

Study Plan

- ✓ Sports and physical activity sciences
- ✓ Business management
- ✓ Management of sports organisations
- ✓ Entrepreneurship
- ✓ Sports data analysis and processing
- ✓ Economics and finance
- ✓ Innovation and sports marketing

Sem. = Semester

Mod./M = Modality

O = On-site

P = On-site Part-time

Subject	Sem.	Mod.
FIRST YEAR		
■ Mathematical Tools for Business Management	1	O
■ Digital Productivity Tools	1	O
■ Fundamentals of Business Management	1	O
■ Self-knowledge and Professional Development	1	O
■ Impact of the Social, Cultural and Political Environment on Business	1	O
■ Fundamentals of Data	2	O
■ Innovation and Business Sustainability	2	O
■ Impact of Technologies on Business	2	O
■ Oral and Written Communication	2	O
■ Customer-Centric Marketing	2	O
SECOND YEAR		
■ Data Analysis and Visualisation	1	O
■ Data Management	1	O
■ Team Leadership and Development	1	O
■ Digital Communication Tools	1	O
■ Impact of the Economic Environment and Legal Framework on Business	1	O
■ Sport and Fitness Ecosystem	2	O
■ Sports Training	2	O
■ Kinesiology	2	O
■ The Impact of Sport on Tourism and Leisure	2	O
■ Finance in Sport	2	O
■ Financial Accounting	2	P

Choose your major from the third year onwards.

Majors

- Management of sports organisations, sports facilities, fitness centres and sports events + Entrepreneurship
- Management of sports organisations, sports facilities, fitness centres and sports events + Finance
- Analysis and processing of sports data + Entrepreneurship

Subject	Sem.	M
THIRD YEAR		
■ Sports Facilities and Equipment	1	O
■ Sports Law	1	O
■ Physical Activity and Training for Specific Groups	1	O
■ Financial Accounting	1	P
■ Organisation and Management of Sporting Events ●●	1	O
■ Sports Data Acquisition and Storage ●	1	O
■ Programming Applied to Sports Data Analysis ●	1	O
■ Management of Sports Organisations, Sports Facilities and Fitness Centres ●●	1	O
■ Technologies Applied to Sport and Fitness	2	O
■ Innovation in Sports Activities and Equipment	2	O
■ Economic Analysis Applied to Business	2	P
■ Sports Marketing ●●	2	O
■ Design and Organisation of Sports Activities ●●	2	O
■ Management of Work Teams in Sports Environments ●●	2	O
■ Sports Audience Data Collection and Analysis ●	2	O
■ Sports Data Mining ●	2	O
■ Fitness Data Collection and Analysis ●	2	O

FIFTH YEAR		
■ Entrepreneurship Project I ●●	1	O
■ Financing, Taxation and Aid for Entrepreneurship ●●	1	O
■ Business Opportunities with AI ●	1	O
■ Startups and Technology-Based Companies ●●	1	O
■ Analytical Accounting and Management Control ●	1	O
■ International Finance ●	1	O
■ Financial Markets and Instruments II ●	1	O
■ Financial Management and Planning ●	1	O
■ Technology and Innovation in Finance ●	1	O
■ Innovative Business Models ●	1	O
■ Scalability and Internationalisation ●●	1	P
■ Entrepreneurship and Innovation Ecosystems ●	1	P
■ Business Valuation ●	1	P
■ Business Law	2	O
■ Supply Chain and Operations Management	2	O
■ Business Bachelor's Thesis	2	O
■ Entrepreneurship Project II ●●	2	O
■ Agile Entrepreneurship Methodologies ●●	2	O
■ Treasury Management ●	2	O
■ Corporate Finance ●	2	O