

COURSE SYLLABUS

2660 - Applied Sports Projects, 3.5 ECTS

Spring Semester

2024/25

COURSE INSTRUCTOR

Rui Daniel Gaspar Neto Biscaia

SHORT BIOGRAPHY

Course Instructor: Rui Biscaia holds a PhD in Sport Management from the University of Lisbon, Portugal. At Nova, he is an Adjunct Associate Professor, and delivers the course of Applied Sports Projects. He is also a Reader (Associate Professor) at the University of Bath, United Kingdom. Rui also collaborates regularly with other Universities in Europe and Asia, and has worked in projects with multiple sport organisations. His research is mainly focused on the development of sustainable relationships between sport consumers, sport brands and sponsors. He has developed projects with researchers from Portugal, Spain, England, France, Germany, Estonia, Brazil, United States, Canada, Japan, South Korea, Australia and New Zealand, and published 70+ peer-reviewed articles, two books and co-edited two sport management textbooks. He is Associate Editor of European Sport Management Quarterly, and editorial board member of six other Journals including Sport Management Review.

Teaching Assistant: Inês Caetano holds a degree in Physical Education and Sport from the Universidade Lusófona de Humanidades e Tecnologias, where she specialized in High Performance Training, holding the II coach degree in Rugby. Later she chose to pursue her studies in Sports Management and Marketing at ISCTE, which led her to move to Brazil where she worked in major sport events such as the Military World Games or the FIFA World Cup. She has been working as a consultant and project manager for the last 12 years for different organizations in the sports sector, and beyond, in countries such as Portugal, Brazil, Cape Verde, São Tomé and Príncipe, Guinea-Bissau, North Macedonia, among others, and writes funding proposals for European projects. She is the founder of Sports Embassy and consultant to blueOASIS for Sustainability and European project proposals. She is a member of the SportMagazine Editorial Board.

INSTITUTIONAL EMAIL

Course instructor: rui.biscaia@novasbe.pt

Teaching Assistant: ines.caetano@novasbe.pt

OFFICE HOURS

Rui Biscaia: Wednesdays, 11.00h-12.00h (to be confirmed), via Teams (upon appointment)

Inês Caetano: times to be confirmed

PREREQUISITE(S) / PRÉ-REQUISITO(S)

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COURSE UNIT AIMS

This course aims to develop students' abilities to:

- Conduct research-based projects applying the skills, concepts, and techniques acquired in the taught programme.
- Address actual sport management problems and encourage reflection on common managerial issues.
- Review academic and non-academic literature, make informed methodological choices and present findings.
- Create value for their professional career and for partner sport organisations.

COURSE UNIT CONTENT

This course allows students to conduct projects applying the skills, concepts, and techniques acquired in the MSc taught programme to practice-based sport business scenarios. It includes (1) the development of a work to address a problem or challenge from an actual (sport) organisation, with regular check points and a final report, (2) a presentation summarising the problem under analysis, methods employed, findings, conclusions and recommendations of the written report, and (3) a peer assessment exercise. The work in this course is developed to address management problems presented by partner sport organisations, and you will have to work closely with these organisations. Three key elements to be covered:

1. Case Project Written Report: Students are presented with management problems/challenges of different sport organisations for which they conduct appropriate research, analyse data, and present recommendations in the form of a written report. Students work in groups to develop these written reports. The problems/challenges and the associated sport organisations can also be identified/proposed by students. During the development of these projects, each group have a set of deliverables to be presented in the classes, and these presentations are used as a formative assessment to help prepare the final written report, the presentation and other assessment methods.
2. Presentation to the sport organisation: Students produce a 15min. presentation that summarises the written report and key findings. This is presented back to the sport organisations they are working with.
3. Peer Assessment: Students also undertake a process of peer review. This allows students to provide feedback and rate each other's contribution towards the development of the written report and presentation to the sport organisation.

This course aids students getting familiar with the challenges and procedures of addressing real (sport) management problems through a cross-functional lens; presenting informed opinions and solutions to managerial problems; synthesising multidisciplinary perspectives on the same problem; developing research skills through critical reading, analysis of information and data, and the production of written work; producing work to agreed specifications and deadlines; and working independently.

