

**FCESE**



UNIVERSIDADE  
**LUSÓFONA**

# BIP - SPORTS ORGANIZATION MANAGEMENT

What are you waiting  
for?

**3 - 17 MAY**

LUSÓFONA UNIVERSITY - PORTO UNIVERSITY CENTER  
RUA AUGUSTO ROSA, Nº 24, 4000-098 PORTO

Cofinanciado pelo  
Programa Erasmus+  
da União Europeia



**erasmus+**  
PORTUGAL EDUCAÇÃO E FORMAÇÃO



**INTREPID LAB**  
RESEARCH FOR BUSINESS AND SOCIETY

Faculty of Economics, Social and Business Sciences

## GOALS OF THE COURSE



The sports industry is characterised by its never-ending development and the fact that it involves large-scale capital movements. In recent years, it has been expanding in China and, more recently, in the Middle East. However, this business is not immune to the volatility of the markets and the current uncertain environment, forcing sports organizations to be able to respond to the challenges they face on a daily basis.

In this context, management assumes a leading role in the success of these organizations, and managers take on an increasing protagonism. The BIP is designed for students and teachers who want to understand the impact and effectiveness of managing organizations in the sports industry.

This interdisciplinary course will focus on the management of sports organizations, debating new trends in business models, the importance of sustainability, leadership, team management, and marketing management.

As well as learning new theories, students and teachers will be challenged to develop management strategies applied to real cases.

This course is based on active methodologies that promote a personalized experience, using collaborative learning and Problem/Project Based Learning, and RolePlaying techniques.

It includes an immersive "MatchDay™" training programme that is essentially practical.

In this course, students and teachers will take part in a briefing session, will be able to closely monitor the final hours before the start of a match at the Estádio do Dragão, will watch the game, and will recreate the debriefing session.



Faculty of Economics, Social and Business Sciences

## ONLINE

### **03 May 24**

Ice break and team presentation (1h30)

### **17 May 24**

Debriefing and Final Evaluation (1h30)

## PRESENIAL

### **08 May 2024 - Wednesday**

Welcome session (ULusófona-PUC)

BIP Presentation

Training Session (UL-PUC)

New trends in business models to sport management

### **09 May 2024 - Thursday**

Training Session (ULusófona-PUC)

Sustainability, leadership and team management

### **10 May 2024 - Friday**

Training Session (ULusófona-PUC)

Marketing management on sports industry

### **11 May - Saturday**

City Tour (organized by Tourism students)

Sun Set Party with local students

### **12 May 24 - Sunday**

Immersive training

Match day

### **13 May 24 - Monday**

Debriefing

Final Work Presentation

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