

esade

RAMON LLULL UNIVERSITY

Sports Management

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1. Course description / Introduction to the course

The global sports industry, valued at nearly 150 billion USD (Deloitte, 2014), has a high public profile. Yet many fans of teams, leagues, competitions and athletes are unaware of the full scope of the global sports industry and its major drivers of growth and revenue, as well as the professional and investment opportunities provided by the sector. This course aims to provide students with a general overview of the global sports sector, including its main levers and stakeholders, as well as their interrelationship. Specifically, it looks to introduce students to three main 'branches' of professional activity within the sector:

1. Promotion (including sponsorship, brand management, communication and sales);
2. Events & Tourism (including event management, hosting, bidding processes, people management and operations);
3. and Representation (including athlete management, image rights, and personal branding and communication).

Furthermore, the course will offer students an opportunity to put their learnings into practice through a final project analyzing important trends and entities within the industry.

- To understand the size and scope of the sports industry on a national/International level;
- To identify the main levers and stakeholders of the industry, and their interrelationship;
- To understand the primary sources of revenue in the sector, and the role of innovation in creating value;
- To identify the various career paths in the sector, and the value that management graduates can add level;
- To perform a final project allowing students to be conversant in the sector and its various topics.

2. Learning objectives and competencies

There will be two separate days of class sessions, in which classroom participation will be valued, including but not limited to the completion of all readings assigned.

Participants will be required to work on a project that will focus on a subject related to the course. They will be assigned to work in groups of 3-5 members.

3. Course Contents

1. The Sports Business Ecosystem

Overview of the sports business ecosystem, introducing the main categories of stakeholders.

2. Sponsorship: from a brand perspective

Introduction to Sponsorship; Sponsorship: much more beyond Brand visibility..
Sponsorship strategy from a brand perspective

3. Sponsorship: from a property perspective

How to design and implement a sponsorship program

4. Sponsorship and other revenue streams – facilities and venues

How to generate revenues from the property venues. And how to activate sponsorship in the facilities / venues

5. Group project

The course will challenge the students, who Will be analysing and presenting (second day) a business case (basically focused on putting together a sponsorship plan

4. Materials

Slides, articles and videos will be provided in class

This course is strictly ruled by ESADE's Honour Code

"I will not lie, cheat or steal to gain an academic advantage. I will respect all ESADE students, faculty and staff with my words and deeds."

The violations of the ESADE MBA Honor Code include the following:

Lying: Lying includes knowingly communicating an untruth in order to gain an unfair academic or employment advantage.

Cheating: Cheating includes, but is not limited to, using unauthorized materials to complete an assignment; copying the work of another person; unauthorized providing of materials or information (e.g. proprietary course information) to another person; plagiarism; unauthorized providing of materials or information to another person during an exam. All communications, written, oral or otherwise, among students during examinations, are forbidden, as is the use of notes, books, computers, calculators or other written material except when approved by the instructor.

Stealing: Stealing includes, but is not limited to, taking the property of another member of the ESADE community without permission, defacing or vandalizing the property of the ESADE Business School, or the misuse of ESADE resources.

Respect for others and professional conduct: Respect for others includes treating all ESADE students, staff, faculty and external contacts connected to the school with politeness and cordiality, refraining from using abusive language or physical violence.

Upon witnessing a violation of the Honour Code, a student has a **moral obligation** to inform the student whose conduct is believed to be in violation of the Code that the Code has been violated. Each member of the ESADE MBA community, as a person of integrity, has a personal obligation to adhere to this requirement, both on campus and when representing ESADE off campus.

Failure to comply with the more explicit guidelines set forth by the Programme's Rules and Regulations can also be considered as breach of the Honour Code.

Violations of this agreement and will be governed by MBA Programme Management which has the right to exercise any disciplinary action necessary in order to uphold the standards set forth herewith and in the Programme's Rules and Regulations.