

# Syllabus. Business and Administration in the Football Industry



## SYLLABUS

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## TOPICS

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- ☰ Module 1: Strategy development.
- ☰ Module 2: Barça's strategic planning model - General perspective of Barça's strategic plan.
- ☰ Module 3: Use of data at the club.

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## Module 4: Football new reality - The future of the football industry.

## Description

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Usually, the sports industry represents 620 billion euros or 1% of the GDP (gross domestic product). Football generates the biggest sports segment of the global GDP since it registers over 20 billion euros a year. Locally, the economic impact of FC Barcelona in Barcelona city has been estimated in 906 million euros (near a billion) or 1.5% of the GDP of the city. FC Barcelona is one of the most successful sports clubs not only in UEFA and La Liga but also in the business market. This course will take FC Barcelona as a case study to provide students with fundamental knowledge about a football club administration.

In cooperation with Daniel G. Kelly II, Ph.D. Of the Sports Industry Management program in Georgetown University (Washington DC) and Javier Sobrino, Innovation and Strategy Manager at FC Barcelona, the Football Industry Business and Administration Certificate will offer students many conceptual frameworks to analyse the administrative business model of professional football clubs. In this program, students will analyse aspects of

organizational effectiveness, as well as organization and planning of different business models taking FC Barcelona as a case study.

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# Objectives

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By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

## General objective

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Learning to analyse the functions and relationships of managers in relation to the main administration of a football club.

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# Skills

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## General skills

The skills we hope you will develop throughout this course are:

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

## Specific skills

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Understanding the business and organization of the main football organisations.

Evaluating strategic and leadership decisions taken by professionals when managing high-level football clubs. Developing the managerial skills needed to have a leadership vision for a football club and developing the brand strategy to structure, position and manage the brand in the new digital era.

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# Criteria for participation and approval

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## Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

## Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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# Module 1: Strategy development.

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**Unit 1.1 Strategic Planning: Development dimensions and phases.**

**Unit 1.2 Strategy: key success factors and strategic opportunities.**

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## **Module 2: Barça's strategic planning model - General perspective of Barça's strategic plan.**

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**Unit 2.1 General perspective of the strategic plan.**

**Unit 2.2 FC Barcelona planning methodology.**

**CONTINUE**

## Module 3: Use of data at the club.

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**Unit 3.1 Business Analytics: Key performance indicators in the industry and the main types of analysis.**

**Unit 3.2 Sports analytics to provide a competitive advantage.**

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## **Module 4: Football new reality - The future of the football industry.**

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**Unit 4.1 Changes in the sports consumer's behaviours and in mass media consumption.**

**Unit 4.2 Innovation and future of the sports industry.**

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