



COURSE DATA

Data Subject

Code	33227
Name	Management and organisation of sporting bodies and events
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1312 - Degree in Physical Activity and Sport Sciences	Faculty of Physical Education and Sport Sciences	3	Other cases
1331 - Degree in Physical Activity and Sport Sciences (Ontinyent)	Faculty of Physical Education and Sport Sciences	3	Other cases

Subject-matter

Degree	Subject-matter	Character
1312 - Degree in Physical Activity and Sport Sciences	23 - Management and organisation of sporting bodies and events	Obligatory
1331 - Degree in Physical Activity and Sport Sciences (Ontinyent)	23 - Gestión y organización de entidades y eventos deportivos	Obligatory

Coordination

Name	Department
AYORA PEREZ, DANIEL	122 - Physical and Sports Education
CRESPO HERVAS, JOSE JUAN	122 - Physical and Sports Education
NUÑEZ POMAR, JUAN MANUEL	122 - Physical and Sports Education

SUMMARY

The subject Management and Organisation of Sport Organizations and Events is a core subject that is given quarterly in the third year of



egree in Physical Activity and Sport Sciences. In the curriculum in place has a total 6 credits, spread over 4.5 theoretical credits and 1.5 practical credits. This subject aims the students learn organizational systems, techniques that are more operational in management, and planning the various models used in sports bodies and the organization of events. And along with this, we study economic opportunities and marketing that allows an effective organizational development. To give the student a practical knowledge and other (more applied), aims to achieve a sufficient technical training with which to undertake an organizational fact of considerable

dimensions.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

None

OUTCOMES

1312 - Degree in Physical Activity and Sport Sciences

- Apply the principles of fundamental rights, gender equality, equal opportunities, universal accessibility for people with disabilities, solidarity, environmental protection, the culture of peace and democratic values.
- Plan, implement and evaluate physical activity and sports programmes.
- Plan, implement and evaluate programmes for sport organisations and entities in the field of leisure, tourism, free time and sporting events.
- Direct and manage sports facilities.
- Apply information and communication technologies (ICTs) in the field of physical activity and sport sciences.
- Develop leadership, interpersonal and teamwork skills.
- Develop habits of professional excellence and quality.
- Know and understand the object of sport management theories.
- Understand the social and economic relevance of sporting events and activities.
- Know and implement sports programmes for organisations and entities in the field of leisure, tourism, free time and sporting events.



- Know the process of organisation, development and implementation of a sporting activity or event.
- Know the models and techniques applicable to the organisation of events.
- Know the areas of management of the organisation of sporting events.
- Know the application of information and communication technologies (ICT) in the field of sports management and organisation.
- Be able to manage and organise sporting activities and events with excellence and quality.
- Be able to manage and organise sporting entities with excellence and quality.
- Be able to apply analytical and reflective thinking to practical lessons and to the professional field.
- Know how to apply the rights of equal opportunities for men and women and for people with disabilities, as well as the values of democracy, to the management and organisation of sporting events.

LEARNING OUTCOMES

Competence 1:

Knowing and understanding the purpose and sport management theories.

Competence 2:

Knowing the social and economic events and sporting activities

Competence 3:

Meet and sports programs for organizations and entities in the field of Leisure, Tourism, Leisure, Sports and Entertainment.

Competence 4:

Know the process of organization, development and implementation of an activity or event.

Competence 5:

Knowing the models and techniques applicable to the organization of events.

Competence 6:

Knowing the areas of management of the organization of sporting events.

Competence 7:

Understand the application of information technologies (ICT) in the field of sports management and organization.



Competence 8:

To train students for management and organization of sports events and activities with excellence and quality.

Competence 9:

To train students for management and organization of sports organizations with excellence and quality.

Competence 10:

Get a higher level of analysis and reflection that allow the student to perform the work of practical classes and after the application of knowledge to the professional

Competence 11:

Apply the right to equality of opportunity between men and women, people with disabilities and the values of democracy, the management and organization of sports events.

