

## ***Teaching Guide for the Course/Module***

### ***“Facility Management”***

#### **1. IDENTIFICATION**

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- ✓ **Name of the Course/Module:** Facility Management
- ✓ **Code:** 47787
- ✓ **Degree:** Master's Degree in Sports Management
- ✓ **Academic Year:** 2017-2018
- ✓ **Type of Course/Module:** Mandatory
- ✓ **ECTS Credits (hours):** 7
- ✓ **Teaching Period:** Second semester
- ✓ **Language of Instruction:** Spanish
- ✓ **Course/Module Coordinator and Contact Email:** Jordi Viñas Fort  
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#### **2. PRESENTATION AND LEARNING OBJECTIVES**

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The structure and contents of this course are focused on acquiring the knowledge and tools needed to manage a sports facility. Students will identify the key factors in managing a sports facility based on its environment and the needs of its users. To do this, they will simulate the experience of managing a sports facility by reading specific articles from the sports industry along with other teaching activities, thus acquiring the conceptual contents and applying them through case studies.

- Learn about the main characteristics of a sports system and the applicable regulatory framework for sport within a territorial community.
- Learn about the main concepts of strategic planning for the efficient, effective and economic management of a SF.
- Brainstorming session to create a SF, learn about the tools for designing a SF, name and define the various figures involved in the process, analyze several feasibility studies and learn about the main characteristics of an architectural project.
- Study the main guidance strategies for users of a SF, design and promote different types of services and activities that could be part of a SF, and establish marketing mix policies (especially price strategies) in addition to launching and positioning strategies.
- Define various merchandising elements as promotional and communication elements of a sports organization.



- Learn about the most relevant aspects and basic concepts regarding people management, the various aspects of managing a sports entity within the legal framework and the framework of a good organization, the management of maintenance as well as the fundamental aspects of the economic environment, and how to manage the reorientation of an obsolete SF.
- Know how to plan the maintenance of a sports facility, studying the essential elements that make up the plan.
- Know how to evaluate an investment and its sources of financing within the framework of a SF.
- Properly manage the operating account of a SF and the treasury budget.

### 3. COMPETENCIES AND LEARNING OUTCOMES

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#### 3.1 BASIC COMPETENCIES

- **B06.** Possess the knowledge and skills that will serve as a basis or opportunity for being original when developing and/or applying ideas, often within a research context
- **B09.** Students should know how to communicate their conclusions to both specialized and non-specialized audiences in a clear and unambiguous way, along with the supporting underlying knowledge and rationale
- **B10.** Students should possess the learning skills that will enable them to continue studying in a way that will largely be self-directed or independent

#### 3.2 SPECIFIC COMPETENCIES

- **E.5.** Operationally manage infrastructures and sports facilities.
  - E.5.1.** Distinguish the different management models for a sports facility.
  - E.5.2.** Differentiate the optimal management models according to the type of facility.
  - E.5.3.** Plan the needs of sports facilities within a specific territory.

#### 3.3 TRANSVERSAL COMPETENCIES

- **GT03.** Be a team leader and work in multidisciplinary teams, actively participating in tasks and knowing how to negotiate with divergent views until reaching a consensus
- **GT04.** Acknowledge the diversity of opinions, understand multiculturalism and be able to formulate individual opinions while still respecting divergent points of view



## 4. LESSONS AND CONTENT

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### **Lesson 1. Sports facilities within the framework of a sports system**

- 1.1 Framework of the economic activity of sport
- 1.2 Plans of facilities
- 1.3 Strategic reflection on the role of facilities within a sports system

### **Lesson 2. Strategic planning in a sports facility (SF)**

- 2.1 SF sustainability
- 2.2 Forms of management
- 2.3 Hiring and purchasing in a SF

### **Lesson 3. A sport facility's maturation cycle**

- 3.1 From conception to the construction of a SF
- 3.2 The operational phase in a SF
  - 3.2.1 Organizational structure and people management
  - 3.2.2 Marketing
  - 3.2.3 Administration
  - 3.2.4 Maintenance
- 3.3 The adaptation of a SF to new market trends and/or closure due to the expiry of its useful life.

