









# Syllabus: Planning and organization of a sports management department



## SYLLABUS

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## COURSE 2: PLANNING AND ORGANIZATION OF A SPORTS MANAGEMENT DEPARTMENT

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-  **Module 1: Organizational Chart/Responsibilities of a Sports Management Experts: Paulo Araujo**

≡ **Module 2: Strategic Planning. Creation and Operation of the Technical Secretariat Experts: Paulo Ara**

≡ **Module 3: Analysis and Scouting – Player Profile / Succession Lines Experts: David Fernández + ST**

≡ **Module 4: Importance of Data in the 21st Century (Database-AI) Experts: Alejandro Losa**

# Justification

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According to a survey conducted by FIFA, there are over 1.7 million teams worldwide and approximately 301,000 football clubs. This course arises from the need and demand of clubs, federations, or sports organizations that need to hire professionals in the management and administration of these entities. These professionals must be able to administer, lead, and manage the sports aspect of a club. The aim of this course is to train future professionals responsible for managing clubs, federations, or other sports entities, offering them the opportunity to learn tools for planning and organizing a club and inviting them to develop personal, social, and communication skills needed to meet the demands of the role. Our sports management program provides the knowledge, tools, and skills necessary to perform the functions of a sports manager. The need and opportunity of the project should be outlined in 2 to 3 paragraphs, addressing social demands, technological development in the area, supported by studies of needs, demand, and available similar services. It is recommended to include the job market, demand and context, existing training offers, the occupational field of future graduates,

and potential impacts on political, social, economic, and cultural aspects.

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## Target Student Profile

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The sports management course is intended for individuals currently working as sports managers, professionals working in sports management, or those in the football world who wish to acquire the knowledge and skills necessary to work in sports management roles.

By completing the course, participants will have acquired the knowledge, personal skills, and attitudes needed to perform the required tasks for working in a sports management position. This section should detail what is expected once the training is complete, including professional traits: knowledge, general skills, attitudes, and other characteristics needed for effective performance in the workplace.

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# Graduate Profile

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The certificate will grant graduates the ability to perform with knowledge, skills, and abilities in the following areas:

- Ability to plan and coordinate a sports structure
- Human resource management and selection capability
- Conclusions and decision-making
- Establishment of strategies and negotiation skills
- Human relations and communication management
- Leading projects and teams
- Legal knowledge, interpretation, and contractual optimization

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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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Acquire the knowledge and personal skills necessary to work in sports management. Be capable of leading a team to achieve the objectives set by the club.

## Specific objectives

1

Understand and develop the various functions of a Sports Manager.

2

Organize and lead, both humanly and professionally, a work team within a professional context.

3

Learn and develop the personal skills required of a sports manager in daily work.

4

Understand the environment of professional football and how to navigate it.

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# Skills

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

## General skills

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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- Acting as a sports manager, technical secretary, or in any similar role.
- Developing leadership capabilities within any organization.

- Working as a player agent.
- Expertise in facility management or human resources departments.
- Analyst or administrator of sports contracts.

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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: Organizational Chart/Responsibilities of a Sports Management Experts: Paulo Araujo

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Lesson 8 of 10

## Module 2: Strategic Planning. Creation and Operation of the Technical Secretariat Experts: Paulo Ara

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Lesson 9 of 10

## **Module 3: Analysis and Scouting – Player Profile / Succession Lines Experts: David Fernández + ST**

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Lesson 10 of 10

## Module 4: Importance of Data in the 21st Century (Database-AI) Experts: Alejandro Losa

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