



Information about the subject

Degree: Bachelor of Sciences of Physical Activity and Sport

Faculty: Faculty of Physical Activity and Sport Sciences

Code: 282046 **Name:** Sports Management of Human and Economic Resources

Credits: 6,00 **ECTS Year:** 4 **Semester:** 1

Module: 4) Optional Module.

Subject Matter: Professional Itinerary Electives **Type:** Elective

Field of knowledge: Health Sciences

Department: -

Type of learning: Classroom-based learning

Languages in which it is taught: Spanish

Lecturer/-s:

OAC35 Eduardo Mata Varea (Responsible Lecturer)

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Module organization

4) Optional Module.

Subject Matter	ECTS	Subject	ECTS	Year/semester
Inclusive Activities and Practices	4,50	Inclusive Activities and Practices in the Areas of Education and Leisure Time	4,50	3, 4/2
Anthropology.	12,00	Anthropology	6,00	3/1
		Science, Reason and Faith	6,00	3/2
Collective Sports	22,50	Basketball	4,50	4/2
		Football	4,50	4/2
		Handball	4,50	3, 4/2
		Hockey	4,50	This elective is not offered in the academic year 25/26
		Volleyball	4,50	4/2
Adversary Sports	18,00	Fencing	4,50	This elective is not offered in the academic year 25/26
		Judo	4,50	4/2
		Paddle	4,50	4/2
		Tennis	4,50	3, 4/2



Sports in the Natural Environment	4,50	Sports in Nature: Specific Techniques	4,50	3, 4/2
Individual sports	22,50	Athletics	4,50	3, 4/2
		Cycling	4,50	This elective is not offered in the academic year 25/26
		Gymnastics	4,50	3, 4/2
		Swimming	4,50	4/2
		Triathlon	4,50	3, 4/2
Direction and Management of Gyms and Sports Centers	4,50	Gym and Sports Centre Management and Administration	4,50	This elective is not offered in the academic year 25/26
Idiom	9,00	Inglés Avanzado para Ciencias Actividad Física y Deporte	4,50	3, 4/2
		Inglés Intermedio para Ciencias Actividad Física y Deporte	4,50	3, 4/2
Sports facilities	4,50	Sports Facilities	4,50	This elective is not offered in the academic year 25/26
Research Methods and Techniques	4,50	Applied Research Methods and Techniques in Sport Sciences	4,50	4/2
Nutrition	4,50	Nutrition	4,50	3, 4/2
Professional Itinerary Electives	27,00	Fitness and Physical Conditioning	6,00	4/1



Professional Itinerary Electives		Pedagogy in Educational Values in Sports and Physical Activity	6,00	4/1
		Skills, Entrepreneurship and Employment	3,00	4/2
		Sports Management of Human and Economic Resources	6,00	4/1
		Theory and Practice of Training for High Performance in Sports	6,00	4/1
Trends in sports practices	4,50	Trends in Sports Practices	4,50	This elective is not offered in the academic year 25/26
Social Skills and Group Dynamics	4,50	Social Skills and Group Dynamics	4,50	This elective is not offered in the academic year 25/26

Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Predicting the evolution of organizations, needs and resources, in the different areas of physical and sports activity, as well as estimating the costs and income of sports projects.
- R2 Evaluate the success and economic viability of physical-sport activities projects and design improvement proposals.
- R3 Identify and organize the processes of recruitment, selection, incorporation and evaluation of people in a sports organization
- R4 Explain and defend the functions, responsibilities, and importance of good sports management.



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R3, R4	50,00%	Written and/or practical tests.
R1, R2, R3, R4	50,00%	Exercises and Practices in the Classroom.

Observations

Students may keep the assessment tools they have passed for three years after first enrolling. A 50% grade on all assessment tools is required to pass the course. Failure to meet this criterion will result in a maximum grade of 4.5.

The minimum attendance for this course is 60%. If you are unable to attend regularly for justified reasons, this course may be subject to a single assessment request through an application to the Secretary's Office, providing appropriate evidence and justification for your request. This is essential for the application to be assessed by the course faculty. To initiate the application process, please consult with the professor beforehand.

