

Study Plan

- ✓ Sports and physical activity sciences
- ✓ Business
- ✓ Global environment
- ✓ Organisational management
- ✓ Digital management and transformation in sports
- ✓ Sports data analysis and processing
- ✓ Innovation and sports marketing

Sem. = Semester

In the fourth year, you can choose between taking elective subjects, participating in an international mobility programme, or doing curricular internships. These three options can be combined.

Subject	Sem.	ECTS
FIRST YEAR		
■ Mathematical Tools for Business Management	1	6
■ Digital Productivity Tools	1	6
■ Fundamentals of Business Management	1	6
■ Self-knowledge and Professional Development	1	6
■ Impact of the Social, Cultural and Political Environment on Business	1	6
■ Fundamentals of Data	2	6
■ Innovation and Business Sustainability	2	6
■ Impact of Technologies on Business	2	6
■ Oral and Written Communication	2	6
■ Customer-Centric Marketing	2	6
SECOND YEAR		
■ Data Analysis and Visualisation	1	6
■ Data Management	1	6
■ Team Leadership and Development	1	6
■ Digital Communication Tools	1	6
■ Impact of the Economic Environment and Legal Framework on Business	1	6
■ Sport and Fitness Ecosystem	2	6
■ Sports Training	2	6
■ Kinesiology	2	6
■ The Impact of Sport on Tourism and Leisure	2	6
■ Finance in Sport	2	6
THIRD YEAR		
■ Sports Facilities and Equipment	1	6
■ Sports Law	1	6
■ Physical Activity and Training for Specific Groups	1	6
■ Major	1	6
■ Major	1	6
■ Technologies Applied to Sport and Fitness	2	6
■ Innovation in Sports Activities and Equipment	2	6
■ Major	2	6
■ Major	2	6
■ Major	2	6

Choose your major from the third year onwards.

Majors

- Analysis and processing of data
- Management of sports organisations

Subject	Sem.	ECTS
THIRD YEAR		
■ Sports Data Acquisition and Storage •	1	6
■ Programming Applied to Sports Data Analysis •	1	6
■ Organisation and Management of Sporting Events •	1	6
■ Management of Sports Organisations, Sports Facilities and Fitness Centres •	1	6
■ Sports Audience Data Collection and Analysis •	2	6
■ Sports Data Mining •	2	6
■ Fitness Data Collection and Analysis •	2	6
■ Sports Marketing •	2	6
■ Design and Organisation of Sports Activities •	2	6
■ Management of Work Teams in Sports Environments •	2	6
FOURTH YEAR		
■ Predictive Analytics •	1	6
■ AI Applied to Sports Data Analysis •	1	6
■ Sports Visualisation and Reporting •	1	6
■ Sports Analytics Projects •	1	6
■ Security and Sports Protocol •	1	6
■ Technological Trends in the Sports Field •	1	6
■ Sports Communication •	1	6
■ Sports Sponsorship •	1	6
■ Analysis and Valuation of Sports Investment Projects •	1	6
■ Capture and Analysis of Performance Data in Sports Competitions •	1	6
■ Elective*	2	6
■ Elective*	2	6
■ Business Internships	2	6
■ Bachelor's Thesis	2	12