2 **O** 2

## 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

<ul> <li>Mathematical Tools for Business Management</li> <li>Digital Productivity Tools</li> <li>Fundamentals of Business Management</li> </ul>	
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Fundamentals of Rusiness Management	
- I diladilicitais of basiless Management	
Self-knowledge and Professional Development	
<ul> <li>Impact of the Social, Cultural and Political Environment on Business</li> </ul>	
■ Fundamentals of Data	
Innovation and Business Sustainability	
Impact of Technologies on Business	
Oral and Written Communication	
Customer-Centric Marketing	

SECOND YEAR		
■ Data Analysis and Visualisation	1	0
■ Data Management	1	0
<ul> <li>Team Leadership and Development</li> </ul>	1	0
■ Digital Communication Tools	1	0
<ul> <li>Impact of the Economic Environment and Legal Framework on Business</li> </ul>	1	0
■ Sport and Fitness Ecosystem	2	О
■ Sports Training	2	0
<ul><li>Kinesiology</li></ul>	2	0
■ The Impact of Sport on Tourism and Leisure	2	0
■ Finance in Sport	2	0
■ Financial Accounting	2	Р

Choose your major from the third year onwards.

Mod.

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Sem.

## **Majors**

Subject

**FIRST YEAR** 

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

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

Subject	Jeiii.	IVI
FOURTH YEAR		
■ Security and Sports Protocol ••	1	0
■ Technological Trends in the Sports Field ••	1	0
Sports Communication ••	1	0
Sports Sponsorship ••	1	0
Analysis and Valuation of Sports Investment Projects	• 1	0
Predictive Analytics •	1	0
<ul><li>Al Applied to Sports Data Analysis •</li></ul>	1	0
Sports Visualisation and Reporting •	1	0
Sports Analytics Projects •	1	0
■ Financial Statements Analysis ●	1	Р
Innovative Business Models •	1	Р
People Management •	1	Р
■ Capture and Analysis of Performance Data in Sports Competitions •	1	0
Business Strategy and Management	2	О
Sales and Commercial Management	2	0
External Academic Internships	2	0
■ Sport Bachelor's Thesis	2	0

■ Types of Innovation and Entrepreneurship ••

■ Financial Markets and Instruments I •

Subject

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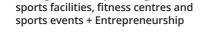
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## FIFTH YEAR

<ul><li>Entrepreneurship Project I • •</li></ul>	1	0
■ Financing, Taxation and Aid for Entrepreneurship ••	1	0
<ul><li>Business Opportunities with AI</li></ul>	1	0
<ul> <li>Startups and Technology-Based Companies • •</li> </ul>	1	0
Analytical Accounting and Management Control •	1	0
<ul><li>International Finance •</li></ul>	1	0
■ Financial Markets and Instruments II •	1	0
<ul><li>Financial Management and Planning</li></ul>	1	0
<ul><li>Technology and Innovation in Finance •</li></ul>	1	0
Innovative Business Models •	1	0
<ul> <li>Scalability and Internationalisation ••</li> </ul>	1	Р
<ul><li>Entrepreneurship and Innovation Ecosystems</li></ul>	1	Р
■ Business Valuation •	1	Р

Business Law
Supply Chain and Operations Management
Business Bachelor's Thesis
Entrepreneurship Project II • •
Agile Entrepreneurship Methodologies • •
Treasury Management •
Corporate Finance •
O



Management of sports organisations,

