UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Sports Organization

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Sport Organization Management

3. Cycle

1st

4. Course Unit

Sports Organization (C1117)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

2nd Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora TATIANA BALTAZAR FAZENDA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

1. Understand the historical, political, legal, and social framework of sports.
2. Understand the structure and functioning of sports organizations, from local clubs to international organizations.
3. Analyze the different models of national and international sports organizations.

15. Specific Objectives

1. Identify and understand the general functioning of organizations, principles of sport in particular, through the theoretical knowledge of the main authors;
2. Identify and characterize sport management as an area of professional intervention, identifying associated functions and skills;
3. Know and understand sport at a systemic and organizational level;
4. Reflect on the organizational model inherent to the national and international sports system.

16. Skills to be acquired

1. Identify and understand the structure of sports organizations.
2. Apply management and organizational principles.
3. Analyze and compare national and international models of sports organization.
4. Planning and organizational skills applicable to sports contexts.

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17. Teaching Methodology

The curricular unit will be taught in theoretical-practical classes (TP) and tutorial orientations (OT). Expository and active methods will be used in TP classes. The main objective will be to introduce the practical component through reading and reflection on practical cases and articles from scientific journals. The OT component will be allocated to a guided discovery learning methodology in exploration environments of the sports market and sports organizations.

18. Course Unit Program

1. Concept of organization in the context of sports;
2. The context of sports management in the national and international panorama;
3. Public, associative and business organization;
4. Identify the main agents that make up the sports system;
5. Five-dimensional model;
6. Main models of sports organization at an international level;
7. Levels of sports practice;
8. Professional, amateur and volunteer sports;
9. National structures and international structures;
10. Governance bodies;
11. Importance of communication in the organization of sports;
12. Culture of sports organizations;
13. Operation of organizations, coordination mechanisms, combination and workflow systems;
14. Legal and Political Framework of Sports;
15. Entities of the National Sports System;
16. Strategic Planning and Management in Sports Organizations;
17. Organizational Governance;
18. Artificial Intelligence in Sports Organizations;
19. Factors that Condition the Organization's Structure;
20. Ethics, Integrity and Good Governance in Sports;
21. Strategies to Ensure the Sustainability of Medium/Long-Term Projects in Sports;
22. Leadership Styles;
23. Current Challenges in Sports Organizations;

19. Assessment Methods

The assessment will be carried out in accordance with the university's general knowledge assessment regulations.
Fundamental Assessment Elements:
-Individual and/or group work;
-2 Assessment tests.

20. Didactic Resources

Bibliographic elements, theoretical exposition, text analysis, graphics, book notes, database, powerpoint presentations, and materials in physical paper and digital format on the topics of the respective UC program.

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21. Sustainability Objectives

1. SDG 4 Quality Education: Through the analysis and understanding of sports organizational structures, training for more efficient and inclusive management.
2. SDG 8 Decent Work and Economic Growth: Promoting management skills that contribute to the sustainable development of the sports sector.
3. SDG 17 Partnerships for the Implementation of the Goals: Encouraging cooperation between public, private, and associative entities in sports.

22. Keywords

Sport
Sustainability
Organization
Culture
Management
Regulation
Monitoring
Variability
Perfo

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23. Main Bibliography

Author(s): Estrela, L., & Guadalupe, T.
Title: Organizar para Ganhar
Edition: 1ª Year: 2025
Local: Lisboa
Publisher: Prime Books
ISBN Code: 9789896555290

Author(s): Hoye, R., Misener, K., Naraine, M. L., & Ordway, C.
Title: Sport management: principles and applications.
Edition: 6ª Year: 2022
Local: Londres
Publisher: Routledge.
ISBN Code: 9781032109640.

Author(s): Correia, A., Biscaia, R., & Ribeiro, T.
Title: Lições em Gestão do Desporto
Edition: 1ª Year: 2023
Local: Portugal
Publisher: Quântica Editora
ISBN Code: 9789899101968.

24. Complementary Bibliography

Author(s): O'Brien, D., Parent, M. M., Ferkins, L., & Gowthorp, L.
Title: Strategic management in sport
Edition: 1ª Year: 2019
Local: Reino Unido
Publisher: Routledge.
ISBN Code: 9781138290037

Author(s): Teixeira, M.
Title: Gestão do Desporto: Desenvolvimento Desportivo Regional e Municipal
Edition: 1ª Year: 2019
Local: Lisboa
Publisher: Media XXI
ISBN Code: 978989729-2071

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'ORGANIZAÇÃO DO DESPORTO': Academic Year 2025/2026
Autor / Author	Prof. Doutora TATIANA BALTAZAR FAZENDA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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