DESCRIPTION OF CONTENTS

1. SPORT AS SOCIAL ORGANIZATION

- 1.1. The importance of sport in society today
- 1.2. Factors of transformation of the sport organization
- 1.3. The professionalization of the sport organization

2. TYPES OF ACTIVITIES AND SPORT EVENTS

- 2.1. Forms and level of sports practice
- 2.2. Characteristics of sport events
- 2.3. Types of sports events
- 2.4. Types of competitions

3. SPORTS ORGANIZATION SYSTEMS

- 3.1. The business organization and its implementation in sport.
- 3.2. The organizational structures in sport
- 3.3. Characteristics of the sports organization
 - 3.3.1. Private sports facilities
 - 3.3.2. Public sports facilities
- 3.4. Human resources in sport organizations



4. MODELS OF EVENTS ORGANIZATION AND SPORT ACTIVITIES

- 4.1. Organization models
- 4.2. The areas of organization
- 4.3. Tasks and functions of the organization areas

5. PLANNING PHASES AND SPORT EVENTS

- 5.1. The bidding phase
- 5.2. The initial phase of Organization
- 5.3. The planning phase and implementation
- 5.4. The phase of the event
- 5.5. The closure phase and dissolution of the organization

6. THE ECONOMIC MANAGEMENT OF INSTITUTIONS AND SPORTS EVENTS.

- 6.1. Economic resources in sport
- 6.2. Sources of funding for sporting events
- 6.3. The economic impact of sporting events
- 6.4. Management and economic control of the entities and sports activities.

7. MARKETING AND SPONSORSHIP IN SPORT.

- 7.1 .- Marketing and service quality.
- 7.2 .- Sport sponsorships.
- 7.3 .- The sponsorship plan of a sport activity

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Classroom practices	15,00	100
Development of group work	26,00	0
Study and independent work	56,00	0
Preparation of evaluation activities	8,00	0
TOTAL	150,00	



TEACHING METHODOLOGY

THEORETICAL PART: The teaching of the theory is a generalized approach to content and skills to develop in each subject by the teacher. The introduction of the contents, accompanied by numerous practical examples, should enable a participatory dynamic in the classroom and effective participation of students in developing it. Much of the contents to be developed will be available early enough in the virtual classroom, so that students can access them and prepare them in advance of the theoretical teaching, so as to achieve a better use of these theoretical sessions .

PRACTICAL PART: The practical part is developed through individual and collective work in which is raised and develop organizational aspects necessary to carry out an activity or sporting event. Them sessions practices is pose with sessions of tutoring of them works, through an introduction and explanation of them themselves and resolution of them doubts that can pose is from the students.

EVALUATION

The theoretical and practical parts of the subject each represent 50% of the final evaluation, both of which must be approved in order to be considered approved the resulting average.

Theoretical part:

FOR THE FIRST CALL EVALUATION, TWO EVALUATION OPTIONS ARE POSSIBLE:

Option A.- Carrying out an examination on the contents exposed in the programme of the subject. The contents include the documentation available in the virtual classroom (including those that come from the proposed tasks by the teachers), as well as the development of the topics exposed in class.

Option B.- Evaluation with assistance, active participation and task delivery in time.

To be eligible for Option B evaluation, students will have to:

1.- Attend a minimum of 80% of the theoretical classes given by the teaching staff and show an active participation in them. They will have to bring to the classes the sheet of signatures and deliver it in the date indicated by the teachers to justify the attendance. Not submitting the signature sheet or having signed fewer sessions of 80% of the total number of classes taught, will mean not being able to take part in evaluation B, having to take the option A (exam).

2.- Deliver the tasks in groups of 2 or 3 people (to be determined by each teacher). A minimum of 5 tasks will be proposed. The tasks will have to be delivered on the date indicated by the teachers in the calendar that will be communicated to the effect, and all of them will have to reach the 5 to be able to make average. It is given the option of recovering the suspended tasks after tutoring with the responsible teachers, and with the delivery in the date that opportunely will be indicated.

It'll be a reason for task suspense:



- Deficient contents or not adjusted to what is required in the task guidelines.
- Delivery out of time or by means other than that required.
- Delivery in a format other than that required.
- The literal copy, total or partial, of works or other people's making them pass as their own.

