



**COURSE IN
SPORT MANAGEMENT
FUNDAMENTALS**



INTRODUCTION

The program is a perfect introduction to the world of the management and administration of sports. You will know how sport organizations are managed properly through real case studies, and work with the basic concepts and skills necessary to learn more about both the strategic and operational aspects of sport management.

OBJECTIVES

The main objective of the Sport Management Fundamentals course is to provide you with the fundamental concepts of sport management and the basic tools of operational management in sports companies and organizations.

LEARNING OUTCOMES

- To understand the environment in which sport organizations operate, enterprise operations, their functional areas and instruments for analysis.
- To have a basic vision of strategic management from a business perspective.
- To know, understand and apply basic concepts in sport management.

PROGRAM

The program has a duration of about 60 hours. The maximum time given to complete the program is 4 months. The course is composed of various teaching units (UD) and each one consists of a continuous assessment test, in which you interactively apply theory, complemented with solving exercises and practical cases.



MODULE 1 : STRATEGIC MANAGEMENT

- Introduction
- Values, mission and vision
- The competitive advantage
- Environmental scanning
- Analysis of the sector
- Internal analysis

MODULE 2 : MANAGEMENT SKILLS

- Leadership
- Management styles
- Talent recruitment and retention
- Management of high performance teams

MODULE 3 : SPORTS MARKETING

- The sports consumer
- The marketing mix
- The product's life cycle
- The brand
- Market segmentation
- Sports sponsorship

MODULE 4 : FINANCIAL MANAGEMENT

- Interpretation of financial reports
- Financing in sports
- Investments and project assessment
- Risk management

ACADEMIC CERTIFICATION

- Certificate for the program Sport Management Fundamentals from the Johan Cruyff Institute.