



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2026 - 2027

TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Sports analytics
Subject code	E000011724
Main program	Bachelor's Degree in Business Analytics
Involved programs	Grado en Administración y Dirección de Empresas y Grado en Análisis de Negocios/Business Analytics [Fourth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	3,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	José Javier Sobrino de Toro
Schedule	Consult for this purpose the schedules of the different groups in which it is taught.
Office hours	Check with the teacher for the schedule
Course overview	ANECA: - Analytics for the sports industry. The sports industry has become a buoyant sector of economic activity, in which a whole sports diplomacy has been deployed at national and international levels and where business strategy and intelligence tools, such as Big Data and Machine Learning, are involved. This subject studies the applications of data analysis of sports activities as a driver of business decisions such as those related to Fan experience or streamlining concessions, among others, as well as its use in areas such as entrepreneurship and financing, where entrepreneurs and Venture Capital use the result of this analysis to allocate capital to different sports projects. Additionally, the data generated during the activity of athletes in many disciplines is already stored for later analysis and visualization, facilitating the development of products and services.

Teacher Information	
Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Competencies - Objectives

Competences

GENERALES

CG01	Capacidad de organización y planificación en la identificación de problemas en el contexto de datos masivos	
	RA3	Es capaz de enfrentarse con el estudio analítico de casos y escenarios, así como de llevar a efecto síntesis de información y de datos, empleando los conceptos adecuados.
CG02	Capacidad de análisis de datos masivos procedentes de diversas fuentes: texto, audio, numérica e imagen	
	RA1	Identifica y define, adecuada y proactivamente, un problema y sus posibles causas
	RA2	Plantea posibles soluciones pertinentes y diseña un plan de acción para su aplicación
CG04	Capacidad para elaborar proyectos e informes de manera oral y escrita, difundiendo estas ideas a través de canales digitales	
	RA1	Es capaz de buscar y analizar información procedente de fuentes diversas, haciendo un uso eficaz de las herramientas digitales
	RA2	Discierne el valor y la utilidad de diferentes fuentes y tipos de información, contrastándolas, analizándolas críticamente e incorporando valoraciones propias.
	RA3	Incorpora la información a su propio discurso, citando adecuadamente las fuentes que utiliza
CG08	Capacidad crítica y autocrítica en la sociedad de la información	
	RA1	Identifica los supuestos y las limitaciones de métodos y teorías
	RA3	Es capaz de construir un discurso propio, en un contexto de intercambio de opiniones.
CG09	Compromiso ético en la sociedad de la información	
	RA2	Se preocupa por las consecuencias que su actividad y su conducta pueden tener para los demás
	RA3	Incorpora en su discurso y en sus propuestas de actuaciones, las consecuencias que las mismas pueden tener para los distintos stakeholders de una organización global

ESPECÍFICAS

CEO09	Conocer y comprender las aplicaciones del análisis de los datos de las actividades deportivas como motor de las decisiones empresariales	
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	RA01	Comprende el uso y alcance de las herramientas de estrategia e inteligencia empresarial -como el Big Data y Machine Learning- en el contexto de la industria del deporte
	RA02	Extrae de estas aplicaciones conclusiones relevantes de negocio para valorar proyectos o tomar de decisiones de financiación o emprendimientos, entre otras.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Block A. Sport Analytics. Sources and uses

Block B. Sport Management Analytics. Sport Sector and Management Systems

Block C. Innovation Strategies in the Sport Industry

TEACHING METHODOLOGY

General methodological aspects of the subject

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Lecciones de Carácter expositivo	Ejercicios y resolución de casos y de problemas
20.00	10.00
NON-PRESENTIAL HOURS	
Ejercicios y resolución de casos y de problemas	Estudios individual y/o en grupo, y lectura organizada
30.00	15.00
ECTS CREDITS: 3,0 (75,00 hours)	

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
With a practical approach, based on cases resolution	Comprehensive and relational capacity	50
	Argumentative and expository capacity	



INDIVIDUAL performance during the presentations made in class: Students must present in the semester one of the practical applications of the contents of the program to companies / situations of their choice.	Proactivity. Rigor in the exhibition. Mobilization of the debate after the presentation.	15
INDIVIDUAL active participation in the classroom, and in the subject's digital media.	Proactivity. Relevance. Respect and critical spirit.	15
Practical applications of the contents, models and tools developed during the course. Cases are included at the proposal of the professor and / or groups, prestigious consultants, and the monitoring of news from real companies at the choice of each working group. The final grade for this activity will be the arithmetic mean of each and every one of the exercises / cases solved throughout the course.	Practical application and teamwork. Depth of analysis and understanding. Search and presentation of information.	20

Ratings

To pass the course in ordinary call, the student must pass each of the activities that are part of the final grade for the subject. Exercises that are NOT delivered in the exact conditions of place, date, will NOT be taken into account and time scheduled for each exercise, and communicated at the beginning of the course / semester in the subject schedule. 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 purposes 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. class. In this sense, the use of electronic devices outside of the moments reserved for them in the context of the class will be considered negatively. Likewise, the exercise of plagiarism by students will be penalized; In this sense, we remember that plagiarism occurs when: The corresponding bibliographic references of the text used are not cited (whatever the source of information consulted, ALWAYS must be cited)

There are no citations or bibliographic references that show which author / s the student relies on in the development of their work.

The differences between the original information consulted and the student's own elaboration cannot be appreciated. Some words of the original information are changed but the information from which it was started has not been rewritten.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

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

Whittington, R., Regnér, P., Angwin, D., Hautz, J., Johnson, G., & Scholes, K. (2026). *Exploring strategy: Text and cases* (14th ed.). Pearson. ISBN 978-1-292-74148-2.



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