



Syllabus: The Technology Sports Clubs Need



Justification

Digital transformation is everywhere. There is no industry that it is not affecting. Sport as an industry is no exception. Customer demand great experiences both in the arena and online in their phone. Leagues and sport clubs are faced with this new reality, and sometimes it is not clear how to push the needed digital transformation forward.

This program has been created to find these answers to you. During this program we will go through the building blocks of digital transformation; Tech & data ecosystem, content creation and distribution, design planning and execution and internal processes. We will also dive in to specific examples of each area. The aim is to zoom out in order to see the picture and then zoom in to a specific area.

After completing this program, the student should have both a theoretical understanding about digital transformation and detailed understanding about each building block of digital transformation. By following what has been learnt during the program, the student should be able to build a roadmap for his/her own digital transformation in his/her own organization and start to implement that roadmap with selected teams.

SYLLABUS

Objectives

☰ Criteria for participation and approval

TOPICS

☰ Reading 1. Data-driven content creation and distribution

☰ Reading 2. Data-driven content and customer journey orchestration

☰ Reading 3. Digital asset management (DAM) and tech and data ecosystem

☰ Reading 4. Data, tech, content and customer-centricity as the pillars of digital transformation

Objectives

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

Increase understanding about what digital transformation is and how changes can be reached in sport organization

Specific objectives

1

Understanding of digital transformation and the impact it has in each industry.

2

Understanding of tech and data ecosystem in sport organizations.

3

Understanding of content creation and distribution with tech and data ecosystem.

4

Understanding of customer-centric design planning and execution

5

Understanding of changes needed in internal processes.

6

From theory to reality: Ability to create digital transformation roadmaps and run development projects.

CONTINUE

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.

CONTINUE

Lesson 3 of 6

Reading 1. Data-driven content creation and distribution

CONTINUE

Lesson 4 of 6

Reading 2. Data-driven content and customer journey orchestration

CONTINUE

Lesson 5 of 6

Reading 3. Digital asset management (DAM) and tech and data ecosystem

CONTINUE

Lesson 6 of 6

Reading 4. Data, tech, content and customer-centricity as the pillars of digital transformation

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