



University Master's Degree

**MANAGEMENT
AND ADMINISTRATION
OF PADEL CLUBS**

Syllabus

UNIVERSIDAD DE
MURCIA



 PadelMBA

COURSE I

PADEL UPDATE SEMINAR

CONTENTS OF THE SEMINAR

1. Presentation of the Master's Degree and the seminars
2. Teaching methodologies in padel: How to use them to teach better
3. Physical condition training for competitive padel players
4. Characteristics of padel coaches. Differences between beginners, intermediate-advanced and professional levels
5. Research in padel: Application of statistics and data to padel training and competition
6. Advanced and professional players: Evolution of padel and new needs
7. Interview with a professional padel player



COURSE II

BASIC CONCEPTS IN THE MANAGEMENT OF A PADEL CLUB: DESIGN, ANALYSIS AND COMMUNICATIONS

SPORTS MANAGEMENT IN A PADEL CLUB

1. The concept of Quality in a Padel Club: concept
2. The concept of Quality in a padel club: tools
3. Loyalty in a Padel Club
4. The Community in a Padel Club
5. The importance of Branding in a Padel Club

COMMUNICATIONS IN A PADEL CLUB

1. The power of The Database
2. Communications: concept, strategies and consequences
3. Communications: internal and external dimension
4. Communications: breakdown and classification
5. Communications plan
6. Promotion of a padel club in social media

ANALYSIS OF A PADEL CLUB

1. Characteristics and strategic vision
2. How to calculate the value of your padel club
3. Padel clubs in the world
4. Complementary services in a padel club
5. Accounting and finances in a padel club

DESIGNING A PADEL CLUB

1. Starting a padel club
2. Concepts 1: Lines of development and access models in a padel club
3. Concepts 2: Direct and indirect management and service scheme
4. Partners in a padel club
5. Alliance in a padel club: the Padel Federation of Madrid

COURSE III

MANAGEMENT OF ACTIVITIES IN A PADEL CLUB: SCHOOL, RENTALS AND COMPETITIONS

MANAGEMENT OF A PADEL SCHOOL

1. Concept, relevance in a club and types of products
2. Design and organisation of the activity
3. Promotion of the activity and measurement of the activity
4. The figure of the coordinator
5. Competition school

COURT RENTAL MANAGEMENT IN A PADEL CLUB

1. Concept, relevance in a club and types of products
2. Design and organisation of the activity
3. Promotion of the activity and measurement of the activity
4. Organisation of matches

MANAGEMENT OF COMPETITIONS IN A PADEL CLUB

1. Concept, relevance in a club and types of products
2. Design and organisation of the activity
3. Promotion of the activity and measurement of the activity
4. Transfer of spaces for external companies

COURSE IV

STAFF MANAGEMENT IN A PADEL CLUB

WORKING TEAM IN A PADEL CLUB

1. Templates and work teams in Padel Clubs
2. Delegation of common and specific tasks
3. Metrics, bonuses and promotions for the staff
4. Automation and domotics in a padel club
5. Virtual Reception

THE MANAGER OF A PADEL CLUB

1. Ranks of management in a padel club
2. Management techniques and formulas of a Padel Club Manager
3. The Padel Club Manager: profile
4. The Padel Club Manager: competences, responsibilities, and management skills
5. Legal responsibility and types of contracts

COURSE V

PADEL RESEARCH

PADEL RESEARCH

1. Introduction to padel research
2. Research in Performance Analysis I. Temporal structure of padel
3. Research in Performance Analysis I. Actions of play in padel
4. Research in Performance Analysis I. Movements of padel players
5. Research in Health Sciences I. Physiological characteristics of padel
6. Health Sciences Research II. Physical condition in padel and injuries in padel
7. Research in Social Sciences I. Technical analysis and biomechanics in padel
8. Research in Social Sciences II. Other areas of research in padel

RECORDING, ANALYSIS AND APPLICATION OF PADEL STATISTICS AND DATA IN TRAINING AND PADEL COMPETITION

1. Definition of performance indicators in padel
2. Protocol for recording data through the PadelTrain application
3. Data analysis and design of graphs and figures for players. Practical examples
4. Preparation of reports to players based on competition statistics. Templates and practical examples



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