

## CURRICULUM – SPORTS MANAGEMENT

### FIRST YEAR

SUBJECTS	TYPE	ECTS	SEMESTER
Theory, history, and evolution of sports	Core	6	1o
Business organization and administration	Core	6	1o
Structuring and organization of the sports system	Core	6	1o
Business English	Core	6	1o
Communication skills	Core	6	1o
Sports law and legislation	Core	6	2o
Economic foundations of organizations	Core	6	2o
The sports industry and its social and economic impact	Core	6	2o
Fundamentals of Marketing and Communication	Core	6	2o
Business models and services in sports	Core	6	2o

### SECOND YEAR

SUBJECTS	TYPE	ECTS	SEMESTER
Consumer behavior	Mandatory	6	3o
Safety and accessibility in sports services.	Mandatory	6	3o
Ethics, sustainability, and corporate social responsibility.	Mandatory	6	3o
Statistics and sampling techniques	Mandatory	6	3o
Sports, health, and wellness	Mandatory	6	3o
Technology and digitization in sports management	Mandatory	6	4o
Human resources management and management processes	Mandatory	6	4o
Financial Accounting.	Mandatory	6	4o
Environmental analysis and market research	Mandatory	6	4o
Innovation in the design and planning of sports services	Mandatory	6	4o

### THIRD YEAR

SUBJECTS	TYPE	ECTS	SEMESTER
Data analysis and application to management *	Mandatory	6	5o
Team management and leadership.	Mandatory	6	5o
Social and recreational sports.	Mandatory	6	5o
Financial Management.	Mandatory	6	5o
Marketing mix and marketing plan	Mandatory	6	5o
Customer management: business process and sales techniques	Mandatory	6	6o
Labor management procedures.	Mandatory	6	6o
Planning and organization of sporting events	Mandatory	6	6o
Public and private sports management	Mandatory	6	6o
Management of sports clubs and federations.	Mandatory	6	6o

#### FOURTH YEAR

SUBJECTS	TYPE	ECTS	SEMESTER
Quality management in sports organizations	Mandatory	6	7o
Entrepreneurship and Business creation	Mandatory	6	7o
Organization and management of sports tourism	Mandatory	6	7o
Economic control	Mandatory	6	7o
Strategic planning and direction	Mandatory	6	7o
Marketing digital / Digital marketing	Mandatory	6	8o
Sports sponsorship and fundraising	Elective	6	8o
Communication, public relations, and protocol at major events.	Elective	6	8o
e-Sports, Exergames, and virtual business.	Elective	6	8o
Customer communication and cybersecurity.	Elective	6	8o
Legislation applied to federated sports: subsidies, intellectual property, taxation, and licenses.	Elective	6	8o
External academic internships	Elective	6	8o
External academic internships (optional extension).	Elective	6	8o
Final Degree Project	Mandatory	6	8o

TOTAL	ETCS
	240