**COURSE DESCRIPTION**

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| **1. GENERAL DETAILS** |  |
| **FACULTY** | **Human Movement & Quality of Life Sciences** |
| **DEPARTMENT** | **Sport Organization &Management** |
| **LEVEL OF STUDIES** | **Postgraduate** |
| **SEMESTER** | **1st** |
| **COURSE TITLE** | **Sport Management** |
| **NAME OF LECTURER(S)** | **Assistant Professor Vrondou Ourania**  **Assistant Professor Alexopoulos Panagiotis** |
| **CONTACT DETAILS** | **E-mail:** [ovrondou@yahoo.gr](mailto:ovrondou@yahoo.gr)&[alexop@uop.gr](mailto:alexop@uop.gr)  **Tel: 27310-89665, FAX: 27310-89657, Mob.**+**306972004520** |
| **NUMBER OF ECTSCREDIDS ALLOCATED** | **39hours (6 ECTS)** |
| **COURSETYPE**  (compulsory/optional/specialization) | **Compulsory** |
| **EXAM AND TEACHING LANGUAGE:** | **Greek** |
| **COURSE SITE (URL)** | <https://eclass.uop.gr/courses/OMA160/> |

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| **2. LEARNING OUTCOMES** | | |
| ***Learning outcomes***  After completing this course, students able to comprehend: | | |
| The concept and practices of managing of sports organizations through the fundamental principles of planning, leadership, human resource management, auditing and evaluation as met in the sports environment. The application of best practices in sport management through international case studies . The evaluation - through the basic sport management principles - of practices followed by sports organizations to achieve organizational goals.  More analytically:   * Managing sport organizations through different sport settings * The role of public authorities and organizations in the development and viability of the social environment * The different phases of strategic planning in sports organizations * The different organizational structure and culture among sports organizations * The peculiarity in managing sports paid as well as volunteer staff in events and venues * Managing mega events and planning sports venues | | |
| **Skills - Abilities** |  | |
| After the completion of the course, students will acquire related skills and abilities | | |
| * Search and analysis of international literature * Planning and structuring the coursework through team coordination * Promotion of critical thinking through case study analysis * Submitting based on guidelines and time limits * Develop creativity and structured expression through international case studies analysis | |  |

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| **3.** | **COURSE CONTENT** |
| **The course focuses on**:the compilation of the fundamental principles of sport management in the contemporary setting and their application in the sports environment offering in depth analysis and knowledge. The recognition of the peculiarities demands the examination of the sport management processes through the international theories of quality and effective management. These principles are examined in the areas of: mega events, professional sport, sport organizations, sports venues etc.  **Keywords:** *sport events, sport venues, international federations, sponsorship, sport case studies* | |

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| **4. TEACHING AND LEARNING METHODS - EVALUATION** | |
| **TEACHING PROCESS** | Lectures at the classroomsettings and Distance learning (ODL) synchronous using an electronical platform |
| **TEACHING MODE** | * Lectures * Class discussions using the Socratic dialogue method * Case studies Analysis * Presentation of original digital and paper IOC and International Federations Policy Documents * Group assignment in a given case study |
| **USE OF INFORMATION & COMMUNICATION TECHNOLOGIES** | * Lectures are taking place in classrooms equipped with computer and wireless projector, which can be linked to computers, tablets etc * All the educational material (notes, presentations, texts, pictures, etc) is provided through the e-class platform * Communicating with students is taking place via email and through the e-class platform, as well as via the use of e-class platform’s forum which allows the interaction between students and professor * There is an evaluation procedure for the course and the lecturer(s) at the end of the semester as set by the University of Peloponnese and HQA’s guidelines. |
| **TEACHING & LEARNING ACTIVITIES** | Lectures 13\*3 = 39   |  |  | | --- | --- | | **Activities** | **Workload per activity** | | **Lectures** | 39 hours (1.56 ECTS) | | **Case study analysis** | 30 hours (1,2ECTS) | | **Seminar** | 10 hours (0,4ECTS) | | **Literature analysis** | 20 hours (0,8ECTS) | | **Team assignment** | 30 hours (1.2 ECTS) | | **Autonomous study** | 21hours (0.84 ECTS) | | **Total student workload**  **(25-30 X ECTS of the course)** | 150hours (6 ECTS) |   \*one credit corresponds to 25-30 hours of work |

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| **5. COURSE CONTENT** | | |
|  | 1. The sports ‘product’, sports industry, recreation and leisure    1. Fundamental principles of managing sports organizations: Organizing, Planning, Leadership, Evaluation through international theories 2. Mega Venues Planning 3. Planning and Managing Mega Sports Events 4. Organisational Chart in Sports Bodies: venues, events, organizations, pre and Games-time 5. International Sport Federations: Developmental Plans, Marketing Policies, Sponsorship   Agreements   1. Sponsorship Contract Applications in venues and relevant areas 2. Public Sport Organisations: Aims, developmental plans, mass events management 3. Managing Sports Clubs – Professional Sport 4. Sport Clubs income, television rights, ticketing, Sponsorship, Merchandising 5. Managing Professional Football 6. Oral presentations (group assignment) | |
| ***STUDENT EVALUATION***  ***DESCRIBING THE EVALUATION PROCEDURE*** | | * **Group written assignment(obligatory) (40%)** * **Final Written Exams (obligatory) (60%)**   **Instructions for written assignments:**  Group assignment:The paper’s length must 5.000 words(by a max of 4 team members group)±10%. References, tables, graphs and the page of contents are not counted in the abovementioned limit. It must be written using spacing 1.5 lines, spaced between paragraphs 6pts before and after each paragraph and font Arial 12.  Oral presentation: It will use PowerPoint with duration of 15 minutes at the most including the following sections: (introduction, scope, methodology, results-discussion, references if needed).  **In the evaluation of both assignments**the use of APA References system is mandatory and graded with 1 extra grade. Please refer to the Thesis Writing Manualfor more information which is available in the Master’s webpage. |

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| **6** | **PROPOSED BIBLIOGRAPHY** |
| **(MAIN TEXTBOOK)** - Vrondou, O. (2016) Sport Management, Lectures’ Notes, UoP, Sparta.   * Alexopoulos, P. and Kriemadis, T. (2009) *Strategic Management of Football*, Ed. ION, Athems, Greece. | |