LESSON PLAN

Lesson	Synopsis	Additional details	Materials/ Readings
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LEARNING OBJECTIVES

At the end of this course, students should be able to:

- Plan and conduct a research project on practice-based management issues.
- Understand and critically assess challenges confronting actual sport organisations.
- Evaluate the need for and sources of relevant data.
- Support their arguments with relevant empirical evidence.
- Interpret findings from relevant sources of quantitative and/or qualitative data to inform decision-making.
- Develop informed recommendations to contribute to management solutions.
- Identify literature relevant to a chosen management issue, thereby understanding the relationship between practice and theory.

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- Develop an argument with references to adequate theory and/or linking together arguments from disparate literatures or disciplinary perspectives.
 - Present reflections in written and oral form.

TEACHING AND LEARNING METHODS

The course intends to complete a theoretical framework with hands-on experience, and so there will be three different types of classes:

- **Lecture:** typical, whole class session, in which the foundations of the course are presented.
- **Team Sessions:** students present the progress of their work (deliverables are predetermined in course planning ? to be made available) and receive feedback on improvements and next steps. Each session allocates a maximum of 15 minutes for group/individual presentation + 15 minutes for instructor and/or teaching assistant feedback. Prior to each Teams (virtual) Session, the group/individual must upload the presentation ? with numbered slides and in pdf format ? onto the corresponding Moodle assignment in the class webpage.
- **Drop-in sessions:** the course instructor and the grader/teaching assistant are available for those who need support with the development of the projects.

With exception to three sessions (dates to be confirmed), the course will be delivered online via Teams. A Group will be created on Teams with all necessary details.

ASSESSMENT

The assessment includes a group component (written report) and an individual component (exam and peer assessment) as detailed below.

- Exam (individual): 35%
- Final report (group): 50%
- Peer assessment (individual): 15%

Important note: The final report and peer assessment documents are submitted on Turnitin for a plagiarism check.

Group presentations

- Throughout the semester, each group has set of deliverables to be presented in the classes related to their ongoing work (15m max.). This is then followed by feedback of the course instructor and/or the teaching assistant. There are a total of five deliverables as per the indicative course structure to be released. (Formative) Assessment criteria includes:

Presentation content

- Coherence of the main viewpoints and arguments
- Integration of theory (when applicable)
- Quality of content delivered and supporting evidence
- Structure and organisation

Presentation skills

- Communication skills.
- Use of presentation aids to engage audience.
- Respect for time limit.

Final report

- The reports should be submitted as a Word file (~5,000 word document), but a PowerPoint presentation (maximum of 60 slides) is also acceptable.

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- The feedback from the presentations (i.e., deliverables) throughout the semester should be reflected in the final report.
 - The structure laid out below is intended as a guide, and there is flexibility in relation to the word count of each section. However, you must avoid more than 5,000 words (Word file) or 60 numbered slides (PPT presentation). More details on the assessment information brief.

0. Title slide (Name and number of group members; Sport Organisation and project title; Date; Course code and name)

1. Executive Summary

2. Introduction (~400 words)

3. Method (~700 words)

4. Findings (~2,000 words)

5. Recommendations (~1,500 words)

6. Conclusion (~400 words)

7. Acknowledgements (if applicable)

8. Reference list

9. Appendices (if applicable)

Presentation to the sport organisation

- The presentation to the sport organisation should be prepared for 15min and summarise the written report. It is a group presentation and must be accompanied by a hard-copy form. Students must pay particular attention to the presentation content (i.e., coherence of the arguments; supporting evidence; structure and organisation), and presentation skills (i.e., communication skills; use of presentation aids to engage audience).

Peer assessment

- Students working in groups complete and submit a peer assessment form that includes their feedback and rate each other's contribution towards the work developed throughout the semester. This peer assessment is based on the content and relevance of each one's contribution (quality), time and effort in engaging in the tasks (quantity). More details on the assessment information brief.

Exam

- At the end of the semester, there is an individual exam. This examination is focused on the work developed to the written report submitted by each group. It aims to provide students with the opportunity to reflect on the work that was done and future steps to be undertaken.

BIBLIOGRAPHY

Resources for report writing and presentation:

Malhotra, N. K. (2019). Marketing Research: An Applied Orientation (7th ed.). Pearson Education.

Saunders, M., Lewis, P. & Thornhill, A. (2020). Research methods for business students (8th ed.). Pearson Education.

Skinner, J., Smith, A., Read, D., Burch, L.M., & Mueller, J. (2025). Research Methods for Sport Management (2nd ed.). Routledge.

