

Course Unit Title:	Introduction to Sports Management
Course Unit Code:	SPT101
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	2
Semester when the unit is delivered:	3
Number of ECTS credits allocated:	5
Name of lecturer(s):	TBA
Learning Outcomes of the course unit:	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Describe the management and marketing principles applied to sport and develop an understanding of the functional areas of planning, organizing, leading and controlling. • Provide a written analysis of the main fundraising techniques, the financial structure of a sports organization, and the main legal and ethical principles applied to the sport setting • List the main areas of event and facility management (such as event sponsoring, broadcasting, and risk management)and apply these concepts in the sport context • Describe the objectives and benefits of sponsorship as applied in the sports sector during the mid-term exams or final exams • Provide a description of the structure of European and International sports through a report or during the mid-final exams • Explain the main functions performed by sports agencies in a sporting context • Demonstrate that they are able to identify the governance problems associated with sports organisations through a project or during the mid-terms and final exams 	
Mode of Delivery:	Face- to- face
Prerequisites and co-requisites:	None
Recommended optional program components:	None

Course Contents:

Objective:

- To introduce students to sport management career opportunities in the sport industry;
- To familiarise students with the effective management strategies for managing a sports organization;
- To enable students understand the sport principles as they apply to management, leadership, communication, and motivation concepts;

Description:

History of Sport Management: Sport and Community; Sport as a Business; Birth of Sport Management as an Academic Field

Management Principles: Definition of Management Principles; Functional Areas/Key Skills; Current Issues and Trends

Marketing Principles and Sport Management: The Sport Marketing Mix; Historical Development

Financial Principles: Tapping New Revenues; Doing More with Less; Concessions/Luxury Seating; Seat Licenses PSLs; Corporate Sponsorship and Licensing

Legal Principles Applied to Sport Management: Review of Key Terms; Sport Law Court Cases Reviewed; Current Issues in Sport Law Reviewed; EU Legal framework in sports

Ethical Principles Applied to Sport Management: Ethics Defined; Moral and Ethical Reasoning for Sport Managers; Morality vs. the Law; Morality vs. Corruption; Ensuring Morality in the Workplace; Codes of Conduct; Creating Ethical Organizations

Youth Sports: History of High School Athletics; Private Athletic Organizations; Twentieth Century and the Progressive Movement

Collegiate Sport: History; Finances/Paying Student Athletes; Academic Eligibility: Student Athletes with Learning Disabilities; Medical Concerns: Athletes Right to Compete

European Sport Club System: Origin and Development of Internationally Organized Sport Clubs; Traditional Associations vs. Professional Clubs; Current Trends; Television and the Impact on European Club Sports

International Sport: History of International Sport, Globalization of Sport; Corporate Involvement of International Sport; Broadcasting/Licensing and Merchandising; Marketing of Athletes; Major Football League; Olympic Movement International Olympic Committee;

The Paralympic Games

Sports Agency: Growth of the Sports Agency Business (Collective Bargaining Agreement, Standard/Uniform Player Contract, Representing Individual Athletes/Coaches); Sports Agency Firms

Professional Sports: History of Professional Sports Leagues; Ownership; The Commissioner and other regulatory bodies; Labor Relations

Facility Management/Event Management: Facility and Event Management; Stadium/Arenas/Convention Centers/Theaters; Financing; Current Issues; Risk Management (Events); Tournament Operations

Media Relations: Media Relations: GNR - General News Release; Fact Sheets/Pregame Notes/Stats; The Media Guide; Game Programs/Promoting the Special Athlete; Press Conference/One on One Interview; Crisis Management; Contest Management

Sport Broadcasting: The Electronic Media; History of Sport Broadcasting; Business CPM, Audience Research, DMA, Rating, Share

Sporting Goods Industry: Sporting Goods/Licenses Products; Key Industry Segments - Equipment, Footwear, Apparel; Trade Associations

Health and Fitness Industry: Fitness Industry; Business Principles (Targeting Generation, Program Offerings); Facility Types, Legal and Ethical Issues

Recreational Sport: Modern Recreational Movement; Trends in Recreational Programming; Recreation Segments (Community Base Recreation, Public Recreation, Outdoor Recreation, Therapeutic Recreation); Current trends.

In all cases the Cypriot reality will be taken in consideration.

Recent developments and contemporary issues pertaining to the subject-matter of the course.

<p>Recommended or Required Reading:</p>	<p>Bonnie L. Parkhouse & Parkhouse: THE MANAGEMENT OF SPORT: Its Foundation and Application, McGraw Hill, Latest Edition Lisa Pike Masteralexis, Carol A. Barr, Mary A. Hums: PRINCIPLES AND PRACTICE OF SPORTS MANAGEMENT, Aspen Publishers, Inc.,</p> <p>Foster, Greyser & Walsh: THE BUSINESS OF SPORTS: Cases and Text on Strategy and Decision Making South-Western College Publications, Latest Edition</p> <p>Herb Appenzeller:SUCCESSFUL SPORT MANAGEMENT Carolina Academic Press, Latest Edition</p> <p>Scott Rosner & Kenneth Shopshire: THE BUSINESS OF SPORT, Jones & Bartlett Publishers, Latest Edition</p> <p>Janet B. Parks, Jerome Quarterman, Robert P. Pangrazi, Beverly R.K. Zanger: CONTEMPORARY SPORT MANAGEMENT, Human Kinetics (T)</p> <p>David Watt : SPORT MANAGEMENT AND ADMINISTRATION, Routledge</p> <p>Robert N. Lussier, David C. Kimball: SPORTS MANAGEMENT: PRINCIPLES, APPLICATIONS, SKILL DEVELOPMENT, South-Western College/West</p> <p>Owen Smith, Thomas H. Sawyer: THE MANAGEMENT OF CLUBS, RECREATION, AND SPORT: CONCEPTS AND APPLICATIONS, Sagamore Publishing, Inc.,</p> <p>Selected articles from periodicals</p>								
<p>Planned learning activities and teaching methods:</p>	<table border="0"> <tr> <td>Class Instruction</td> <td style="border: 1px solid black; text-align: center;">42 Hours</td> </tr> <tr> <td>Consultation</td> <td style="border: 1px solid black; text-align: center;">15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	15 Hours				
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<p>Assessment methods and criteria:</p>	<table border="0"> <tr> <td>Examinations</td> <td style="border: 1px solid black; text-align: center;">70%</td> </tr> <tr> <td>Project / Assignments</td> <td style="border: 1px solid black; text-align: center;">20%</td> </tr> <tr> <td>Class Participation</td> <td style="border: 1px solid black; text-align: center;">10%</td> </tr> <tr> <td></td> <td style="border: 1px solid black; text-align: center;">100%</td> </tr> </table>	Examinations	70%	Project / Assignments	20%	Class Participation	10%		100%
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Language of Instruction:	English
Work Placement(s):	No
Place of Teaching:	Regular Classroom European University Cyprus, Nicosia