions, comments, discussions and participation in debates.

As the course is predominantly applied to the analysis of the sports industry and the analysis is based on classroom's debates and discussions of real cases, **students who may not attend regularly** due to internships or overlap with other lectures **are not allowed to take this course**. To apply this rule in a practical way, **there is a requirement of attending at least 50% of lectures to be able to pass the course** in December. From the attendance scores all absences (both justified or unjustified) will discount, so **please do not ask the professor to justify an**



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absence for a reported justified reason. The reason while it is accepted to attend at least 50% of lectures (instead of 100%) is actually the recognition that some of the absences may be justified.

2. Office hours

The lecturer will be available, at the announced time, to solve questions regarding the course both individually and in small groups.

3. Personal study

It is essential, in order to follow the explanations properly, to regularly study the lessons, as the course advances in a progressive way on the previously explained material. The lecturer will upload some readings that students should prepare previous to the debates.

4. Exams

There is a mid-term exam (in the first hour of the lecture on October 17th), which is worth 25% of the final grade and a final exam in the December exam period, which is worth 50% of the final grade.

Mid-term exam (October 17th):

- Includes questions of units 1-6
- The exam has two parts:
 - The first part is a multiple-choice test with 20 questions regarding the topics of units 1-6, each with four choices and one valid answer. Each correct answer adds one point and each incorrect answer deducts one quarter of a point. This part is worth 80% of the exam grade
 - The second part consists of an open question regarding the topics of units 1-6. This part is worth 20% of the exam grade.
- Students who obtain a grade of 6 or more are exempt from answering questions of units 1-6 in the final exam

Final exam (December exam period) for those students who obtained a grade of 6 or more in the mid-term exam:

- Includes questions of units 7-12
- The exam has two parts:
 - The first part is a multiple-choice test with 20 questions regarding the topics of units 7-12, each with four choices and one valid answer. Each correct answer adds one point and each incorrect answer deducts one quarter of a point. This part is worth 60% of the exam grade
 - The second part consists of two open questions regarding the topics of units 7-12. This part is worth 40% of the exam grade.

Final exam (December exam period) for those students who obtained a grade lower than 6 in the mid-term exam:

- Includes questions of units 1-12
- The exam has two parts:
 - The first part is a multiple-choice test with 30 questions regarding the topics of units 1-12, each with four choices and one valid answer. Each correct answer adds one point and each incorrect answer deducts one quarter of a point. This part is worth 60% of the exam grade
 - The second part consists of an open question regarding the topics of units 1-6 and an open question regarding the topics of units 7-12. This part is worth 40% of the exam grade.

ASSESSMENT



ORDINARY ASSESSMENT

- Active classroom participation: 25%.
- Mid-term exam (October 17th): 25%.
- Final exam (December exam period): 50%.*

Students must have attended at least 50% of lectures to be able to pass the course in the ordinary period.

EXTRAORDINARY ASSESSMENT

- Active classroom participation: 15%.**
- Extraordinary exam (June exam period): 85%.*

*A minimum of 4 in the final/extraordinary exam is required to pass the course.

**These grades are those obtained during the ordinary period of lectures (September-November) and there are no extra assignments to change those grades once the period of lectures is over.

HONESTY IS THE BEST POLICY

(Ethics Committee Provisions Against Plagiarism and Copying)

We value honesty. Without it, there can be no trust or any meaningful social relations. Therefore, the School expects honesty and fairness from all of its members: professors, non-academic staff, and students.

Dishonest behaviours will be sanctioned in accordance with the [University Norms on Student Academic Discipline of August 2015](#), and include lying, cheating in exams, and plagiarism in written work. We take such violations seriously. Depending on their gravity, these offences will be dealt with by the Professor in charge of the subject, by the Dean of Students, and in very severe cases, by the Vice President for Student Affairs.

Sanctions include:

- formal warnings
- prohibition from entering University premises for a given period
- loss of admission rights to exams
- loss of scholarships
- A failing grade for the piece of work or the whole course

OFFICE HOURS

The timetable of office hours is:

- Mondays, 10.00-11.00
- Tuesdays, 10.00-11.00
- Thursdays, 10.00-11.00

The venue is Office 2190 in Edificio Amigos, sector hilera.

- As professors have many tasks, it is likely that, if you don't previously book an appointment, you may not find the professor in the office even during office hours. Therefore, **you should always send an e-mail in advance to jelizalde@unav.es to book an appointment.**

BIBLIOGRAPHY AND RESOURCES



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The books which are recommended for this course are:

ROUTLEDGE HANDBOOK OF SPORT MANAGEMENT. Edited by Leigh Robinson, Packianathan Chelladurai, Guillaume Bodet and Paul Downward

SPORT MANAGEMENT: PRINCIPLES AND APPLICATIONS. Russell Hoye, Aaron Smith, Matthew Nicholson and Bob Stewart

The lecturer uses slides in the lectures as an auxiliary material for the explanations and publishes them in the ADI page, but **the knowledge required will never be restricted to the content of the slides.** The lecturer expects the student to learn **everything which is explained in the lectures.**