



TECHNICAL SHEET OF THE SUBJECT

| Data of the subject | |
|---------------------|---|
| Subject name | Análítica para la Industria del Deporte |
| Subject code | E000011724 |
| Main program | Grado en Análisis de Negocios/Business Analytics |
| Involved programs | Grado en Administración y Dirección de Empresas y Grado en Análisis de Negocios/Business Analytics [Cuarto Curso] |
| 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 |

| Teacher Information | |
|---------------------|-------------------------------------|
| Teacher | |
| Name | José Javier Sobrino de Toro |
| Department | Departamento de Gestión Empresarial |
| Office | Alberto Aguilera 23 |
| EMail | jsobrino@icade.comillas.edu |
| Phone | |

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 | | |
| | <table border="1"><tr><td>RA3</td><td>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.</td></tr></table> | 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. |
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| 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 | |
| | 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 |
| 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 |
| ECTS CREDITS: 3,0 (75,00 hours) | |

EVALUATION AND CRITERIA

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



COMILLAS

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CIHS

Syllabus
2022 - 2023

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.

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

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.

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