

## **KNOWLEDGE AND SPORT MANAGEMENT (2024082)**

### **COURSE SYLLABUS:**

Knowledge management: theoretical references. Knowledge management and innovation. Methods and techniques in knowledge management. Competitive intelligence. Information Sources for Competitive Intelligence. Interaction Knowledge management and competitive intelligence. Issues related to the exchange of information between performance analysis platforms, in addition to instigating the amount of information and their communities. Quantify and identify the platforms used in different sports segments. Sport management: theoretical and practical references in the area of knowledge, structuring of sporting projects, discussion of problems and solutions at different sporting levels.

### **GOALS:**

Understand the principles of knowledge management and sport.

Identify, evaluate and explore academic and market opportunities in the area of knowledge management and sports.

Develop skills for professional achievement, research and personnel in the management of knowledge and sport.

### **BIBLIOGRAPHY:**

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