

1. BASIC INFORMATION

Course	Master's Degree Final Project
Degree program	MBA in Sports Management Master's Degree
School	Faculty of Physical Activities, Sports and Physiotherapy Sciences
ECTS	6 ECTS
Credit type	Compulsory
Language(s)	Spanish / English
Delivery mode	Classroom-based
Quarter / Semester	Transversal
Academic year	2020/2021

2. PRESENTATION

The Final Project offers students the chance to demonstrate the knowledge that they have acquired over the course and to use it in a real business setting. It is a great opportunity to acquire a global perspective of each sports management discipline. Furthermore, significant creativity is required as students have to become entrepreneurs and put forward an original idea.

The Final Project will be carried out in groups. Groups will comprise four-five people. If students wish to undertake the project in a different-sized group, they will need to submit a request to the management of the Master's degree explaining their reasons. The management will decide whether or not to accept the request.

To help students undertake the Final Project, each group will have access to a lecturer-tutor, in addition to the teaching staff and the said management, who will guide them throughout the process. They will meet on at least five occasions in accordance with the following objectives and timeframes:

Meeting	Date	Objective
First	In the 3 rd week of January	Confirm group members and choose the best topic
Second	In the 3 rd week of February	Index, market analysis and briefing
Third	In the 3 rd week of March	Draft project
Fourth	In the 2 nd and 3 rd week of May	Finances and executive summary
Fifth	Between the 3 rd and 4 th week of June	Presentation rehearsal to the tutor

Submission dates are:

Action	Submission deadline
Send three ideas and list of group members	Before the 3 rd week of January
Monitoring of the Final Project	5 Regular Meetings

Submission of the Final Project	Until 16 June, before 18:00
Defence before the panel	Last week of June
Panel feedback	Before mid-July

3. COMPETENCIES AND LEARNING OUTCOMES

Key Skills:

- KS1: Possessing and understanding knowledge that provides a basis or opportunity to be original regarding the development and/or application of ideas, often in a research context.
- KS2: Students should know how to apply the knowledge acquired and their problem-solving skills in new or relatively little-known environments within wider (or multidisciplinary) contexts related to their area of study
- KS3: Students should be able to integrate knowledge and face the complexity of formulating opinions from information that may be incomplete or limited, but which includes thoughts on the social and ethical responsibilities linked to the application of their knowledge and opinions.
- KS4: Students should be able to communicate their conclusions, as well as the knowledge and underlying reasons they are based on, to expert and non-expert audiences in a clear and concise way.
- KS5: Students should possess the learning skills that enable them to continue studying in a way that will be self-directed or autonomous for the most part.

Transversal Skills:

- TS1: Responsibility: Students should be able to accept the consequences of actions and take responsibility for their own actions.
- TS2: Self-confidence: Students should be able to act with confidence and with sufficient motivation to achieve their objectives.
- TS3: Awareness of ethical values: Students' capacity to feel, judge, argue and act in accordance with moral values in a consistent, persistent and autonomous way.

- TS4: Communication skills: Students should be able to effectively express concepts and ideas, as well as possess clear and concise written communication skills and effective public speaking skills.
- TS5: Interpersonal understanding: The student should be able to actively listen for the purpose of reaching agreements using an assertive communication style.
- TS6: Flexibility: Students should be able to adapt and work in different and varied situations with different people. This involves assessing and understanding different positions, adapting their own approach as required by the situation.
- TS7: Teamwork: Students should be able to actively participate in achieving a common objective by listening, respecting and valuing the ideas and proposals of the other members of their team.
- TS8: Initiative: The student should be able to respond proactively to situations that emerge, proposing solutions or alternatives.
- TS9: Planning: Students should be able to effectively set their goals and priorities, defining the actions, time frames and optimum resources required to achieve these goals.
- TS10: Innovation-Creativity: Students should be able to come up with new and different solutions to problems that add value to problems posed.

Specific Skills:

- SS.1.- Having an integrated vision of all of the dimensions of the company in the sports sector -external, internal and organisational-, as well as of the people and human capital that comprise it, to be able to analyse issues and to look for solutions in teams that help to achieve its strategic objectives. As such, students will partake in autonomous and collective learning, helping them to make decisions and to assess the corresponding economic and social impact.
- SS.2.- Leading projects and teams from a comprehensively ethical approach and a social responsibility stance, assessing the impact of decisions on the market, profits, people and society.
- SS.3.-Controlling the key aspects of the most significant areas of the sporting world, transforming them into competitive advantages for the company's growth within its sector.

- SS.4.-Analysing the economic, legal and technological environment of a sector, as well as assessing and creating a medium- to long-term strategic plan, using current reference tools.
- SS.5.-Controlling the new business trends and practices of corporate social responsibility policies that affect the sports sector, while being able to establish an individual corporate social responsibility policy for each business.
- SS.6.-Taking on the skills of an executive: leadership, emotional intelligence, communication skills, team management, teamwork, planning, conflict resolution, negotiating and results-orientated skills, always with a responsible approach and a multicultural perspective, showing respect for diversity.
- SS.7.-Controlling the benchmark strategic concepts and tools regarding the organisational sizing of a company in the sports industry and being able to choose the best strategic alternative to apply in each market and company.
- SS.8.-Learning the tools used in managing the operations of a company and the benchmark business practices in the sports industry, which ensure the efficiency of activity and the fulfilment of set objectives.
- SS.9.- Designing the plans in the different areas (marketing, communication and sales, finance, production, human resources), using coordination criteria among them and aligning them with the company's general strategy.
- SS.10.- Controlling the key benchmark concepts regarding the sizing of new organisational structures and being capable of implementing plans that entail change and adaptation with criteria relating to resource optimisation and knowledge management.
- SS.11.-Applying and putting into action the knowledge acquired in one of the decision-making areas of the company by means of professional internships. Students may undertake internships through university agreements made with companies in the sports sector or industry, particularly in the area that most interests them in view of their future career development (management, marketing and communication, operations, finance), while also demonstrating their skills for successful integration into a business team.

Learning Outcomes

- LO1. Efficiently organising their time and duly participating in the group work
- LO2. Applying knowledge from the Master's degree
- LO3. Creating a new financially sustainable business.

- LO4. Applying knowledge in the defence of the project, justifying its key aspects.

In the table below we present the connection between the skills to be develop in the course and the learning outcome we pursue:

Skills	Learning Outcome
KS2, TS1, TS3, TS9, SS1, SS2, SS4, SS10,	LO1, LO2
KS3, KS5, TS2, TS5, TS6, SS3, SS8, SS9	LO3
KS1, KS4, TS4, TS7, TS8, TS10, SS5, SS6, SS7, SS11	LO4

4. CONTENT

The content is structured in the following way:

- Meeting the tutor with the content and in the timeframes established, following the division of work determined by the tutor and colleagues
- The tutor and colleagues will initially divide the work, although the final part of the project must be coordinated and all must understand it.
- The group must submit the Master's degree Final Project and defend it before a panel. All members of the group must participate and answer the questions asked by the panel

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Masterclass
- Case methodology
- Collaborative learning
- Learning by solving problems

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Seminar	8 hours

Reading topics and complementary resources consultation	8 hours
Individual application activities	2 hours
Cooperatives application activities	12 hours
Case, problem, or project	100 hours
Mentoring	15 hours
Presentation	5 hours
TOTAL	150 hours

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
Written project	60%
Project presentation	30%
Individual performance	10%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Written project	October – June
Project presentation	June
Individual performance	October – June

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

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10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.