

Sport Management in Portugal

Location: Lisbon, Portugal

Duration: 4 Weeks (July 2026)

Format: Undergraduate Short-Term Study Abroad Course

Partner Institution

- **ISEG – Lisbon School of Economics & Management**
<https://www.iseg.ulisboa.pt/en/>
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Course Overview

This four-week experiential learning program immerses students in the management, culture, and business of sport in Portugal, focusing on Lisbon as a hub for professional clubs, sport organizations, and event tourism. Through a combination of lectures, guest speakers, and site visits, students explore how sport is organized, marketed, and experienced in Portugal: from elite football clubs and national governing bodies to community sport initiatives and sustainable event tourism.

Learning Objectives

By the end of this course, students will be able to:

1. Analyze the structure and governance of sport in Portugal and the European Union.
 2. Compare Portuguese and U.S. approaches to sport business, community engagement, and policy.
 3. Evaluate marketing, sponsorship, and fan engagement strategies used by leading Portuguese clubs.
 4. Apply management and sustainability principles to real-world sport and event contexts.
 5. Demonstrate intercultural awareness and professional communication through experiential learning.
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Weekly Structure

Week 1 – Introduction to Sport in Portugal

Themes: Culture, governance, and sport industry structure. Overview of national sport policy and the role of sport in Portuguese identity.

Site Visits: Museu Nacional do Desporto; Estádio da Luz (SL Benfica).

Guest Speakers: Representatives from the Portuguese Olympic Committee and the Ministry of Culture, Youth & Sport.

Week 2 – Professional Sport Management

Themes: Club management, revenue models, and fan engagement. Organizational structures, business operations, and sponsorship strategies of major clubs.

Site Visits: Sporting Clube de Portugal (Estádio José Alvalade); Benfica Marketing & Corporate Hospitality.

Applied Project: Team analysis of a Lisbon-based professional club's business model, including strategic recommendations for innovation and growth.

Week 3 – Event Tourism & Sustainability

Themes: Adventure sport, event tourism, and sustainability in sport management.

Guest Speakers: Portuguese Surfing Federation representative; local adventure sport entrepreneur.

Day Trip #1 Options (Include surfing lesson):

Location	Conditions in July	Ideal For	Travel Time	Best Use for Course
Ericeira	Consistent, moderate summer waves	All levels	~45 min	Field study and sustainable tourism discussion
Peniche	Smaller, calmer summer conditions	Beginners	~1 hr 15 min	Industry case study and infrastructure analysis

Applied Project: Students will design an event sustainability strategy that integrates responsible resource use, cultural preservation, and community inclusion in Portugal's growing sport tourism sector.

Week 4 – Sport Development, Policy & Global Impact

Themes: Community sport, youth development, and sport for social change.

Focus on government and NGO roles in advancing access, equity, and development through sport.

Day Trip #2: National Training Center, Jamor (elite sport facilities and discussion with administrators; FMH is located within the Jamor complex).

Final Project: Group presentation “*Sport Management in Portugal: Opportunities and Challenges.*”

Assessment Overview

Component	Description	Weight
Reflective Journal	Weekly reflections connecting lectures, site visits, and cultural learning to management concepts.	20%
Field & Site Visit Reports	Analytical reports on guest speakers and organizations, linking observations to sport management theory.	25%
Applied Projects	Includes the Week 2 club analysis and Week 3 event sustainability strategy.	35%
Final Presentation & Professionalism	Group presentation demonstrating synthesis of course learning and engagement throughout the program.	20%

Cultural Enrichment (Optional Activities)

- Guided walking tour of Lisbon (Alfama, Bairro Alto, Belém)
 - Traditional Fado dinner experience
 - Day trip to Sintra or Cascais
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