



Study Plan

School: School of Sciences and Technology
Degree: Master
Course: Sports Management and Direction (cód. 533)

1st Year - 1st Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES11421	*** TRANSLATE ME: Marketing e Empreendedorismo no Desporto ***	Management	6	Semester	156
GES11422	*** TRANSLATE ME: Planeamento e Recursos no Desporto ***	Management	6	Semester	156
DES11423	*** TRANSLATE ME: Espaços e Instalações Desportivas ***	Human Kinetics	3	Semester	78
MAT11424	*** TRANSLATE ME: Métodos de Investigação em Gestão do Desporto ***	Mathematics	6	Semester	156
DES11425	Seminars I	Human Kinetics	6	Semester	156

Group of Options

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN11432	Sports Economics	Economy	3	Semester	78
DES11433	*** TRANSLATE ME: Desporto e Media ***	Human Kinetics	3	Semester	12
DES11434	Organization of Sport Events	Human Kinetics	3	Semester	78
DES11435	*** TRANSLATE ME: Auditoria de Instalações Desportivas ***	Human Kinetics	3	Semester	78
GES11436	*** TRANSLATE ME: Comunicação no Desporto ***	Management	3	Semester	78
GES11437	*** TRANSLATE ME: Redes Sociais ***	Management	3	Semester	78
GES11438	*** TRANSLATE ME: Recursos Humanos em Desporto ***	Management	3	Semester	78

1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
DES11426	Sports policies	Human Kinetics	6	Semester	156
DES11427	*** TRANSLATE ME: Indústrias do Desporto ***	Human Kinetics	3	Semester	78
ECN11428	Sports Law	Juridical Sciences	3	Semester	78
DES11429	*** TRANSLATE ME: Ética e Medicina Desportiva ***	Human Kinetics	6	Semester	156
SOC11430	*** TRANSLATE ME: Sociologia das Atividades Desportivas ***	Sociology	3	Semester	78
DES11431	Seminars II	Human Kinetics	3	Semester	78

Group of Options

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN11432	Sports Economics	Economy	3	Semester	78
DES11433	*** TRANSLATE ME: Desporto e Media ***	Human Kinetics	3	Semester	12
DES11434	Organization of Sport Events	Human Kinetics	3	Semester	78
DES11435	*** TRANSLATE ME: Auditoria de Instalações Desportivas ***	Human Kinetics	3	Semester	78
GES11436	*** TRANSLATE ME: Comunicação no Desporto ***	Management	3	Semester	78
GES11437	*** TRANSLATE ME: Redes Sociais ***	Management	3	Semester	78
GES11438	*** TRANSLATE ME: Recursos Humanos em Desporto ***	Management	3	Semester	78



1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours

2nd Year - 3rd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
	Dissertation				
	Project Work				
	Internship				

Conditions for obtaining the Degree:

*** TRANSLATE ME: Para aprovação na componente curricular é necessário a aprovação (através de avaliação ou creditação) das seguintes unidades curriculares: { \ }newline

{ \ }newline

1º Semestre: { \ }newline

5 UC Obrigatórias num total de 27 ECTS { \ }newline

1 UC Optativa num total de 3 ECTS { \ }newline

{ \ }newline

2º Semestre: { \ }newline

6 UC Obrigatórias num total de 24 Ects { \ }newline

2 UC Optativa num total de 6 Ects { \ }newline

{ \ }newline

Para obtenção do grau, é necessário também a aprovação na Dissertação, Relatório de Estágio ou Trabalho de Projecto, com um total de 60 ECTS, no 3.º e 4.º Semestre. ***

Program Contents

[Back](#)

*** TRANSLATE ME: Marketing e Empreendedorismo no Desporto (GES11421) ***



[Back](#)

***** TRANSLATE ME: Métodos de Investigação em Gestão do Desporto (MAT11424) *****

1. Research Methods
 - 1.1 The research process
 - 1.2 Qualitative research methods
 - 1.3 Quantitative research methods
 - 1.4 Research questions and research objectives
 - 1.5 Research design
 - 1.6 Data collection
2. Descriptive Analysis
 - 2.1 Presentation of data: tables and graphs
 - 2.2 Central location measures
 - 2.3 Dispersion, concentration and asymmetry measures
3. Hypothesis testing
 - 3.1 Hypothesis testing: basic concepts
 - 3.2 Parametric and non-parametric tests
 - 3.3 Mean comparison tests for related samples
 - 3.4 Mean comparison tests for independent samples
 - 3.5 Correlation and association tests
4. Regression analysis with cross-sectional data
 - 4.1 The linear regression model - basic ideas
 - 4.2 Least squares method
 - 4.3 Hypothesis testing in regression analysis
 - 4.4 Regression analysis with qualitative explanatory variables
 - 4.5 Other functional forms
 - 4.6 Models with binary dependent variables: Logit and Probit

[Back](#)

Sports policies (DES11426)

1. The organization of sports events
2. Municipal sports policies
3. National sports policies, central
4. The example of a sports program - London 2012 Olympic Preparation
5. School sports
6. Volunteering in sport

[Back](#)

Sports Law (ECN11428)

1. Definition of Sports Law
2. Relation of sports law in the Portuguese Constitution
3. The sports court
4. Law of the sports system and the implications for sustainable
5. The patronage and sports sponsorship - implications for the sports phenomenon