

Course Title	SPORT AND LEISURE MANAGEMENT				
Course Code	SSMAN104-1				
Course Type	MANDATORY				
Level	BSc (Level 1)				
Year / Semester	1st / Spring				
Teacher's Name	Dr. Apostolia Dovoli				
ECTS	6	Lectures / week	1 (3hrs)	Laboratories / week	-
Course Purpose	The course aims to analyze the basic and introductory principles of management and marketing and, through examples, apply them to sports and leisure services. The basic concepts of management and marketing will be analyzed to understand the competitive environment in which an organization operates and the strategic decisions that need to be taken to achieve its goals. By completing the courses, students will be able to understand how the sports market works (or should work).				
Learning Outcomes	<p>Upon completion of the course, students are expected to:</p> <ul style="list-style-type: none"> • Understand the Organizational Structure of Sports in Cyprus and the International Sports Industry • Analyze the Variables of the Internal and External Business Environment of Sports Organizations • Understand the specifics of Sports Management • Design Sports Sponsorship Plans • Design business plans • Apply the Basic Principles of Marketing in Sports • Evaluate Sports Marketing Strategies • Critically approach the Governance of Sports Organizations • Apply the Human Resource Management Principles to Sports Organizations considering their specific characteristics 				

	<ul style="list-style-type: none"> Understand trends in the International Sports Market 		
Prerequisites	No	Corequisites	No
Course Content	<ol style="list-style-type: none"> Sports Product - Organisational Structure of Sports in Cyprus International Sports Industry Basic Principles of Sports Management Principles of Sports Marketing Sports Market Segmentation Internal and External Business Environment of Sports Organizations Consumer Behavior in Sports I Consumer Behavior in Sports II Sports Sponsorship Development of Business Plan Factors Leadership in Sports Organizations – Motivation in the Workplace Principles of Good Governance in Sports Organizations Presentation of group projects – Repetition of syllabus 		
Teaching Methodology	<p>Theory</p> <p>The teaching of the course includes lectures to provide the theoretical background. Detailed notes with PowerPoint and material rich in images and videos are used in teaching. Methods such as case studies, real scenarios, discussion, questions/answers are used in the teaching methodology depending on the nature of the course. In addition, workshops and site visits with hands-on experiences are provided to deliver the practical background of course content. Relevant material published in international scientific journals is also used to follow the latest developments related to the subject of the course.</p>		
Bibliography	<p>Manuals:</p> <ul style="list-style-type: none"> Αλεξανδρή, Κ., (2016). Αρχές Μάνατζμεντ και Μάρκετινγκ. Θεσσαλονίκη: Εκδόσεις Κυριακίδη Α.Ε. Αλεξανδρή, Α., Ντοβόλη, Α., Καραγιώργος, Θ., (2024 In Press). Καταναλωτική Συμπεριφορά στον Αθλητισμό. Εκδόσεις Κυριακίδη. Alexandris, K., Ntovoli, A., Polyakova, O., (2024 In press). Consumer Behaviour in Sports. In Handbook of Sport Management. London: Routledge. Ντοβόλη, Α., (2021). Η Αγορά του Fitness. Στο Ν. Θεοδωράκης (Επιμ.), Αθλητική Βιομηχανία: Οργανισμοί, Επιχειρήσεις και Υπηρεσίες. (σελ. 228-259). Λευκωσία: Broken Hill Publishers LTD. Παπαδημητρίου, Δ. & Αναγνωστόπουλος, Χ., (2021). Διακυβέρνηση Αθλητικών Οργανισμών. Αθήνα: Εκδόσεις Μπένου. Beech, J. & Chadwick, S. (2004). The Business of Sport Management, Pearson Education Limited, UK. 		

	<p>Bibliographic references – Articles:</p> <ul style="list-style-type: none"> • Karagiorgos, Th., Ntovoli, A., Balaska, P., Alexandris, K. (2023). Athens Marathon: The authentic IN Alexandris, K., Girginov, V., and Scherder, J., Running Events: Policies, Marketing and Impacts. London: Routledge. • Alexandris, K., Karagiorgos, Th., Ntovoli, A. and Zourladani, S., (2021, in press). Using The Theories of Planned Behavior and Leisure Constraints to study Fitness Club Members' Intention to return to the Clubs with end of the Covid19 Lockdown. Leisure Studies. DOI: 10.1080/02614367.2021.1975802 • Chalip, L., Green, B. C., Taks, M., & Misener, L. (2017). Creating sport participation from sport events: making it happen. International Journal of Sport Policy and Politics, 9(2), 257-276. • Cunningham, G.B., Fairley, S., Ferkins, L., Kerwin, S., et al. (2018) eSport: Construct specifications and implications for sport management. <i>Sport Management Review</i>. [Online] 21 (1), 1–6. Available from: doi:10.1016/j.smr.2017.11.002. • Downward, P., Lera-Lopez, F., Rasciute, S. (2014). The correlates of sport participation in Europe, Journal of Sport Science, 14, 6, 592–602. • Filo, K., Lock, D. & Karg, A. (2015) Sport and social media research: A review. <i>Sport Management Review</i>. [Online] 18 (2), 166–181. Available from: doi:10.1016/j.smr.2014.11.001. • Joachim, G., Schlenker, N., Schlenker, K. & Frawley, S. (2019) Design thinking and sport for development: enhancing organizational innovation. <i>Managing Sport and Leisure</i>. [Online] 25 (3), 175–202. Available from: doi:10.1080/23750472.2019.1611471. • Ströbel, T. & Germelmann, C.C. (2020) Exploring new routes within brand research in sport management: directions and methodological approaches. <i>European Sport Management Quarterly</i>. [Online] 20 (1), 1–9. Available from: doi:10.1080/16184742.2019.1706603. •
Assessment	<p>Continuous evaluation (50%):</p> <p>The assessment shall include any combination of the following:</p> <ul style="list-style-type: none"> • Written and/or oral, (10%) consists of multiple-choice, short answer, open-ended questions and/or essay questions, which are aligned with the learning outcomes, to assess the theoretical knowledge acquired. The evaluation's content includes the specific characteristics of a sports product emphasizing problems and coping strategies. The questions ensure that students demonstrate a deep understanding of the subject and apply their knowledge to problem-solving or scenario analysis. • The written literature review thesis (15%) provides an opportunity for students to apply their theoretical knowledge in a practical way where a review of scientific articles with 3-5 citations is required. The tasks are designed in a way that requires critical thinking, research, analysis, and synthesis of information. • The use of problem-solving exercises (25%) to assess how students can apply theoretical knowledge in real-life situations. Students will be asked to create a

	<p>Project Business Plan with two-person teamwork on "Business Plan Design of a sports club – academy". Students are presented with scenarios that require analysis, critical thinking and application of theoretical contents and are evaluated based on their ability to make oral presentations, identify and evaluate relevant information, propose solutions and justify their choices.</p> <p>Final exam (50%): Comprehensive final exam to assess students' overall theoretical knowledge. These assessments cover a wider range of topics and learning outcomes from across the curriculum, to assess students' understanding and integration of knowledge in various areas.</p>
Language	Greek / English