



Curriculum

# MANAGEMENT AND ADMINISTRATION OF PADEL CLUBS

# COURSE I

## Padel refresher

### SESSION CONTENTS

1. Do you train as you compete? Analysis of game actions in professional padel
2. Performance analysis in padel. Key aspects for training and competition
3. Padel tactics. Train with purpose
4. Children's padel. Study and development of training stages
5. Children's padel and content during the season
6. Between-point routine. How to manage time between points and maintain
7. sustained attention during matches
8. Padeltrain. Multidisciplinary team seeking professionalization of padel and
9. its training

# COURSE II

## Basic concepts in the management of a padel club

### 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. Customer retention in a padel club
4. 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 dimensions
4. Communications: breakdown and classification
5. Communication plan
6. Promoting a padel club on social media

### ANALYSIS OF A PADEL CLUB

1. Characteristics and strategic vision
2. Calculating the value of your padel club
3. Padel clubs around the world
4. Additional services in a padel club
5. Accounting and finance in a padel club

### DESIGNING A PADEL CLUB

1. Starting a padel club
2. Concepts 1: Development lines and access models in a padel club
3. Concepts 2: Service framework and direct and indirect management
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

### **MANAGEMENT OF A PADEL SCHOOL**

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

### **MANAGEMENT OF COURT RENTAL IN A PADEL CLUB**

1. Concept, relevance in a club, and types of products
2. Design and organization of activities
3. Promotion of activities and activity measurement
4. Organization of matches

### **MANAGEMENT OF COMPETITIONS IN A PADEL CLUB**

1. Concept, relevance in a club, and types of products
2. Design and organization of activities
3. Promotion of activities and activity measurement
4. Space rental for external companies

# COURSE IV

## Staff management in a padel club

### WORK TEAM IN A PADEL CLUB

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

### THE MANAGER OF A PADEL CLUB

1. Management levels in a padel club
2. Techniques and management formulas for a Padel Club Manager
3. The Padel Club Manager: profile
4. The Padel Club Manager: competencies, responsibilities, and managerial skills
5. Legal responsibility and types of contracts

# COURSE V

## Padel research

### RESEARCH IN PADEL

1. Introduction to research in padel
2. Research in Performance Analysis I: Temporal structure of padel
3. Research in Performance Analysis II: Game actions in padel
4. Research in Performance Analysis III: Players' movements in padel
5. Research in Health Sciences I: Physiological characteristics of padel
6. Research in Health Sciences II: Physical condition 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 STATISTICS AND DATA IN

1. Definition of performance indicators in padel
2. Data recording protocol using the PadelTrain application
3. Data analysis and design of graphs and figures for players
4. Practical examples
5. Creation of player reports based on competition statistics
6. Templates and practical examples

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