



Instituto Universitario
de Investigación en
Estudios Norteamericanos
"Benjamin Franklin"

THE GLOBAL DIMENSION OF EUROPEAN SOCCER

COURSE DESCRIPTION

Soccer is not just a sport in today's European society; it is a social, cultural, economic and media phenomenon. This course aims to introduce the student to the international dimension of European soccer and its implication in all of these fields.

Soccer clubs go beyond the sport's dimension and reach limits even beyond their national borders. Throughout the world players and teams have countless fans and followers. This course analyzes aspects from different perspectives using European soccer clubs as an example. Some of these aspects are the origin and evolution of the sport itself, soccer as a financial and market phenomenon, the media dimension of soccer and its close relationship (love-hate) with the mass media, and teaching theoretical aspects related to its basic strategies.

OBJECTIVES

The objective of the course is student-centered and competency-based. The course will aim to develop the following competences:

Competence 1	Ability to organize, plan and develop autonomous learning.
Competence 2	Ability to apply theoretical knowledge and critical reasoning to the interpretation, analysis and commentary of texts and images.
Competence 3	Ability to communicate ideas orally and in writing.
Competence 4	Ability to apply basic soccer concepts to the student's linguistic knowledge.
Competence 5	Ability to use specific terminology and concepts related to European and international soccer in context.

Competence 6	Ability to analyze, compare and synthesize the main characteristics of national or private organizations within the soccer world as a symbol of the society that perceives it.
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METHODOLOGY

This course will be taught using a theoretical-practical approach. The class will consist of lectures delivered by the Professor and text analysis as the practical part of each session. The Professor will use power point presentations and audiovisual means to help the students understand the content. During the onsite sessions, apart from the Professor's explanations, students will work in small groups analyzing and comparing texts, photographs and tables to improve their understanding of the topics explained.

During the course each student must write a research project on one of the most important soccer clubs in Europe to choose from a list prepared by the Professor. The paper must be presented orally in class. The student will have the opportunity to show the knowledge acquired and the analysis skills developed throughout the course.

Finally, the course will have two exams, a midterm exam and a final exam, so that the Professor can evaluate the acquisition of all the competences of the course.

The methodology will actually focus both on practicing the theoretical contents and on developing the specific skills and attitudes of the students so that they can eventually develop the competences indicated previously.

PREPARING FOR CLASS

Students must prepare and complete the tasks before each class as indicated in the previous session so that the class runs smoothly.

Homework is fundamental as it will enhance their ability to follow the pace of the class, by helping them to understand what they learned. In fact, this method will be used to help students get used to a specific soccer terminology.

EVALUATION

The evaluation procedures that will be used will attempt to combine different elements in order to make sure that all the students can develop their skills. Ongoing student work will be the main criterion of the evaluation. Consequently, the overall assessment will be based on students' participation in the theoretical and practical sessions; exercises, projects and written tests; the preparation of an oral presentation of a research project. The percentage of the grade that will be assigned to each of the evaluation criteria will be distributed as follows:

- **Class participation:** It must be active; that is to say, the student should not only ask questions but also make comments, express opinions and different perspectives on the content taught in class. The class must stimulate the student. The role of the Professor is to guide the student in the learning process and the students are seen as learning subjects. In addition, students must read the texts assigned by the Professor and

complete the exercises related to the texts. Competences 1, 2 and 3 will be developed. This aspect is worth **15%** of the final grade.

- **Research project and oral presentation:** The objective of this project is to analyze different aspects related to one of the most important soccer clubs in Europe and to understand its historical, social, economic and cultural dimension within the current European framework. Each student must choose a team and check it with the Professor in the first two weeks of course. Each student must present the project orally in class on the days established in the schedule. Competences 3, 4, 5 and 6 will be developed. The following structure is recommended:

Introduction: The student must include an introductory section introducing the team he/she chose and discuss important details: country, league in which it plays, shield, anthem, etc.

Main body: The student must discuss the evolution of the chosen club as well as its most important aspects: uniforms, shields, stadiums, best players, current staff, managers, financial information, importance in the context of European soccer, meaningful historical information, fans, record book (list of winners), etc.

Conclusions: The student must include a final section synthesizing the most important information discussed in order to help his peers get the main ideas.

Moreover, the student must take into account the following aspects:

Specific language: The student must present his / her work using part of the specific terminology he/she acquired through the readings and the explanations provided by the Professor.

Audiovisual aids: It is very important that the students present the topic in an attractive and understandable way for the other students; thus, the use of any kind of audiovisual aids (photos, videos, infographics, etc.) is recommended. The teacher will need to know in advance the means that the student will use in his/her presentation in order have them prepared on the day of the presentation.

This aspect is worth **30%** of the final grade.

- **Homework:** Homework is fundamental as it will enhance their ability to follow the pace of the class and it is **COMPULSORY**. Throughout the course the students must complete several assignments at home and submit them to the Professor. The students must submit them on the assigned days and follow the instructions on the syllabus. The

Professor will not accept submissions passed the deadline except when they are justified by the program director.

- **First Exam (midterm):** In the middle of the course. The exam will cover all the content taught up to that moment. Before the exam the Professor will provide a study guide with all the necessary details (topics that the student should study, types of questions, how much each question is worth, tips and instructions, etc.). This aspect is worth **20%** of the final grade.
- **Second (Final) exam:** There will be a final cumulative exam at the end of the course. Before the exam the Professor will provide a study guide with all the necessary details (topics that the student should study, types of questions, how much each question is worth, tips and instructions, etc.). This aspect is worth **20%** of the final grade.