### **Lesson 4. Economic-financial management of a SF**

- 4.1 Provision of services and indicators
- 4.2 Economic and financial framework
- 4.3 SF taxation

## 5. RECOMMENDED BIBLIOGRAPHY

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- Acosta, R. (1999) *Dirección, gestión y administración de las Organizaciones deportivas*. Barcelona. Ed. Paidotribo.
- Alberto, C.; Hernando, V.; Fernández, J.A. (1996) *Gestión y dirección de empresas deportivas*. Madrid. Ed. Gymnos.
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- De la Plata, N. (2001) *Los Servicios Públicos Deportivos*. Serie Estudios Europeos núm. 11. Madrid. Universidad Europea - CEES Ediciones. IAD.
- Gallardo, L. (2005) *Manual de gestión en instalaciones deportivas núm. 4. Los nuevos retos para el futuro*. Madrid. Ed. Opade.
- García Ferrando, M. et al. (2017) *Sociología del Deporte*. 4ª Edición. Madrid. Alianza Editorial.
- García, E.; Parejo, E. (2005) *El mantenimiento aplicado a las instalaciones deportivas*. Barcelona. INDE Editorial.
- Labanderea, J.A. (2000) *Guía práctica para elaborar contratos de patrocinio*. Cuadernos Kirolgi núm. 1. Gipuzkoa. Ed. Fundación Kirolgi.
- Mestre, J.A.; Rodríguez, G. (2007) *El gestor deportivo y las instalaciones deportivas*. Barcelona. INDE Editorial.
- Paramio, J.L.; Beotas, E.; Campos, C.; Muñoz, G. (2010) *Manual de equipamientos e instalaciones deportivas*. Madrid. Ed. Síntesis.



## 6. TEACHING METHODOLOGY

This course follows a methodology that focuses on a process of continuous and progressive learning. By completing a series of educational activities, the student will put into practice all of the necessary skills in order to acquire all of the course's knowledge and competencies. The pedagogical approach is active and encourages participation and self-management.

### 6.1 LEARNING ACTIVITIES

Title	Hours	ECTS	Learning Outcomes
<b>Guided</b>			
Review of content	20	0.8	E5.1; E5.2; E5.3
Case studies	37	1.48	E5.1; E5.2
Webinars	10	0.4	E5.2; E5.3
<b>Supervised</b>			
Articles	20	0.8	E5.1; E5.2
<b>Type: Individual</b>			
Personal study	60	2.4	E5.1; E5.2; E5.3

## 7. EVALUATION SYSTEM

### 7.1 EVALUATION ACTIVITIES

Title		Weight	Hours	Learning Outcomes
Lesson 1	Activity 1. Identify a sports facility plan, summarize the plan's main ideas and compare it with one of the examples. <i>Individual exercise.</i>	15%	3	E5.1
	Activity 2. Forum entries: value-adding contributions to the activity's forum by commenting on the information provided by other peers. <i>Individual exercise.</i>	5%	1	E5.1
Lesson 2	Activity 3. Case study in which the student will evaluate the different management models. <i>Individual exercise.</i>	20%	4	E5.1; E5.2; E5.3



Lesson 3	Activity 4. Development of a management project for a sports facility based on a case study. <i>Group exercise.</i>	20%	4	E5.2; E5.3
Lesson 4	Activity 5. Elaboration of an economic-financial feasibility study for a sports facility based on a case study. <i>Group exercise.</i>	20%	4	E5.2; E5.3
	Written exam on the contents of the course. <i>Individual exercise.</i>	20%	2	E5.1; E5.2; E5.3

## 8. TEACHING SCHEDULE

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Week	Lesson	Hours
1-2	Lesson 1	30
3-4	Lesson 2	30
5-6	Lesson 3	45
7-8	Lesson 4	45