



## TECHNICAL SHEET OF THE SUBJECT

| Data of the subject |  |
|---------------------|--|
| Subject name        | Analítica para la industria del deporte/Sports analytics         |
| Subject code        | E000009968   |
| Mainprogram         | <a href="#">Grado en Análisis de Negocios/Business Analytics</a> |
| Involved programs   | Grado en Análisis de Negocios/Business Analytics [Tercer Curso]  |
| Credits             | 3,0 ECTS   |
| Type                | Optativa (Grado)   |
| Department          | Departamento de Gestión Empresarial                              |

| Teacher Information |                                     |
|---------------------|-------------------------------------|
| Teacher             |                                     |
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## SPECIFIC DATA OF THE SUBJECT

| Contextualization of the subject   |
|--|
| <b>Contribution to the professional profile of the degree</b>  |
| Sport has become one of the most important and transversal industries. The application of data analytics, both from the technical and sports and business perspective is essential for this industry to progress in the right direction. |

| Competencies - Objectives |   |
|---------------------------|---|
| <b>Competences</b>        |   |
| <b>GENERALES</b>          |   |
| CG01                      | Capacidad de organización y planificación en la identificación de problemas en el contexto de datos masivos |
|                           |   |
| RA1                       | Describe, relaciona e interpreta situaciones y planteamientos de nivel medio                                |
| RA2                       | Selecciona los elementos más significativos y sus relaciones en las situaciones                             |



|                    |  |  |
|--------------------|--|--|
|                    |  | planteadas   |
| <b>CG02</b>        | Capacidad de análisis de datos masivos procedentes de diversas fuentes: texto, audio, numérica e imagen                                  |  |
| <b>CG04</b>        | Capacidad para elaborar proyectos e informes de manera oral y escrita, difundiendo estas ideas a través de canales digitales             |  |
| <b>CG08</b>        | Capacidad crítica y autocrítica en la sociedad de la información   |  |
|                    | <b>RA2</b>   | Identifica, establece y contrasta hipótesis, variables y resultados de manera lógica y crítica |
| <b>CG09</b>        | Compromiso ético en la sociedad de la información  |  |
|                    | <b>RA1</b>   | Persigue la excelencia en las actuaciones profesionales  |
|                    | <b>RA2</b>   | Se preocupa por las consecuencias que su actividad y su conducta pueden tener para los demás   |
| <b>ESPECÍFICAS</b> |  |  |
| <b>CEO09</b>       | Conocer y comprender las aplicaciones del análisis de los datos de las actividades deportivas como motor de las decisiones empresariales |  |

## THEMATIC BLOCKS AND CONTENTS

### Contents - Thematic Blocks

Block 1: Analytics in Sport. Sources and uses.

Block 2: Sport Management Analytics. Sports industry and management tools.

Block 3: Innovation Strategies in the sport industry.

## TEACHING METHODOLOGY

### General methodological aspects of the subject

#### In-class Methodology: Activities

AF1. Participated sessions of expository character. In each master class the master lesson will be combined with the debate and / or discussion on the subject in question corresponding to each class. This requires that the student be prepared to discuss the subject in question and the readings that will have been indicated as bibliographic material for each subject (according to the schedule).

The teacher will lead the presentation of the basic notions, with the active and collaborative participation of



the students, who discuss and debate the dark spots or nuances that are relevant for the correct understanding of the contents. It will include practical cases such as the backbone of the exhibition of ideas and contents, dynamic presentations and the regulated or spontaneous participation of students through diverse activities.

Active participation in the classroom is an excellent tool to improve the learning of the student who participates and that of their classmates present in the classroom. A productive learning environment requires that all classroom attendees be actively involved.

AF2. Analysis and resolution of cases proposed by the professor and / or by companies specialized in strategic consulting of recognized prestige. The starting material for these cases (current material, readings or reports, among others), will be available in the Resource Portal of the subject. These cases will be oriented in a way that allows to apply in practice the theoretical knowledge acquired and favor the development of the argumentative capacity of the student.

Work sessions conducted in the classroom will be developed in groups.

The activity of these classes will be to respond in writing to specific questions about real business cases.

During the guided work sessions, the teacher will attend the queries and doubts that arise during the completion of the work, stimulating the students' learning process, so that it is possible for them to solve their doubts within their own group. of work, or through intergroup debate.

It is essential that, prior to each type of directed work, each student reads and prepares the bibliographic material indicated for each session.

AF3. Oral presentations. According to the objectives of the subject, each group of students must present orally in the classroom at least one practical application (per semester) of the contents developed in the course to the real case of a company, chosen by them. These presentations will be articulated according to what is established in the schedule of the subject and will be carried out during class hours. The group responsible for the presentation will lead the debate around the case in question, directing questions to the rest of the partners that give rise to reflection and critical analysis around the essential issues of the case presented.

In these presentations, each of the group members must present some part of the case.

Together with the previous presentations, it is also contemplated that the students have to present in the classroom other research work carried out in groups, according to the instructions and planning designed by the teacher.

## **Non-Presential Methodology: Activities**

AF4. Individual study and extension of the documentation that the student performs to understand, rework and retain a scientific content with a view to a possible application in the field of his profession. Individual reading of texts and other materials related to the subject matter. In the Portal of Resources of the subject the students will be able to find documentation, materials of the sessions and the practices to realize.

