

# SPORT MANAGEMENT

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**Who is this course for?** People who have a Bachelor's degree in Communication Sciences, Economics, Physical Education and Sport, Business Management, Marketing Management, Human Resource Management, Sport Management, Computer Science for Business Management, Marketing, Public Relations, Tourism, a similar subject, or a legal equivalent.

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This course aims to train professionals with high levels of technical skill for managing sports organisations. By helping to better understand trends in the evolution of service provision in the sport sector, it is aimed to provide future graduates from the course with fundamental concepts, techniques and methods to fully perform their professional activities. Excellent case studies of sports organisation management are used throughout the course to help students learn and apply knowledge in the different functional fields of sports organisations. It is aimed to supply participants with the new theories and methods developed in sport management systems based on an academic perspective within the context of organisations connected to sports culture, while bearing in mind the practical application that they may have in their professional fields.

## **Professional opportunities**

Public organisations (local authorities, public institutes), private sector organisations (health clubs, sports retailers, sport career management, sporting event organisation), not-for-profit private sector organisations (sports clubs, associations for specific sports, sports federations).

## **What makes this course different?**

The Master's degree in Sport Management is taught by academic staff who have long academic and working careers in fields as varied as sport in local authorities, physical exercise and health, marketing, sport governance, high performance sport and specialist retail. This enhances connections to the community, companies and professionals working in the field, who receive students in the second year of the course so they can produce a dissertation or project.

Academic staff's research activities are connected to several research and development units, particularly the Research Center in Sports Sciences, Health and Human Development (CIDESD), of which ISMAI is a founding member, classified as "Very Good" by the Foundation for Science and Technology.

**YEAR 1**  
**SEMESTER 1 • 30 ECTS**

- 3 Company Law
- 4 Entrepreneurship and Innovation
- 4 Sports Innovation Management
- 3 Management of Knowledge and Intellectual Capital
- 4 Applied Marketing
- 4 Research Methodology
- 4 Strategic Planning
- 4 Future Trends in Management

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**YEAR 1**  
**SEMESTER 2 • 30 ECTS**

- 3 Management Control and Financial Reporting
- 3 Market Studies
- 3 Financial Management
- 5 Sport Governance and Development
- 3 Quality Methods in Sport
- 2 Qualitative Methodology in Futures
- 2 Quantitative Methods in Futures
- 3 Research Project
- 3 Psychosociology of Organisations and Sport
- 3 Decision Support Systems

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**YEAR 2**  
**SEMESTER 1 • 60 ECTS**

- 60 Dissertation or Project