UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Management of Sports Companies

Academic Year 2025/2026

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

- Understand the structure and functioning of sports organizations (clubs, federations, gyms, event companies, among others).
- Apply strategic planning principles and tools to the sports sector.
- Manage teams and lead employees in sports contexts.
- Evaluate key performance indicators (KPIs).
- Apply process management methodologies in sports organizations.
- Develop marketing strategies for sports services.

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17. Teaching Methodology

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

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1. Introduction to Sports Management - Concept and specific characteristics of sports companies;

2. The sports product in the entertainment industry;

3. The economic, social and environmental impact of sports on society;

4. External environment and market analysis;

5. The Portuguese sports system - types of sports organizations and their operation;

6. Definition of mission, vision, values and objectives;

7. Definition of performance indicators (KPIs);

8. Success in Sports Management - The SPLISS Model;

9. Organizational Structure;

10. Leadership and organizational culture in sports;

11. Financial Management and Accounting;

12. Human Resources Management;

13. Innovation, Digital Transformation and Technology;

14. Entrepreneurship and Business Models;

15. Communication Management in Sports Organizations;

16. Sports Organizations and their relationship with the media;

17. Influence of the media on Sports Management;

18. Sustainability and Social Responsibility;

19. Commercial Management and Sales;

20. 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

1º-SDG 4 Quality education: Training of qualified human resources to manage sports entities.
2º-SDG 8 Decent work and economic growth: Creation of jobs in the sports sector as a contribution to the local and regional economy.
3º-SDG 9 Industry, Innovation and Infrastructure: Creation and management of accessible and efficient sports infrastructures.
4º-SDG 17 Partnerships for the Implementation of the Goals: Creation of collaboration networks with local authorities, NGOs, schools, federations

22. Keywords

Sports management;
Strategic planning;
Sports organizations;
Team management;

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23. Main Bibliography

Author(s):	Ferguson, A.		
Title:	HBR 10 Artigos Essenciais - Lições de Liderança do Desporto		
Edition:	1th	Year:	2018
Local:	Coimbra, Portugal		
Publisher:	Actual Editora		

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

Author(s):	Correia, A. & Bsicaia, R.		
Title:	Gestão do Desporto: Compreender para gerir		
Edition:	1th	Year:	2019
Local:	Cruz Quebrada (Oeiras), Portugal		
Publisher:	Edições FMH		

24. Complementary Bibliography

Author(s):	Lisa P. Masteralexis, Carol A. Barr & Mary A. Hums		
Title:	Principles And Practice Of Sport Management		
Edition:	6th	Year:	2018
Local:	Burlington, MA, EUA		
Publisher:	Jones & Bartlett Learning		

Author(s):	Covell D. & Walke S.		
Title:	Managing Sport Organizations		
Edition:	5th	Year:	2024
Local:	Londres & Nova Iorque		
Publisher:	Routledge & Taylor & Francis		

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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutora TATIANA BALTAZAR FAZENDA
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