

Sports Management (5 ECTS)

1. History and typology of sports
2. Sport systems among the world
3. Management in sporting organizations
4. Financial management and business intelligence in sports
5. Stakeholders and spectator's management (sport ecosystem)
6. Management in fitness/wellness industry
7. Sporting event (project) management
8. Specific phases of sporting event management:
 - a. Bidding
 - b. Preparation
 - c. Implementation
 - d. Evaluation and legacy
9. Entrepreneurship and innovations in sports:
 - a. Market research
 - b. SWOT analysis
 - c. Business plan
 - d. Marketing strategy (Marketing mix)