

Economía y Gestión del Fútbol

Roberto Álvarez*

Rómulo A. Chumacero**

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Descripción del Curso

Este curso está diseñado para desarrollar habilidades para usar el instrumental económico, financiero y de gestión para analizar y estudiar aspectos del fútbol.

Prerequisitos

Para sacar provecho del material impartido en clases se requieren conocimientos de microeconomía y econometría, además del uso de software econométrico (como E-Views, R o Stata).

Notas

La nota final estará ponderada de la siguiente manera:

Examen Parcial	30 %	(Tópicos 1 a 8 del programa)
Examen Final	30 %	(Tópicos 10 a 17 del programa)
Trabajo (primera entrega)	10 %	(10 de mayo)
Trabajo (entrega final)	30 %	(11 de junio)

Contenido y calendario

1. Presentación e Introducción (5 de marzo)
2. Economía de las ligas profesionales (10 y 12 de marzo)
3. Estructura de mercado y balance competitivo (17 y 19 de marzo)
4. Modelos de predicción de resultados (24 y 26 de marzo)
5. Aplicaciones (31 de marzo)
6. Charla 1 (2 de abril, Rodrigo Gómez)
7. Modelos de demanda (7 y 9 de abril)
8. Teoría de juegos y aplicaciones al fútbol (14 y 16 de abril)

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9. Examen parcial (21 de abril)
10. Determinantes de los salarios (12 y 14 de mayo)
11. Fútbol y retornos accionarios (19 de mayo, José Luis Ruíz)
12. Empleo de los futbolistas (26 y 28 de mayo)
13. Charla 2 (2 de junio, expositor por definir)
14. Los entrenadores de fútbol (4 de junio)
15. Economía de la copa del mundo (9 y 11 de junio)
16. Identificación y gestión de talentos (16 de junio, Roberto Carvalho)
17. Examen final (18 de junio)

Referencias

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