



Study Plan

School: School of Health and Human Development
Degree: Master
Course: Sports Management and Direction (cód. 533)

1st Year - 1st Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES11421M	Marketing and Entrepreneurship in Sport	Management	6	Semester	156
GES11422M	Planning and Resources in Sport	Management	6	Semester	156
DES11423M	Spaces and Sports Facilities	Human Kinetics	3	Semester	78
MAT11424M	Research Methods for Sports Management	Mathematics	6	Semester	156
DES11425M	Seminars I	Human Kinetics	6	Semester	156

Group of Options

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN11432M	Sports Economics	Economy	3	Semester	78
DES11433M	Sport and Media	Human Kinetics	3	Semester	12
DES11434M	Sport Events Organization	Human Kinetics	3	Semester	78
DES11435M	Audit Sports Facilities	Human Kinetics	3	Semester	78
GES11436M	Communication in Sport	Management	3	Semester	78
GES11437M	Social Networks	Management	3	Semester	78
GES11438M	Human Resource Management in Sports	Management	3	Semester	78

1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
DES11426M	Sports Policies	Human Kinetics	6	Semester	156
DES11427M	Sports Industries	Human Kinetics	3	Semester	78
ECN11428M	Sports Law	Juridical Sciences	3	Semester	78
DES11429M	Ethics and Sports Medicine	Human Kinetics	6	Semester	156
SOC11430M	Sociology of Sports Activities	Sociology	3	Semester	78
DES11431M	Seminars II	Human Kinetics	3	Semester	78



1st Year - 2nd Semester

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GES11437M	Social Networks	Management	3	Semester	78
GES11438M	Human Resource Management in Sports	Management	3	Semester	78

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

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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

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Marketing and Entrepreneurship in Sport (GES11421M)

1. Marketing, Sports Marketing and Entrepreneurship concepts
2. Marketing Plan
3. The sports products as a marketing element
4. Marketing and Communication and the Internet
5. Creating and Analysis business idea



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Planning and Resources in Sport (GES11422M)

Introduction to Financial Accounting

Management Accounting, Budgeting and Management Control

Management of sports projects

Design and evaluation of sports projects

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Spaces and Sports Facilities (DES11423M)

1. Conceptualization and types of spaces and sports facilities.

2. Social Context and professional sports facilities.

3. Planning, functional design and architectural barriers of sports facilities.

4. Natural spaces and physical activity.

5. The school facilities.

6. The organization and management of sports facilities.

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Research Methods for Sports Management (MAT11424M)

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



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Seminars I (DES11425M)

1. Exploration of key issues on general and specific content in sports management area, defined eventually rotating basis in each edition.

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Sports Economics (ECN11432M)

1. Economic science and Sports
2. Demand and consumer choice
3. Supply and producer choice
4. The functioning of markets
5. Economics of sports events

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Sport and Media (DES11433M)

1. Background
 - 1.1. Evolution of sports journalism in Portugal
 - 1.2. Business models and sports contents
2. Written communication
 - 2.1. Compose sports Information
 - 2.2. Graphics in sports journalism
 - 2.3. Investigative journalism in sports media
3. Radio communication
 - 3.1. News for radio
 - 3.2. Radio news
 - 3.3. Reports, reports and radio interviews
4. Television communication
 - 4.1. News TV
 - 4.2. Editing, presentation, interviews and debates on television
 - 4.3. The "direct" on television
 - 4.4. Narration sporting event television
5. Digital Communication
 - 5.1. Devices and digital platforms to support the sports journalism
 - 5.2. Mobile devices and television (interactive)
 - 5.3. Wearables: impact on sport and sports journalism
6. Management of sports communication
 - 6.1. Sports communication management
 - 6.2. Speech, media training and coaching
 - 6.3. Value of words and brands



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Sport Events Organization (DES11434M)

1. Classification of Events
 - 1.1. The characteristics of the event
 - 1.2. The types of sport events
2. Structure and Organization of Sport Events
 - 2.1. Phases of sporting events
 - 2.2. Organization models of sport events
 - 2.3. Organization areas and work
3. Funding and Impact of Sport Events
 - 3.1. The socio-economic and socio-political sporting events
 - 3.2. The repercussion on the image of cities
 - 3.3. The impact on tourism
 - 3.4. The state system support of to international events
 - 3.5. The sponsorship of sporting events
4. Case study
 - 4.1. Presentation of case studies relating to the organization of international sports competitions such as the European and World Championships and Olympic Games, among others.

