

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
Type	Semestral	Semester	1
Workload (hours)	108	Contact hours	T 36 TP - PL - TC - S - E - OT 9 O -
Level	1-2	ECTS credits	4.0
Code	9563-625-2104-00-23		

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 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

Pedro Miguel Monteiro Rodrigues	José Augusto Afonso Bragada	Pedro Miguel Queirós Pimenta Magalhaes	Carlos Manuel Costa Teixeira
25-02-2024	26-02-2024	26-02-2024	27-02-2024