

Syllabus: Sports Products and Services Management



SYLLABUS

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MODULES

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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 develop a sports activity with a business vision, making use of its products and services in accordance with the market needs.

Specific objectives

- 1 To learn the phases of development of a product or service to apply in a sports activity.
- 2 To create, position and manage an entity, event or individual related to sports in the market.
- 3 To generate the ability to identify trends of development of new sports businesses and to apply it in a sports activity.

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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 skills

- Skills for analyzing, creating and managing new products and services in sports.

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Criteria for participation and approval

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. Products and Services Management

Unit 1.1. Products and Services Management

1.1.1 Introduction to Product Management

1.1.2 Modern Product Management

1.1.3 Product Manager: Post Definition

1.1.4 The Different Roles involved in Product Management

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Module 2. Product and Services Plan Execution

Unit 2.1. Product and Services Plan Execution

2.1.1 Pre-Planning Phase

2.1.2 The SWOT Analysis

2.1.3 Examples and Cases

2.1.4 Performance Indicators

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Module 3. Product Development Strategy

Unit 3.1. Product Development Strategy

3.1.1 Objectives and Strategies

3.1.2 New Product Development

3.1.3 The Product Management Plan

3.1.4 Product Team Management

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Module 4. Integration

Integrative reading

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