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Audit Sports Facilities (DES11435M)

1. Differences between sports facilities.
2. Security in the sports facilities and equipment.
3. Systems audits in different facilities (soccer fields / school facilities / indoor pools).
4. Plans for full auditoría in different facilities.
5. Different investigations of the sportsman y el impact of flooring.physical activity.

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Communication in Sport (GES11436M)

1. Sport, Marketing and Communication
2. The sport integrated marketing communications mix
3. Sports Sponsorship
4. Sports Public Relations and crisis communication
5. Sports Advertising
6. Direct and online marketing in sports
7. Merchandising and sales promotion in sports

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Social Networks (GES11437M)

1. The digital markets.
2. The digital business models.
3. The Social Networks.



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Human Resource Management in Sports (GES11438M)

- A. Organizational Behavior – Analysis of a set of behavioral variables: Leadership and Work Team management; Motivation and Satisfaction at Work; Culture and Organizational Ethics
- B. Models, Structures and Human Resources Policies
- C. Strategic Human Resource Management - Human capital as a source of competitive advantage.
- D. Human Resources Attraction and allocation policies in a perspective of competences management
- E. The performance evaluation
- F. Personal training and professional development of the sports manager – The importance of personal marketing and coaching

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Sports Policies (DES11426M)

- 1. Public sports policies
- 2. Local sports policies
- 3. Sports tourism
- 4. School sports
- 5. Volunteering in sport

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Sports Industries (DES11427M)

- 1. Football Industry
 - 1.1. Brand "Portugal National Team".
 - 1.2. Professionals Competitions, SAD's and Sporting Clubs.
- 2. Fitness Industry
 - 2.1. Gyms, Health Clubs and Wellness.
 - 2.2. Personal Training.
- 3. Other Industry
 - 3.1. Run and Walk.
 - 3.2. Surf and waves.
 - 3.3. Textile, Footwear, Accessories and Equipment.

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Sports Law (ECN11428M)

- 1. The sport and the rule of law
- 2. Sport and the law of sport
- 3. The Sports Law
- 4. Redesigning the public and private ordering
- 5. The right to sport as a fundamental right
- 6. Public intervention in sport
- 7. The Law on Physical Activity and Sport
- 8. Sports organizations
- 9. Freedom of association
- 10. Olympic and Paralympic Organization. Sports federations. The alloys. The associations of sport. The sports clubs and societies.
Associations promoting sport and clubs practitioners. Military sports. Other sports organizations.
- 11. The international organization of sport
- 12. The status of public utility and public utility status sport
- 13. The main sports law



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Ethics and Sports Medicine (DES11429M)

1. Fight against Doping in Sport
 - 1.1. Background and organizational structure.
 - 1.2. Methods and prohibited substances.
 - 1.3. Doping control statistics.
 - 1.4. New trends in the fight against doping in sport.
2. Sports Medicine
 - 2.1. Organization of sports medicine
 - 2.2. Advised examinations in sports practice.
 - 2.3. Medical problems in sport and physical activity.

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Sociology of Sports Activities (SOC11430M)

Module 1: sociological aspects of sport 5 hours

- CP1. Genesis and evolution of modern sport.
- CP2. Social functions of sport in modernity and post-modernity.
- CP3. Sport-show: genesis and characteristics;
- CP4. Sporting habits: supply, demand and contexts.

Module 2: Ethics and deontology of sport 5 hours

- CP5. The role of ethics and deontology in sport;
- CP6. Threats ethics and fair play in sport and in sport management.

Module 3: Sociology Foresight and Sport Organizations 10 hours

- CP7. (Some) Dimensions of sports organizations: power; authority; participation; organizational culture (sociological perspective).
- CP8. The strategic analysis of organizations.
- CP9. The stages of strategic planning with a view of the French School of Foresight: the system diagnostics, the strategy of actors, the scenarios (possible and desired) and organizational strategy in view of the French School of Foresight.

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Seminars II (DES11431M)

1. Physical Activity and Health.
2. Technical Director of Sports Programs.
3. Sport in Special Populations.
4. Sports High Performance.