

Course Unit	Strategic Development of Sports Organizations		Field of study	Sport Sciences	
Bachelor in	Sports - Minor in Sports Management		School	School of Education	
Academic Year	2023/2024	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	4.0
Code	9563-624-3204-00-23				
Workload (hours)	108	Contact hours	T 20	TP 15	PL -
			TC 3	S 2	E -
			OT 5	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) **Pedro Miguel Monteiro Rodrigues**

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand and analyze the role of strategic management within the specificity of sports services and services-producing sports organizations;
2. Analyze and interpret information relevant to concrete situations of sports context with a view to proposing solutions for strategic guidance;
3. Apply proper techniques of Strategic Management to concrete situations of sports phenomenon;
4. Present a clear and accurate information is collected, its interpretation and possible solutions to problems proposed.

### Prerequisites

Not applicable

### Course contents

1 The evolution to the post-industrial society; 2 The strategic thinking; 3 The sports organizations; 4 The strategic management of sports business; 5 Monitoring and evaluation.

### Course contents (extended version)

1. The trend for the post-industrial society
2. The Strategic Thinking
  - Source of business success
  - Business Strategy and Military
  - Thinking and strategic planning
  - Nature of the strategist
  - Evolution of strategic thinking
3. The sports organizations
4. The strategic management of sports business
  - Organization of the process
  - Strategic Analysis
  - Strategic Planning
  - Operational management
5. Monitoring and evaluation

### Recommended reading

1. Cardoso, L. (1997) Gestão estratégica das organizações – ao encontro do terceiro milénio, 2 edição, Editorial Verbo
2. Emery, P. (2011). The Sports Management Toolkit: Taylor & Francis
3. Roche, F. (1998) La Planificación estratégica en las organizaciones deportivas, 2ª edición, Editorial Paidotribo
4. Varmus, M. , Kubina, M. , & Adámik, R. (2021). Strategic Sport Management: Sustainability of Sports Clubs. Springer Nature.

### Teaching and learning methods

Submission of programmatic content followed by discussion groups about the concepts discussed. It also proposed the drawing up of work on collection and analysis of the topics discussed during the classes.

### Assessment methods

1. Alternative 1 - Continuous assessment - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 50%
  - Practical Work - 50%
2. Alternative 2 - Assessment exam - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100%

### Language of instruction

Portuguese, with additional English support for foreign students.

### Electronic validation

Pedro Miguel Monteiro Rodrigues	José Augusto Afonso Bragada	Pedro Miguel Queirós Pimenta Magalhaes	Carlos Manuel Costa Teixeira
11-01-2024	12-01-2024	26-02-2024	27-02-2024