In order to average the tasks of the theoretical part of the course, it will be essential to achieve a minimum grade of 5 in each and every one of them.

If the grade of 5 is not passed in all the tasks, the student will have to be evaluated with Option A.

Students who opt for option B have the right to take the option A exam. The final grade will be the higher of the two evaluation modalities (A or B).

FOR THE EVALUATION IN THE SECOND CALL ONLY OPTION A CAN BE CARRIED OUT:

Option A.- Carrying out an examination on the contents exposed in the programme of the subject. The contents include the documentation available in the virtual classroom (including those that come from the proposed tasks by the teachers), as well as the development of the topics exposed in class.

Practical part:

First call:

OPTION A. It will be evaluated the accomplishment of an individual work and several in group, that complete the development of the organizational aspects of a sport event, being obligatory the punctual presentation of all of them, to be able to be evaluated and to have a minimum mark of 5 each one of them. Throughout the course and periodically, students will be informed of the outcome of their work, guiding them in their deficiencies, to achieve some approaches and developments increasingly tailored to the needs that their events require. This continuous evaluation requires the attendance to a minimum of 80% of the practices.

OPTION B. It will be evaluated the accomplishment of a final individual work and several in group, that complete the development of the organizational aspects of a sport event, being obligatory the punctual presentation of all of them, to be able to be evaluated and to have a minimum mark of 5 each one of them. Throughout the course and periodically, students will be informed of the outcome of their work, guiding them in their deficiencies, to achieve some approaches and developments increasingly tailored to the needs that their events require. In addition, making and individual presentation of a work, previously communicated by the teacher in tutoring to each student who opts for this option.

Second call:

It will be evaluated the individual performance of the work done in option B, a final individual work and several in group, which complete the development of the organizational aspects of a sporting event, being mandatory the timely presentation of all of them, to be evaluated and have a minimum grade of 5 each. In addition, making and individual presentation of a work, previously communicated by the teacher in tutoring to each student who opts for this option.



REFERENCES

Basic

- AÑÓ, V. (2000). Organización de grandes eventos deportivos internacionales. Arbor CLXV, nº 650. (Febrero), pág. 265-287. Ed. CSIC. Madrid.
- AÑÓ, V. (2001). Beneficios socioeconómicos de la organización de Grandes Eventos Deportivos. El impacto sobre la economía y el turismo. En Nuevas aportaciones al estudio de la Actividad Física y el Deporte (pág. 15-31) Ed. F.C.A.F y D. Universitat de València.
- AÑÓ, V. (2011). Manual de organización de eventos deportivos. València: PUV.
- AYORA, D. & GARCÍA, E. (2004). Organización de eventos deportivos. Barcelona.: Inde.
- CARRAGIO, M (1996). Patrocinio deportivo. Ed. Ariel. Barcelona.
- CASIMIRO, A., ANÓ, V. (2006). Incidencia social de los Juegos Mediterráneos Almería 2005. Ed. UAL. Almería.
- CONSEJO SUPERIOR DE DEPORTES (2018). Anuario de estadísticas deportivas 2018. Portal CSD. Madrid.
- FERNÁNDEZ, F. & BARQUERO, J.D. (2004). El libro azul del protocolo y las relaciones públicas. Madrid.: McGraw Hill.
- GARCÍA FERRANDO, M., y LLOPIS, R. (2006). Posmodernidad y Deporte: entre la Individualización y la Masificación. Encuesta hábitos deportivos de los españoles 2005. CSD. Madrid
- GRÖNROOS, C. (1994). Marketing y gestión de servicios. Madrid.: Díaz de Santos.
- KREITNER, R. & KINICKI, A. (1996). Comportamiento de las organizaciones (3ª ed.). Madrid : Irwin.
- MORENO-LUZON, M., PERIS, F., GONZÁLEZ, T. (2000). Gestión de calidad y diseño de organizaciones. Ed. Prentice Hall. Madrid.
- VAN DER WAGEN, LYNN (2005). Event management for tourism, cultural, bussiness and sporting events, 2nd, ed. Frenchs Forest: Pearson Education Australia
- ZEITHAML, V.A.& BITNER, M.J. (2002). Marketing de servicios (2ª ed.). México, D.F. México.: McGraw Hill.