OTHER CLARIFICATIONS

Written and/or practical tests.

This will consist of an exam with various types of questions: multiple-choice and complete-choice.

The assessable content in this exam is:

- All theoretical content taught in class (slides, instructor explanations, classroom practices, and documents).
- The content of the training platform (readings, articles, quizzes, and others).
- The content indicated by the instructor (articles, book chapters, etc.).

Classroom Exercises and Practices.

Classroom practices and class participation will be graded through individual and group classroom activities, such as exercises, case studies, dynamics, and in-person quizzes. These quizzes can be summative, based on the sum of correct answers; or competitive, based on the distribution of points for those who get the answers right.

The detailed explanation (procedure for the assignments) as well as the assessment tools (sheets or rubrics) for each section will be posted on each group's platform for the student's use.

*Standard Penalty System

No options = No subtractions

2 options = 1 incorrect subtracts 100%

3 options = 1 incorrect subtracts 50%

4 options = 1 incorrect subtracts 33.3%



Universidad
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5 options = 1 incorrect subtracts 25%

6 options = 1 incorrect subtracts 20%



Use of Artificial Intelligence Tools in the CAFD Degree Program

Use of Artificial Intelligence tools in the CAFD degree program In the Bachelor's Degree in Physical Activity and Sports Sciences (CAFD), the use of Artificial Intelligence (AI) tools is permitted in a complementary and responsible manner, as long as it contributes to active learning, the development of critical thinking, and the improvement of students' professional skills. Under no circumstances should AI replace personal effort, direct practice, or independent reflection, which are fundamental pillars of this degree program.

Permitted Uses of AI:

- Obtaining alternative explanations of theoretical or methodological concepts.
- Generating outlines, concept maps, or summaries to support study.
- Simulating interviews, questionnaires, or training sessions as part of methodological or research practices.
- Receiving feedback on report writing, provided that the original content is the student's own.
- Supporting the search for bibliography or scientific references, always contrasting with reliable and real academic sources, and respecting the CAFD regulations for the presentation of university work.

Prohibited Uses of AI:

- Writing complete sections of academic papers, classroom exercises and practices, internship reports, journals, or portfolios, as well as the Final Degree Project.
- Formulating hypotheses, objectives, or conclusions for academic work.
- Replacing qualitative or quantitative data analysis with automated tools without human validation.
- Creating videos, presentations, or avatars with AI as a substitute for the student's oral or practical presentation.
- Obtaining automatic answers to tests, rubrics, or assessable activities through the use of AI.

Citation and Attribution Guidelines:

- Any use of AI tools must be explicitly acknowledged in the submitted document (e.g., in a footnote or appendix).
- The name of the tool, the purpose of use (e.g., grammatical review, organization of ideas, interview simulation), and where it was used in the work must be indicated.
- Responsible use of AI will be evaluated within the framework of originality, academic honesty, and digital competence.

Additional recommendations:

Students are encouraged to combine the use of AI with traditional methods (manual problem solving, practical session design, direct observation, etc.) to ensure the comprehensive development of their skills.



If there are any doubts about the permitted use of AI in a specific activity, students should consult the faculty responsible for the course.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 Attendance at practices.
- M2 Resolution of problems and cases.
- M3 Discussion in small groups.
- M4 Practical laboratories.
- M5 Presentation of content by the teacher.
- M6 Practical lesson.
- M7 Group dynamics and activities.



IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
THEORETICAL CLASS: Presentation of contents by the teacher. Competency analysis. Demonstration of capabilities, skills and knowledge in the classroom. M5	R1, R2, R3	24,00	0,96
PRACTICAL CLASS / SEMINAR: Group dynamics and activities. Resolution of problems and cases. Practical laboratories. Data search, computer classroom, library, etc. Meaningful construction of knowledge through student interaction and activity. M1, M2, M3, M6, M7	R1, R2, R3, R4	28,00	1,12
EVALUATION: Set of oral and/or written tests used in the evaluation of the student, including the oral presentation of the final degree project. M2	R1, R2, R3	4,00	0,16
TUTORING: Supervision of learning, evolution. Discussion in small groups. Resolution of problems and cases. Presentation of results before the teacher. Presentation of diagrams and indexes of the proposed works. M2, M3	R1, R2, R3	4,00	0,16
TOTAL		60,00	2,40



LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
GROUP WORK: Problem solving. Preparation of exercises, memoirs, to present or deliver in classes and/or in tutoring. M2, M3, M7	R1, R2, R3, R4	10,00	0,40
SELF-EMPLOYED WORK: Study, Individual preparation of exercises, assignments, reports, to present or deliver in classes and/or in tutoring. Activities in platform or other virtual spaces. M2	R1, R2, R3, R4	80,00	3,20
TOTAL		90,00	3,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
1. INTRODUCTION TO HUMAN RESOURCES IN PHYSICAL AND SPORTS ACTIVITY MANAGEMENT.	1. INTRODUCTION TO HUMAN RESOURCES IN PHYSICAL AND SPORTS ACTIVITY MANAGEMENT.
3. PROCEDURE FOR RECRUITING, SELECTING, HIRING, INCORPORATION AND EVALUATION OF HUMAN RESOURCES IN A SPORTS ORGANIZATION.	3. PROCEDURE FOR RECRUITING, SELECTING, HIRING, INCORPORATION AND EVALUATION OF HUMAN RESOURCES IN A SPORTS ORGANIZATION.
5. INTRODUCTION TO ECONOMIC MANAGEMENT IN THE FIELD OF PHYSICAL AND SPORTS ACTIVITY.	5. INTRODUCTION TO ECONOMIC MANAGEMENT IN THE FIELD OF PHYSICAL AND SPORTS ACTIVITY.
6. THE BUDGET PROCESS IN SPORTS ORGANIZATIONS.	6. THE BUDGET PROCESS IN SPORTS ORGANIZATIONS.
7. THE VIABILITY PLAN IN SPORTS ORGANIZATIONS.	7. THE VIABILITY PLAN IN SPORTS ORGANIZATIONS.
8. LEGAL FORMS AND TAXATION IN THE FIELD OF SPORTS MANAGEMENT.	8. LEGAL FORMS AND TAXATION IN THE FIELD OF SPORTS MANAGEMENT.



Temporary organization of learning:

Block of content	Number of sessions	Hours
1. INTRODUCTION TO HUMAN RESOURCES IN PHYSICAL AND SPORTS ACTIVITY MANAGEMENT.	5,00	10,00
3. PROCEDURE FOR RECRUITING, SELECTING, HIRING, INCORPORATION AND EVALUATION OF HUMAN RESOURCES IN A SPORTS ORGANIZATION.	5,00	10,00
5. INTRODUCTION TO ECONOMIC MANAGEMENT IN THE FIELD OF PHYSICAL AND SPORTS ACTIVITY.	5,00	10,00
6. THE BUDGET PROCESS IN SPORTS ORGANIZATIONS.	5,00	10,00
7. THE VIABILITY PLAN IN SPORTS ORGANIZATIONS.	5,00	10,00
8. LEGAL FORMS AND TAXATION IN THE FIELD OF SPORTS MANAGEMENT.	5,00	10,00

References

- Iborra, M., Dasi, A., Dolz, C., & Ferre, C. (2006). *Fundamentos de dirección de empresas*. Madrid: Paraninfo.
- Luna-Arocas, R., (2000). *Bases para la Dirección de Entidades Deportivas*. Valencia: Promolibro
- Mestre, J. A. (2002). Planificación estratégica de la gestión de piscinas. Madrid: Gymnos.
- Mestre, J. A., y Rodríguez, G. (2007). El gestor deportivo y las instalaciones deportivas. Barcelona: INDE Publicaciones.
- Molina, G. (2012). Management deportivo: del club a la empresa deportiva. Madrid: ESM
- Ortega, S. (2005). Manual de gestión económico financiera de las entidades deportivas: Análisis empresarial de la entidad deportiva. Parte II. Madrid: Opade.
- Parra, M. (2005). Manual de gestión económico financiera de las entidades deportivas: Introducción a la entidad deportiva como realidad empresarial. Parte I. Madrid: Opade.