

GRAU EN CIÈNCIES DE L'ACTIVITAT FÍSICA I DE L'ESPORT

2055 - ORGANITZACIÓ I PLANIFICACIÓ D'ESDEVENIMENTS ESPORTIUS

Informació general

- Curs acadèmic 2023/24
- Curs: Tercer
- Trimestre: Tercer
- Nombre de crèdits: 6
- Professorat:
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Llengües de docència

- Català
- Castellà
- Anglès

Presentació de l'assignatura

In recent years there has been an exponential increase in sporting events in our country due to changing habits and increased sport population.

The objective of this course is to give students general knowledge and tools needed to plan and organize a sports event, whether by directing a project or part of a professional team, in order to ensure safety, performance and success event.

We will discuss each of the different areas that make a sporting event through real and close to visualize what that entails organizing and planning an event for it to be viable from an economic and legal cases, and you can take out

Competències/Resultats d'aprenentatge

Bàsica

- Aplicar els seus coneixements al seu treball o vocació, d'una forma professional per obtenir competències que es demostren per mitjà de l'elaboració i defensa d'arguments i la resolució de problemes dins la seva àrea d'estudi

Específica

- Realitzar programes per a les organitzacions i entitats esportives en l'àmbit de l'Oci, Turisme, el Temps Lliure, i l'Espectacle Esportiu
- Gestionar instal·lacions esportives

General

- Aplicar els drets fonamentals i de la igualtat d'oportunitats entre homes i dones, els principis d'igualtat d'oportunitats i accessibilitat universal de les persones amb discapacitat, de solidaritat, de protecció medioambiental i els valors propis d'una cultura de la pau i de valors democràtics

Transversal

- Utilitzar les fonts del coneixement científic certificat en l'àmbit de les Ciències de l'Activitat Física i de l'Esport
- Aplicar els coneixements a la seva feina, de forma professional, amb l'elaboració i defensa d'arguments i la resolució de problemes a l'àrea de l'Activitat Física i de l'Esport

No definides

Continguts

ORGANIZATION OF SPORTS DEVELOPMENTS

UNIT 1: INTRODUCTION

- 1.1. What is a sports event? What is organizing?
- 1.2: Elements of the organization.
 - 1.2. Subjects of the sports organization.
- 1.3. How to organize a sports event.
- 1.4. Capacitat de desenvolupament de l'esdeveniment esportiu.
- 1.6: Motivation, decision maker and problem solving.

UNIT 2. THE VOLUNTEER

- 2.1. Who forms the volunteer?
- 2.2. Legal aspects that we must take into account
- 2.3: How to create a volunteer team

TOPIC 3: LEGALITY

- 3.1. Legislation on sport (insurance, permits, etc.)
- 3.2. The legal requirements for the realization of sports events.

UNIT 4: THE ECONOMY

- 4.1. Financial plan for sports development.
- 4.2: Resource planning.
- 4.3. The tax regulations subject to esdeveniments esportius.
- 4.4: The financing of sports events.

UNIT 5: MARKETING

- 5.1. Marketing concept.
- 5.2. Els mitjans de comunicació.
- 5.3. Marketing study.

UNIT 6: EQUIPMENT AND LOGISTICS

- 6.1: Logistics.

UNIT 7: SECURITY, RISKS

- 7.1. Safety in a sports event.
- 7.2: Main causes of accidents.
- 7.3. The coordination between all the agents involved in guaranteeing security.

7.4: The security of all the participants of the sports event.

MANAGEMENT OF FACILITIES AND SPORTS COMPANIES

UNIT 1: INTRODUCTION

- 1.1. What do we understand per sports facility?
- 1.2. Typologies of sports facilities and business models
- 1.3: Status of the sports facilities industry
- 1.4: Regulations

UNIT 2: ORGANIZATION OF A SPORTS FACILITY

- 2.1. Areas, departments of a sports facility
- 2.2. Structure and organization
- 2.3. Strategic definition

UNIT 3: CONTROL OF THE BUSINESS OF A SPORTS FACILITY AND ORGANIZATION CHART

- 1.1. Indicators
- 1.2. Quadre de comanament integral
- 1.3. Data interpretation and decision making
- 1.4. Income, expenses and operating comptes

UNIT 4: MANAGEMENT OF THE TECHNICAL DEPARTMENT OF A SPORTS FACILITY

- 4.1: Equipment and distribution
- 4.2: Offer of services
- 4.3: HR Management

UNIT 5: SALES, LOYALTY AND CUSTOMER EXPERIENCE

- 5.1. User generation system
- 5.2. User loyalty systems
- 5.3: Customer experience
- 5.4: Marketing in sports facilities

UNIT 6. TEAM MANAGEMENT AND LEADERSHIP

- 6.1. The management of people at sports facilities
- 6.1. soft skills

Objectius de Desenvolupament Sostenible

- 13 - Acció climàtica
- 05 - Igualtat de gènere
- 07 - Energia neta i assequible
- 03 - Salut i benestar
- 04 - Educació de qualitat
- 09 - Indústria, Innovació i Infraestructures

Sistema d'avaluació i qualificació

Qualification system (Royal Decree 1125/2003, of September 5), which establishes the European Credit System and the system of qualifications for university degrees of official character and valid throughout the state territory:

0 - 4.9: Suspended

5.0 - 6.9: Approved

7.0 - 8.9: Remarkable

9.0 - 10: Excellent

Assessment Activity	Weighting	Skills evaluated
Resolution of individual tasques	40%	CB1, CB2, CB3, CB4, CB5, T1,T2,T3,T4, T5, T6, G1,G2,G3,G4,E1,E2, E3,E4,E6
Resolution of group tasques	20%	CB1,CB2,CB3, CB6, CB7, T1,T2,T3,G3, G4, E1, E2, E3, E4, E5,E6
Presentation group work	40%	CB1,CB2,CB3, CB6, CB7, T1,T2,T3,G3, G4, E1, E2, E3, E4, E5,E6

REQUIREMENTS TO PASS THE CONTINUOUS ASSESSMENT:

In order to pass the subject, students must:

- obtain, at least, an average grade of 5 for the tasks to be carried out during the subject. These tasks can be individual or group.
- make the final group presentation with a minimum grade of 5 points to be able to make an average with the grade of the tasks

The final grade of the subject must be at least a 5.

If the continuous assessment is not passed due to non-compliance with any of the necessary requirements described above, the student will fail the subject.

Recovery

In accordance with the regulations in force, in the assessment activity, you can only opt for the recovery of the subject, if it has been suspended. In the case of Not Presented or not complying with the minimum assistance, the recovery can not be opted for.

Evaluations activity during recovery period	Weighting	Skills Evaluated
Examen	100%	CB1, CB2, CB3, CB4, CB5, CB6, CB7, CB8, CB9, T1,T2,T3,T4, T5, T6, G1,G2,G3,G4,E1,E2, E3,E4,E6

Total or partial copying in any of the learning activities will mean a "Not Presented" in the subject, without the option to take the make-up test and without prejudice to the opening of a file for this reason.