

Course Unit	Introduction to Sports Management		Field of study	Sport Sciences	
Bachelor in	Sports - Minor in Sports Management		School	School of Education	
Academic Year	2023/2024	Year of study	1	Level	1-1
Type	Semestral	Semester	1	ECTS credits	4.0
Code			9563-624-1105-00-23		
Workload (hours)	108	Contact hours	T	20	TP
			PL	10	TC
			S	-	E
			OT	10	O
				-	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Pedro Miguel Monteiro Rodrigues

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand and analyze the specific management of sport;
2. Understand and manage the implementation of the instruments themselves as part of the management of sport;
3. Collect, select and interpret information relevant in the context of management of sport;
4. Identify and understand the critical skills of the several career paths within sport management.

Prerequisites

Not applicable

Course contents

1 Management of Sports; 2 The different careers in Sport Management; 3 The sports manager and their specific functions; 4 Sports Organizations; 5 The systemic view of organizations; 6 Project management

Course contents (extended version)

1. The management of sport
 - Sport Management concepts
 - Sport situation analysis
 - The sport manager and their specific functions
2. The different careers in Sport Management
 - Amateur and professional sport
 - Management of sport facilities
 - Leisure programs
 - Sport-oriented actions to communities
 - University sport
 - Sports Marketing
 - Management of sports clubs
 - The Fitness Industry
3. Development of professional skills
 - Planning a career
 - Professional style
4. Organizations
 - Basic definitions of organizational theory
 - Brief historical overview of the organizations theory
 - Sport organizations
5. Systemic vision of sports organizations
 - Operational subsystem
 - Management subsystem
 - Institutional subsystem
6. Project management
 - Initial phase Purpose and coherence of the project
 - Organization and planning Resources, budgeting and communication
 - Risk management
 - Execution, control and closure

Recommended reading

1. Chelladurai, P. (1992). A classification of sport and physical activity services: implications for sport managers. *Journal of Sport Management*, 6, 38-51.
2. Bradbury, & O'Boyle (2018). *Understanding Sport Management: International Perspectives*. London and New York: Routledge, Taylor & Francis Group. <https://doi.org/10.1080/16184742.2017.1400225>
3. Sousa, A. (2001) *Introdução à Gestão – uma abordagem sistémica*, Editorial Verbo, Lisboa
4. Beech, J. , & Chadwick, S. (2013). *The business of sport management*. Pearson Education.

Teaching and learning methods

Presentation of programmatic content followed by discussion groups about the concepts discussed. It also proposed the drawing up of work on collection and analysis of the topics discussed during the classes.

Assessment methods

1. Alternative 1 - Continuous assessment - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 60% (Two tests)
 - Practical Work - 40%
2. Alternative 2 - Assessment exam - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%

Language of instruction

Portuguese

Electronic validation			
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