Additional

- AÑÓ, V. (2010). Passió per l'Esport. De la pràctica als grans esdeveniments. València: PUV.
- BLÁZQUEZ, A. (2012). Marketing Deportivo: En 13 historias. Barcelona: INDE.
- CASIMIRO, A., ANÓ, V. (2006). Incidencia social de los Juegos Mediterráneos Almería 2005. Ed. UAL. Almería.
- CLOTAS, P. (2008). El patrocini empresarial i com buscar patrocinador. Ed. Lid. Barcelona.
- CUESTA, F. (1997). La gestión del marketing directo. Ed. McGraw-Hill. Madrid.
- ELIAS, N., y DUNNING, E. (1992). Deporte y Ocio en el proceso de civilización. Ed. FCE. México.
- FAURE, G. (1993). Estructura, organización y eficacia en la empresa. Ed. Deusto. Bilbao.
- FERNÁNDEZ Y VÁZQUEZ, J.J. (2018). Guía de protocolo para la organización de eventos deportivos (Ceremonial y Protocolo). Madrid: Síntesis.
- FERRAND, A; CAMPS, A; TORRIGIANI, L. (2007). La gestión del Sponsoring deportivo. Ed.



Paidotribo. Barcelona.

KERR, J. (2017). Legacy: 15 lecciones sobre liderazgo. Barcelona: Córner.

MEMORIA DE GESTIÓN DE LOS XV JUEGOS MEDITERRÁNEOS ALMERÍA 2005. (2006) ED. COJMA. Almería.

MEMORIA DEL VII CAMPEONATO DEL MUNDO DE ATLETISMO. SEVILLA 99. (2000). Ed. Comité Organizador Sevilla 99. Sevilla.

MEMORIA OFICIAL UNIVERSIADA PALMA DE MALLORCA (1999). Ed. Fundación Juegos Mundiales Universitarios. Palma de Mallorca.

SOUICIE, D. (2002). Administración, Organización y Gestión Deportiva. Ed. Inde. Barcelona.

ZIMBALIST, A. (2016). Circus maximus. Barcelona: Akal.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

ADENDA A LA GUÍA DOCENTE MOTIVADA POR COVID 19 - 2º CUATRIMESTRE (1º Y 2º CONVOCATORIA)

Metodología docente / Metodología docente

A LOS DOCUMENTOS HABITUALES, SE IMPLEMENTAN LAS SIGUIENTES:

1. Propuesta de actividades por aula virtual
3. Videoconferencia síncrona BBC
4. Videoconferencia asíncrona BBC
5. Transparencias locutadas
6. Debates en el fórum
7. Tutorías mediante videoconferencia

Avaluació / Evaluación

SEGUNDO CUATRIMESTRE (GRUPOB) PRIMERA CONVOCATORIA

PARTE TEÓRICA:

OPCIÓN A: Se mantiene el examen final que será realizado DE FORMA ORAL por medio de una videoconferencia con cada alumno individualmente.



Opción B: Se mantiene la evaluación continua, pero para optar a la misma, solamente contará la entrega de los trabajos en la fecha y forma indicada en el aula virtual (Un total de 3 trabajos). Se deja de tener en cuenta la asistencia.

PARTE PRÁCTICA:

Opción A: Se mantiene la evaluación continua, pero para optar a la misma, solamente contará la entrega de los trabajos grupales en la fecha y forma indicada en el aula virtual. Se deja de tener en cuenta la asistencia.

Opción B: Se mantiene como en la guía docente.

SEGUNDO CUATRIMESTRE (GRUPOB) SEGUNDA CONVOCATORIA

PARTE TEÓRICA:

SOLAMENTE EXISTE LA OPCIÓN A: Se mantiene el examen final que será realizado DE FORMA ORAL por medio de una vídeo-conferencia con cada alumno individualmente.

PARTE PRÁCTICA:

Se mantiene como en la guía docente.

*Todo aquello que no ha sido modificado, se mantendrá igual que en la guía docente publicada en el aula virtual.