

Course Unit	Organization and Development of Sports		Field of study	Sport Sciences	
Bachelor in	Sports - Minor in Recreation and Leisure		School	School of Education	
Academic Year	2023/2024	Year of study	2	Level	1-2
Type	Semestral	Semester	1	ECTS credits	4.0
Workload (hours)		108	Contact hours	T 36 TP - PL - TC - S - E - OT 9 O -	
<small>T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other</small>					

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 the different organizational environments, structures and cultures;
2. To know how to properly, consult and apply specific sport legislation;
3. Know and analyze the structure of amateur and professional sports.

Prerequisites

Not applicable

Course contents

1. Sport organizations
2. Sports system
3. Amateur Sport
4. Professional sport
5. Social responsibility in sports organizations

Course contents (extended version)

1. Sport organizations
 - Environment and organizational change in sport
 - Concept and evolution of different types of sports organizations
 - Structure and dynamics of sports organizations
 - Organizational culture
2. Sports system
 - The right to sport as a fundamental right, national and international perspective
 - Public intervention in sport
 - Sports law in Portugal
 - Sports agents. Public sports organizations. Private sports organizations.
 - The resolution of sporting disputes
3. Amateur sport
 - Nonprofit organizations and society
 - Non-profit organizations and sport
 - The organization and administration of the associative movement
 - Sports clubs
4. Professional Sport
 - Conceptual definition
 - Circuits of promotion
 - Global sport circuits
 - Media
 - Sponsorship
 - Athletes management
5. Social responsibility in sports organizations
 - Sports organizations and corporate social responsibility
 - The evolution of corporate social responsibility and cause marketing
 - Athletes and corporate social responsibility
 - Cause marketing in professional sport

Recommended reading

1. Cunha, M. ; Rego, A. ; Cunha R. ; Cardoso C. ; Neves P. (2016). Manual de comportamento organizacional e gestão, RH Editora.
2. Mestre, A. M. (2023). Direito do Desporto-Aspetos Transversais. Leya.
3. Meirim, J. (2019). Direito do desporto, Vol 2, Universidade Católica Editora.
4. Hoye, R. , et al. (2015). Sport management: principles and applications, Routledge.

Teaching and learning methods

The subject of Organization and sport management consist of sessions of teaching which will set out the theoretical content. Furthermore, will be theoretical-practical sessions to make presentations and work to be undertaken by students.

Assessment methods

1. Continuous evaluation - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 50%
 - Development Topics - 50%
2. Exam - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%

Language of instruction

1. Portuguese, with additional English support for foreign students.
2. English

Electronic validation			
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25-02-2024	26-02-2024	26-02-2024	27-02-2024

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