

**COURSE DATA****Data Subject**

<b>Code</b>	43912
<b>Name</b>	Planning and management of sporting activities and events
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	4.0
<b>Academic year</b>	2024 - 2025

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. Period</b>	<b>year</b>
2179 - Master's Degree in Physical Activity and Sport Management	Faculty of Physical Education and Sport Sciences	1	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
2179 - Master's Degree in Physical Activity and Sport Management	2 - Planning and management of sporting activities and events	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
CRESPO HERVAS, JOSE JUAN	122 - Physical and Sports Education

**SUMMARY****English version is not available**

La materia **Planificación y gestión de actividades y eventos deportivos** es una asignatura cuatrimestral de carácter obligatorio del **Master en dirección y gestión de la actividad física y el deporte**. Su carga docente es de 4 créditos ETCS.

Con esta asignatura se pretende que el alumnado conozca los diferentes sistemas de gestión de actividades y eventos deportivos utilizados por todo tipo de organizaciones. Se abordan factores sociales y económicos, así como los aspectos legales y de seguridad que deben tenerse en cuenta para la organización y dirección de eventos deportivos. Se hace un especial hincapié en el impacto social y económico de los eventos deportivos.



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

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

### Other requirements

The previous knowledge is that of a Bachelor's Degree in Physical Activity and Sports Sciences. And in the case that they do not have the knowledge that these studies provide, it is important to have knowledge in the area of Physical Education and Sports, which can give the studies of Teaching, specializing in Physical Education. Other knowledge from social sciences and law degrees may also be partially valid.

There are no enrollment restrictions with other subjects.

## COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

### 2179 - Master's Degree in Physical Activity and Sport Management

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Organizar, dirigir, planificar y evaluar en cualquier situación de forma eficiente.
- Desarrollar la capacidad de análisis, de toma de decisiones y de resolver problemas de forma eficiente.
- Desarrollar la autonomía e iniciativa necesaria y la creatividad suficiente para un adecuado ejercicio profesional.
- Conocer y saber aplicar las habilidades de liderazgo, de comunicación y relación interpersonal.
- Conocer y actuar dentro de los principios éticos y deontológicos necesarios para el correcto ejercicio profesional así como de responsabilidad en las actuaciones.
- Desarrollar hábitos de excelencia, calidad y profesionalidad.
- Comprender y actuar para minimizar el impacto que la organización de eventos y actividades físico-deportivas tiene en el medio ambiente.
- Fomentar la igualdad entre hombres y mujeres a través de la gestión y organización de la actividad físico-deportiva.



- Facilitar la transferencia de conocimientos teóricos a la práctica profesional de la gestión el deporte.
- Analizar y aplicar los modelos de gestión directa, indirecta y mixta, más actuales de organización y dirección de eventos y competiciones deportivas.
- Conocer y desarrollar las habilidades y técnicas directivas.
- Planificar y gestionar los posibles riesgos y la seguridad, en las instalaciones, servicios y eventos de actividad física y deporte.
- Conocer, comprender y aplicar los tipos de diseño, instrumentos y análisis de datos adaptados al ámbito de la gestión de la actividad física y el deporte.

## **LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)**

The student should be able to:

Plan and coordinate the management of different types of physical-sports events.

Master the planning and quality management processes of a sport event.

Plan the possible risks and know the safety systems in services and events of physical activity and sport.

Manage a sport event efficiently.

Have the necessary skills to solve possible unforeseen events or problems that may arise during the celebration phase.

## **DESCRIPTION OF CONTENTS**

### **1. Planning and management of sport activities and events**

The subject aims to provide students with the necessary knowledge to direct, plan and manage with quality any type of sporting event, from international to local ones. The study of the contents may be complemented by the use of the recommended selected bibliography. In addition to the theoretical study of the contents exposed in class, practical cases will be carried out for their adequate assimilation, with a teaching oriented towards the exposition of real situations of sports events and competitions, which facilitates the resolution of cases that may arise in their professional future. There will also be a focus on the investigation of sports event management systems.

Likewise, the subject will be organized in the following thematic blocks:

Types of sports events and competitions, characteristics and classification. Practical examples

2. The management of sport events. Planning and organization phases. Operational diagrams
3. Organizational models and areas. Operational functions.
4. Safety and risks in events.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	28,00	100
Study and independent work	46,00	0
Preparation of evaluation activities	7,00	0
Preparing lectures	7,00	0
<b>TOTAL</b>	<b>88,00</b>	

**TEACHING METHODOLOGY****English version is not available****EVALUATION**

Written exam on the contents of the theoretical and practical classes. Value: 70% of the final grade. The examination of this content will take the form of an assignment by means of which students can accredit the acquisition of knowledge.

Performance of a practical case study in groups or individually to assess the degree of mastery of the competences. Value: 30% of the final grade.

Students are reminded that the literal copying, in whole or in part, of other people's works, presenting them as their own, will be considered unacceptable conduct in the academic environment. On the other hand, and according to the Law on Intellectual Property, the total or partial reproduction of other people's works is usually forbidden.

total or partial reproductions of other people's works, which may lead to the corresponding criminal offences or misdemeanours.

**REFERENCES****Basic**

- AÑÓ, V. (2011). Organización de eventos y competiciones deportivas. València: PUV
- AYORA, D. & GARCÍA, E. (2004). Organización de eventos deportivos. Barcelona.: Inde.
- DEBORDES, M. Y FALGOUX, J. (2006). Gestión y organización de un evento deportivo. Ed. Inde. Barcelona.
- PARIS, F. (2005). La planificación estratégica en las organizaciones deportivas. Barcelona. Paidotribo.



### Additional

- AÑÓ, V. (2010). Passió per l'Esport. De la pràctica als grans esdeveniments. València: PUV.
- AÑÓ, V., CALABUIG, F., AYORA, D., PARRA, D., Y DUCLÓS, D. (2014). Percepción social de la importancia, el impacto y los beneficios esperados de la celebración de los Juegos Mediterráneos de Tarragona en 2017. *Revista de Psicología del Deporte* 2014. Vol. 23, núm. 1, 43-54.
- AÑÓ, V., CALABUIG, F. & PARRA, D. (2012). Impacto Social de un gran evento deportivo: el Gran Premio de Europa de Fórmula 1. *Cultura, Ciencia y Deporte*, 7(19), 53-65.
- BYERS, T., PARENT, M., SLACK, T. (2012). *Key concepts in sport management*. Sage Publications Ltd.
- BULL, C., & LOVELL, J. (2007). The impact of hosting major sporting events on local residents: An analysis of the views and perceptions of Canterbury residents in relation to the Tour de France 2007. *Journal of Sport Tourism*, 12(3), 229-248.
- PREUSS, H., & SOLBERG, H. A. (2006). Attracting major sporting events: The role of local residents. *European Sport Management Quarterly*, 6(4), 391-411.
- RITCHIE, B. W., SHIPWAY, R., & CLEEVE, B. (2009). Resident perceptions of mega-sporting events: A non-host city perspective of the 2012 London Olympic Games. *Journal of Sport & Tourism*, 14(2), 143-167.
- ZHOU, J. Y., & AP, J. (2009). Residents' perceptions towards the impacts of the Beijing 2008 Olympic Games. *Journal of Travel Research*, 48(1), 78-91.