

26325 - Sports Management and Legislation

Información del Plan Docente

Academic Year	2017/18
Faculty / School	229 - Facultad de Ciencias de la Salud y del Deporte
Degree	295 - Degree in Physical Activity and Sports Science
ECTS	6.0
Year	4
Semester	First semester
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. It is based on active participation, case studies, teamwork etc. that favors the development of communicative skills and critical thinking. A wide range of teaching and learning tasks are implemented, such as lectures, practical activities, practice sessions, autonomous work, tutorials, and academic guidance.

Further information regarding the course will be provided on the first day of class.

5.2. Learning tasks

Those practice sessions devoted to reduced groups will include the following activities:

*Case studies,

*Texts reading and discussion,

*Role playing and

*Problems solving

Also,

*Round-table discussions,

*Visits and

*Conferences

will be considered.

5.3. Syllabus

The aim of the present subject is to introduce the students into the management of sports business and institutions through the study of their value chain. For so doing the course is divided into four main parts.

Part 1: The first, about general concepts, Management, Firm, Entrepreneur, Strategic Management, Internal Analysis and Functional Diagnostic are the concepts to be studied.

Chapter I. ORGANIZATIONS, FIRMS AND THEIR MANAGEMENT.

Part 2: The second part is devoted to the primary activities that make up for the basic productive sequence of the organization. It includes:

Chapter II. INTERNAL LOGISTIC ACTIVITIES.

Chapter III. OPERATIONS ACTIVITIES.

Chapter IV. EXTERNAL LOGISTIC ACTIVITIES.

Chapter V. LAS MARKETING AND SALES ACTIVITIES.

Chapter VI. SERVICE ACTIVITIES.

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Part 3: The third part is devoted to study the particularities of those support value activities that make the primary activities possible. It includes:

Chapter VII. PURCHASING ACTIVITIES.

Chapter VIII. TECHNOLOGICAL ACTIVITIES DEVELOPMENT.

Chapter IX. HUMAN RESOURCES MANAGEMENT ACTIVITIES.

Chapter X. INFRASTRUCTURE ACTIVITIES: MANAGEMENT, ORGANIZATION AND FINANCES.

Part 4: The fourth part is devoted to to the legal particularities that condition the organization of sport. It includes:

Chapter XI. THE ORGANIZATION AND ADMINISTRATION OF THE SPANISH SPORT.

Chapter XII. SECOND DEGREE SPORT ENTITIES.

Chapter XIII. FIRST DEGREE SPORT ENTITIES: THE SPORTS CLUBS.

Chapter XIV. SPORTS LIMITED COMPANIES.

5.4.Course planning and calendar

For further details concerning the timetable, classroom and further information regarding this course please refer to the Faculty of Health and Sports website (<https://fccsyd.unizar.es/>)

5.5.Bibliography and recommended resources

Basic Bibliography:

Acosta, R. Dirección, gestión y administración de las organizaciones deportivas. Editorial Paidotribo. 2001. Barcelona.
Blanco, E., Burriel, J.C. et al. Manual de la organización institucional del deporte. Editorial Paidotribo. 2000. Barcelona.
Carús, L. Dirección de empresas deportivas. Ejemplificación audiovisual. Pressas Universitarias de la Universidad de Zaragoza. 2008. Zaragoza.

Recommended Bibliography:

Bueno Campos, Eduardo. Dirección estratégica de la empresa : metodología, técnicas y casos / Eduardo Bueno Campos . [5a ed. rev. y act.] Madrid : Pirámide, D.L. 1996

Celma, Joan. ABC del gestor deportivo/ Joan Celma . 1a ed. Barcelona: Inde, 2004

Legislación y documentos técnicos de referencia en instalaciones deportivas. Madrid : Consejo Superior de Deportes,

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Dirección General de Infraestructuras Deportivas, 2010

Martínez del Castillo, Jesús. Apunts : Educación física y deportes: La gestión pública y privada de los espacios deportivos en las comunidades autónomas y los sistemas locales; Nº 63, 2001 , págs. 74-83. Esplugues de Llobregat (Barcelona) : Institut Nacional d'Educació Física de Catalunya, 2001- [Publicación periódica]