AF5. Academic tutoring The teaching team will be available to the student, at the designated times, dates and places, to solve the doubts and problems caused by the study of the contents, the work in the different activities of the subject, or any other subject directly linked or indirectly with the subject "Strategic Analysis".

Tutoring is a tool that the teaching team of this subject makes available to the student so that he improves his learning process; However, the student's decision to use this tool or not will not affect the final grade of the subject.



AF6. Organized reading Reading and analysis of relevant texts with various tasks that evaluate reading comprehension individually or in groups.

AF7. Cooperative learning: practical applications to the case of a company.

This group activity starts from the search for information about a company at the choice of each work group and that can be related to the contents of the subject.

On the chosen company, each group will be making practical applications of the contents of the program topics.

These deliveries are made in writing, via Moodlerooms, according to the established schedule.

With this activity, a sustained and argued response is expected from each group, with explicit mention to bibliographic sources, to the questions proposed by the teacher in each of the topics and / or deliveries.

## SUMMARY STUDENT WORKING HOURS

| CLASSROOM HOURS                                 |  |
|---|--|
| Lecciones de Carácter expositivo                | Ejercicios y resolución de casos y de problemas        |
| 25.00   | 15.00  |
| NON-PRESENTIAL HOURS                            |  |
| Ejercicios y resolución de casos y de problemas | Estudios individual y/o en grupo, y lectura organizada |
| 20.00   | 15.00  |
| <b>ECTS CREDITS: 3,0 (75,00 hours)</b>          |  |

## EVALUATION AND CRITERIA

| Evaluation activities  | Evaluation criteria  | Weight |
|--|--|--------|
| GLOBAL AND FINAL EXAM: With an essentially practical orientation, based on the resolution of case / s.   | Comprehensive and relational ability.<br>Argumentative and expository capacity.                | 50 %   |
| INDIVIDUAL performance during class presentations: Students must present in the semester some of the practical applications of the program contents to companies / situations of their choice. | Proactivity.<br>Rigor in the exhibition.<br>Mobilization to the debate after the presentation. | 15 %   |
| INDIVIDUAL active participation in the classroom, and in the digital media of the subject.   | Proactivity.<br>Relevance.<br>Respect and critical spirit.                                     | 15 %   |



|   |   |             |
|---|---|-------------|
| <p>Case analysis (GROUP):<br/>Practical applications of the contents, models and tools developed during the course. Cases at the proposal of the professor and / or the groups, of prestigious consultants, and the follow-up of news from real companies at the choice of each work group are included. The final mark of this activity will be the arithmetic mean of each and every one of the exercises / cases solved throughout the course.</p> | <p>Practical application and teamwork.<br/>Depth of analysis and understanding.<br/>Search and presentation of information.</p> | <p>20 %</p> |
|---|---|-------------|

## Ratings

To pass the subject in ordinary call, the student must pass each of the activities that are part of the final grade of the subject.

The exercises that are NOT delivered in the exact conditions of place, date and time scheduled for each exercise, and communicated at the beginning of the course / semester in the subject schedule will NOT be taken into account.

Group work that is part of the teaching methodology may be subject to co-evaluation by the members of each group, according to a model proposed by the teacher, available in Moodlerooms.

For the purpose of the normal development of the work sessions in the classroom, the teaching team of this subject values that the student maintains an active attitude of listening and participation, that keeps him connected with the reflections that are developed around the subject in class. In this sense, the use of electronic devices outside the moments reserved for them in the context of the class will be considered negatively.

Likewise, the exercise of plagiarism by the students will be penalized; In this sense we remember that plagiarism occurs when:

The corresponding bibliographical references of the text used are not cited (whatever the source of information consulted, ALWAYS must be cited)

There are no citations or bibliographical references that show in which author / s the student is supported in the development of their work.

The differences between the original information consulted and the own elaboration of the student.

Some words of the original information are changed but the information from which it is based has not been rewritten.

In the June call, the grade will be 100% the grade obtained in the exam.

## WORK PLAN AND SCHEDULE

| Activities  | Date of realization | Delivery date   |
|---|---------------------|-----------------|
| Analysis and resolution of real cases of the sports | Every week          | After execution |



| industry  | Every week        | Final Evaluation               |
|---|-------------------|--------------------------------|
| Oral presentations of practical applications to a case defined by the teacher: One presentation per semester.         | End of the course | End of the course              |
| Final written exam: Application of knowledge to solve problems of design, implementation and control of the strategy. | During the course | Defined by the Head of Studies |

## BIBLIOGRAPHY AND RESOURCES

### Basic Bibliography

Sobrino, Javier (2013). El deporte, sector de actividad económica. Biblioteca Comillas. Economía

Johnson, G., Whittington, R., Scholes, K., Angwin, D. y Regnér, P. (2017). Exploring Strategy. Text & Cases. Harlow: Pearson Education Limited, Eleventh edition.

### Complementary Bibliography

Articles.

In Moodlerooms you can find academic and informative articles prepared by academic and business institutions of reference. Also, if necessary, current materials will be provided in class for their work in the classroom. The use of these materials will be done according to the calendar established in the schedule of the subject.

Websites.

Notes

Summaries of themes with transparency support available in Moodlerooms.

In compliance with current regulations on the **protection of personal data**, we would like to inform you that you may consult the aspects related to privacy and data [that you have accepted on your registration form](#) by entering this website and clicking on "download"

[https://servicios.upcomillas.es/sedelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792](https://servicios.upcomillas.es/sedeelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792)