

Syllabus. Different Sports Facilities Models in the International Market

Module 1: Facility models, USA market.

1.1 NFL (National Football League)

1.2 MLB (Major League Baseball)

1.3 NBA and NHL (National Basketball Association and National Hockey League)

1.4 MLS (Major League Soccer)

Module 2: Facility models, EU market.

2.1 The Premier League

2.2 Bundesliga

2.3 LaLiga

2.4 Serie A

2.5 Ligue 1

Module 3: Facility models, rest of the markets.

3.1 2018 World Cup in Russia

3.2 2022 World Cup in Qatar

3.3 2019 Rugby World Cup in Japan

Module 4: Latest market trends. The future of stadiums and arenas.



Objectives

Setting goals allows you to have a concrete idea of what you intend to achieve by partaking in the learning and teaching process that is taking this course. But the case for setting goals is even stronger yet: it allows for the establishment of what needs to be done in order to fulfill the very purpose for which the goals were set. To achieve these goals, you should complete this course as designed, going through the different stages of the course. If you complete the course as instructed, you will be equipped to achieve the following objectives:

Overall objective:

To provide general knowledge of established facility models through the analysis of each professional sports market.

Specific objectives:

- Learn the most important characteristics of facility models in the USA market.
- Learn the most important features of facility models in the EU market.
- Identify the most important characteristics of facility models in the rest of the markets.
- Be trained in the latest market trends, as well as in the future of stadiums and arenas.

Skills

We hope you will develop the following skills throughout the course:

General skills

- 1) Teamwork and collaboration: the ability to work together with colleagues in order to achieve shared goals and develop high performance-level group synergy.
- 2) Capacity for analysis and reflection: the ability to methodically examine the varying aspects of a situation or set of facts and make an assessment.
- 3) Creative and innovative solutions based on knowledge: the ability to provide innovative alternative solutions to existing problems based on formal learning.

Specific skill

Acquire the ability to identify the different business models of each stadium and arena depending on the competitive environment and market, and new trends and changes that are breaking into the industry.