

## 26334 - Sports Companies: Management and Administration

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	229 - Facultad de Ciencias de la Salud y del Deporte
<b>Degree</b>	295 - Degree in Physical Activity and Sports Science
<b>ECTS</b>	6.0
<b>Course</b>	
<b>Period</b>	First semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

#### **5.1.General methodological presentation**

#### **5.2.Learning activities**

#### **5.3.Program**

The aim of the present subject is to introduce the students into the management of sport organizations through the Strategic Management (SM). For that purpose it is organized in six main parts.

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**Part 1:** The first one, about general concepts, Management, Firm, Entrepreneur, Strategic Management, are the concepts to be studied. and the SM methodology is shown.

Chapter 1. Organizations, firms and their management.

**Part 2:** The second is devoted to the strategic analysis.

Chapter 2. Concept and diagnosis of the remote environment.

Chapter 3. The specific environment of organizations (I): conceptual scheme for the structural analysis of industries.

Chapter 4. The specific environment of organizations (II): competitive advantage of locations.

Chapter 5. The functional diagnosis.

Chapter 6. The strategic diagnosis.

Chapter 7. The financial diagnosis.

**Part 3:** The third is devoted to learn about missions, goals and objectives of organizations.

Chapter 8. Missions, goals and objectives of organizations.

**Part 4 :** The fourth goes into detail about strategic choice..

Chapter 9. Strategy formulation, evaluation and choice.

**Part 5 :** The fifth studies the requisites of strategy implementation.

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Chapter 10. The implementation of strategies..

**Part 6** : It describes the control processes of organizational strategies.

Chapter 11. Control processes.

**5.4.Planning and scheduling**

**5.5.Bibliography and recommended resources**