



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Management of Sports Companies

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Sport Organization Management

3. Cycle

1st

4. Course Unit

Management of Sports Companies (C1130)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st 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. Distinguish the different dimensions of the sport and entertainment industry, the human capital and the social, economic and political factors that influence the development of business in this industry;
2. Provide a general and cross-sectional view of the structure and dynamics of Sports Companies;
3. Develop skills in the area of Management for a better understanding of the provision of services in the area of the sports sector;

15. Specific Objectives

Provide students with the knowledge, methodologies and tools necessary to allow the correct management, promotion and marketing of products and services of a company in the field of sports management.

16. Skills to be acquired

Master the fundamental concepts acquired during classes, applying them autonomously in the management, planning, organization and control of all activities of a company or sports organization.

17. Teaching Methodology



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The curricular unit will be taught in theoretical-practical classes (TP) and tutorials (OT). Expository and active methods will be used in TP classes. Emphasis will be placed on the practical component through the reading and discussion of practical cases and articles from scientific journals. The OT component will be allocated to an accompanied and guided learning methodology, both in the transmission of knowledge and in environments for exploring the sports market and its organizations.

18. Course Unit Program

1. Introduction to Sports Management - Concepts and Definitions;
2. The sport product in the entertainment industry;
3. The economic, social, political, legal and environmental impact of sport on society;
4. The Portuguese sports system - types of sports organizations;
5. Sports organizations and their functioning - Organizational Development Theories;
6. Success in Sports Management - The SPLISS Model;
7. The role of the Sports Director and Manager - HR Management in Sports Organizations;
8. Marketing Management in Sports Organizations;
9. Communication Management in Sports Organizations;
10. Sports Organizations and the relationship with the media;
11. Influence of social media on Sports Management;
12. Management of sporting events;
13. Sports management and its future;

19. Assessment Methods



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Fundamental Assessment Elements:

- Group work
- Interim tests

Supporting elements for continuous assessment:

- Small individual and group work carried out in class;

Observation of the following behavioral indicators:

- a) Participation and adherence;
- b) Attendance and punctuality;
- c) Cooperation and interaction with colleagues and teacher;
- d) Initiative for research;
- e) Motivation for self-discovery;

20. Didactic Resources

Various bibliographic elements. Theoretical exposition will also be used, accompanied by analysis of texts, books, films, databases, powerpoint presentations, graphics, among others, in paper and digital support on the topics of the program of the respective curricular unit.

21. Sustainability Objectives

- Quality education;
- Decent work and economic growth;
- Partnerships for the implementation of objectives;

22. Keywords

Sports Management;
Sports industry;
Sports Organizations;
The sports market;



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23. Main Bibliography

Author(s): Ferguson, A.
Title: HBR 10 Artigos Essenciais - Lições de Liderança do Desporto
Edition: Year: 2018
Local:
Publisher: Actual Editora

Author(s): Varmus, M. , Kubina M. , Adámik R.
Title: Strategic Sport Management - Sustainability of Sports Clubs
Edition: 1ª edição Year: 2021
Local:
Publisher: Springer

Author(s): Correia, A., Bsicaia, R.
Title: Gestão do Desporto: Compreender para gerir
Edition: Year: 2020
Local:
Publisher: FMH

24. Complementary Bibliography

Author(s): Lisa P. Masteralexis, Mary A. Hums
Title: Principles And Practice Of Sport Management
Edition: Sétima Edição Year: 2023
Local:
Publisher: Jones e Bartlett Aprendizagem

Author(s): Santos, A.
Title: Que gestão do desporto na era digital?
Edition: Year: 2023
Local:
Publisher: Revista Intercontinental de Gestão Desportiva



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'GESTÃO DAS EMPRESAS DESPORTIVAS': Academic Year 2024/2025
Autor / Author	Prof. Doutora TATIANA BALTAZAR FAZENDA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0
(c) Universidade Lusíada, 2024	