



UNIVERSIDADE LUSÍADA
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Course Unit Program
Management of Sports Companies

Academic Year 2026/2027

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

- Understand the principles and processes of management applied to sport organizations.
- Develop skills in planning, organizing, leading, and controlling activities within sport contexts.
- Apply strategic and commercial management tools.
- Recognize the role of innovation, entrepreneurship, digital transformation, and artificial intelligence.
- Analyse the challenges and opportunities of the sport industry from a sustainable and competitive perspective.

15. Specific Objectives

- Identify the characteristics and specific features of sport organizations and sport businesses.
- Understand business models and the dynamics of the sport industry.
- Apply strategic planning tools.
- Analyse organizational structures and leadership processes.
- Understand the role of innovation, entrepreneurship, digital transformation, and artificial intelligence.
- Plan and manage sport events in a sustainable and responsible manner.

16. Skills to be acquired



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- 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.
- Develop marketing strategies for sports services.

17. Teaching Methodology

The course will be delivered through theoretical-practical (TP) classes and tutorial sessions (OT). TP classes will combine expository and active learning methods, focusing on the analysis and discussion of case studies and scientific articles. OT sessions will adopt a practice-oriented approach, promoting the application of knowledge and the exploration of the sport industry and its organisations.

18. Course Unit Program

1. Introduction to Sport Business Management;
2. Business Models in the Sport Industry;
3. Strategic Planning and Management in Sport Organizations;
4. Organizational Structures and Governance;
5. Leadership and Human Resource Management;
6. Commercial Management and Revenue Generation in Sport;
7. Sport Entrepreneurship and Innovation;
8. Digital Transformation and Artificial Intelligence;
9. Sport Event Management;
10. Sustainability and Corporate Social Responsibility in Sport;
11. Internationalization and Sport Tourism;
12. Contemporary Case Studies in Sport Management;
13. The Future of Sport Management;

19. Assessment Methods

The General Regulations for the Assessment of Knowledge currently in force will apply. Under continuous assessment, oral contributions distributed throughout the teaching period and a final written test will be mandatory.

20. Didactic Resources

Multimedia presentations, core and supplementary bibliography, scientific articles, case studies, reports and documents from sport organizations, digital learning platforms, videos and documentaries, management and organizational analysis tools, specialized online resources, and guest speakers from the sport industry.

21. Sustainability Objectives



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

22. Keywords

Sport Management;
Strategic Management;
Sport Organizations;
Leadership and Team Management;



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23. Main Bibliography

Author(s): Dan Covell e Sharianne Walker
Title: Managing Sport Organizations: Responsibility for Performance
Edition: 5th Year: 2025
Local: Londres & Nova Iorque
Publisher: Routledge - Taylor & Francis
ISBN Code: 9781032703145

Author(s): Correia, A., Biscaia, R., & Ribeiro, T.
Title: Lições em gestão do desporto
Edition: 2nd Year: 2025
Local: Porto
Publisher: HC Editora
ISBN Code: 9789893648803

Author(s): Varmus, M. , Kubina M. & Adámik R.
Title: Strategic Sport Management - Sustainability of Sports Clubs
Edition: 1st Year: 2021
Local: Cham, Suíça
Publisher: Springer International Publishing
ISBN Code: 9783030667337

24. Complementary Bibliography

Author(s): Araújo, J.
Title: Desporto português ? Que comportamentos?
Edition: 1st Year: 2025
Local: Porto
Publisher: APOGESD
ISBN Code: 9789893648889

Author(s): Masteralexis, L. P., & Hums, M. A.
Title: Principles and Practice of Sport Management
Edition: 7th Year: 2024
Local: Burlington, MA
Publisher: Jones & Bartlett Learning
ISBN Code: 9781284254303



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