For any attempt of copying or plagiarism in the exam, the student will fail the course (grade 0) and he/she will not have the right to any kind of remedial exams.

Breakdown of evaluation criteria:

Class participation	15%
Research project and oral presentation	30%
Homework	15%
Midterm exam	20%
Final exam	20%

ATTENDANCE

Class attendance is MANDATORY. If the student is absent for more than the allowed limit (**one class absence in the summer program and two absences in the fall and spring programs**), the final grade will reflect a decrease of **10 points** for each non-attendance that has not been excused by a doctor's certificate or by your Program Director. It is the individual responsibility of the student to make up any missed content about the subject taught in class the day the student was absent.

CLASS SCHEDULE	
TOPIC	ASSIGNMENTS
Overview of the course. Soccer basics	Materials provided by the Professor

Introduction to the world of soccer: basic soccer vocabulary	Read: "Historia del fútbol"
Soccer in history	Watch the documentary: "El nacimiento de una pasión (Los orígenes del fútbol)"
The rules of soccer	Read: "¿Por qué el fútbol es un fenómeno social?"
Soccer as a social phenomenon (I)	Materials provided by the Professor
Soccer as a social phenomenon (II)	Watch the documentary: "Historia del fútbol: un juego para todos"
National and international organizations. National competitions (I)	Materials provided by the Professor
National competitions (II). Individual prizes. International club competitions (I)	Materials provided by the Professor
International club competitions (II). Individual prizes.	Materials provided by the Professor
International selection competitions. Individual prizes.	Read: "Fútbol femenino: un futuro prometedor"
MIDTERM EXAM	
Women's soccer in Europe	Watch the documentary: "Cuestión de pelotas"
Media and soccer	Watch the documentary: "Historia del fútbol: los medios de comunicación"
Media and soccer. Written press	Analysis of soccer information in sports newspapers
Media and soccer. Radio	Analysis of soccer information in sports radio shows
Media and soccer. Television	Analysis of soccer information in sports TV shows

Premier League (English League)	Oral presentations
Calcio (Italian League)	Oral presentations
Bundesleague (German League)	Oral presentations
Santander League (Spanish League)	Oral presentations
Two important teams: Real Madrid C.F. and F.C. Barcelona	Comments and exercises on the COMPULSORY READINGS
The political and economic dimension of Barça-Madrid	Read: <i>“La historia política y económica del Barça-Madrid”</i> and <i>“Real Madrid-Barça: un clásico de macrocifras”</i>
The day after the "Classic": Analysis of the match	Analysis of post-match media (newspapers, radio and television shows)
The financial aspect of elite soccer in Europe (I)	Read: <i>“El aspecto económico del fútbol de élite en Europa”</i>
The financial aspect of elite soccer in Europe (II)	Read: <i>“Construyendo la masculinidad. Fútbol, violencia e identidad”</i>
Violence and racism in the world of soccer (I)	Materials provided by the Professor
FINAL EXAM	

NOTE: This syllabus is subject to change. The final syllabus will be given to students on the first day of class.

BIBLIOGRAPHY

COMPULSORY READINGS

- Books (fragments)

Title: **El Fútbol Club Barcelona**, by Mercè Pujol Vila. SGEL. 2010.

Title: **El Real Madrid CF**, by Mercedes Segovia Yuste. SGEL. 2013

- Articles

- **“Historia del fútbol”**

- **“¿Por qué el fútbol es un fenómeno social?”**, by Francisco Alcaide Hernández

- **“Fútbol femenino: un futuro prometedor”**, by Francisco Alcaide Hernández

- **“La historia política y económica del Barça-Madrid”**, by Francisco Alcaide Hernández
- **“Real Madrid-Barça: un clásico de macrocifras”**, by Francisco Alcaide Hernández
- **“El aspecto económico del fútbol de élite en Europa”**, by Jean François Nyn
- **Impacto socio-económico del fútbol profesional en España**, by KPMG Asesores S.L.
- **“Construyendo la masculinidad. Fútbol, violencia e identidad”**, by Antonio Martín Cabello and Almudena García Manso

LINKS TO WEBPAGES

NATIONAL ORGANIZATIONS:

<http://www.lfp.es/>

<http://www.rfef.es/>

INTERNATIONAL ORGANIZATIONS:

<http://www.fifa.com/aboutfifa/organisation/ifab/#> (English)

<http://es.fifa.com/>

<http://es.uefa.com/>

EUROPEAN SOCCER COMPETITIONS

Spanish League: <http://www.lfp.es/>

English League: <http://es.premierleague.com/>

Italian League: <http://www.legaseriea.it/> (in Italian)

German League: <http://www.bundesLeague.de/de/> (In German)

Portuguese League: <http://www.Leagueportugal.pt/> (In Portuguese)

French League: <http://www.ligue1.com/> (in French)

WE WILL ONLY SPEAK IN SPANISH

In class we are going to speak only in Spanish. The use of English in the classroom would prevent the total immersion of the student in the process of learning Spanish. Moreover, it is important to emphasize that in order to understand and enjoy the class we will ask for an additional effort of terminological adaptation with the sole aim of helping the student get used to the specific jargon of the professional field. For a better understanding of the class a medium-high level of Spanish is recommended.