

Course Title	<b>MANAGEMENT OF SPORT ACADEMIES AND CLUBS</b>				
Course Code	SSMAN406-1				
Course Type	PHYSICAL EDUCATION AND SPORT SCIENCE ELECTIVE				
Level	BSc (Level 1)				
Year / Semester	4th / Spring				
Teacher's Name	Dr. Apostolia Dovoli				
ECTS	6	Lectures / week	1 (3hrs)	Laboratories / week	-
Course Purpose	<p>The course "Organization and Management of Sports Academies and Clubs" aims to understand and apply basic principles and administrative practices in sports. Through the course contents, students will specialize their understanding in the areas of sports organization management, the role of the board of directors, sports committees, sports marketing, sources of funding, sponsorship plan development, business environment, service quality, basic principles of sports management, as well as current trends and prospects in the sports market. Through paper presentations and written assignments, students will acquire practical skills and will be able to analyze and evaluate the business environment of sports organizations.</p>				
Learning Outcomes	<p><b>Upon completion of the course, students are expected to:</b></p> <ol style="list-style-type: none"> <li>1. Understand the peculiarities of the management of sports clubs and academies.</li> <li>2. Implement the basic principles of good governance of sports clubs and academies.</li> <li>3. Recognize the role of National and World sports committees in sport.</li> <li>4. Analyze the factors of the business environment of sports clubs.</li> <li>5. Develop quality services in sports clubs – academies.</li> <li>6. Understand the role of leadership in the coaches of sports clubs – academies.</li> <li>7. Assess the value of social responsibility in sport</li> <li>8. Apply the principles of sports marketing.</li> <li>9. Develop plans to attract funding – sponsorships for sports clubs – academies.</li> </ol>				
Prerequisites	Sports Organization and Management	Corequisites	No		

<p>Course Content</p>	<ol style="list-style-type: none"> <li>1. Sports Club / Academy - Introduction to the Management of Sports Clubs and Academies</li> <li>2. Management of Sports Clubs and Academies - The Role of the Board of Directors</li> <li>3. National and World Sports Committees and their Role in Sports Governance</li> <li>4. Application of Sports Marketing Principles to Sports Clubs – Academies</li> <li>5. Funding Sources for Sports Clubs and Academies</li> <li>6. Development of sponsorship plans</li> <li>7. Sponsorship Proposal Design</li> <li>8. Internal and External Business Environment of Sports Organizations</li> <li>9. Quality of Services in Sports Clubs – Academies</li> <li>10. Basic Principles of Sports Management of Clubs and Academies</li> <li>11. Analysis - Evaluation: Business Environment of sports organizations</li> <li>12. Trends and Prospects in the Sports Market of Clubs – Academies</li> <li>13. Presentation of semester paper</li> </ol>
<p>Teaching Methodology</p>	<p><b>Theory</b></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, and 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>
<p>Bibliography</p>	<p><b>Manuals:</b></p> <ol style="list-style-type: none"> <li>1. Παπαδημητρίου, Δ., &amp; Αναγνωστόπουλος, Χ. (2021). Διακυβέρνηση Αθλητικών Οργανισμών. Αθήνα: Εκδόσεις Ε. Μπένου</li> <li>2. Κυπριακός Οργανισμός Αθλητισμού. Ο περί ΚΟΑ νόμος και κανονισμοί 1969-1974. Εκδοση ΚΟΑ (1992).</li> </ol>

3. Διεθνής Ολυμπιακή Επιτροπή – Olympic Solidarity. Sport Administration Manual. Εκδόσεις McAva Prininting, Alb, Canada (1986) ISBN 0-9687146-3

**Bibliographic references – Articles:**

- Αυθίνος, Ι. Αθλητική Διοίκηση – Μαρκετινγκ. ISBN -13978-618-8967-3-8
2. 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
3. Alexandris, K., Tsaousi, E., & James, J. (2007). Predicting sponsorship outcomes from attitudinal constructs: The case of a professional basketball event. Sport Marketing Quarterly, 16(3), 130.
4. Alexandris, K., Zahariadis, P., Tsorbatzoudis, C., Grouios, G. (2004a). An Empirical Investigation into the Role of the Outcome Dimension in Measuring Perceived Service Quality in a Health Club Context. International Journal of Sport Management, 5, 281-294.
5. Blank, A. S., Koenigstorfer, J., & Baumgartner, H. (2018). Sport team personality: It's not all about winning!. Sport Management Review, 21(2), 114-132.
6. Cunningham, G.B., Fairley, S., Ferkins, L., Kerwin, S., et al. (2018) eSport: Construct specifications and implications for sport management. Sport Management Review. [Online] 21 (1), 1–6. Available from: doi:10.1016/j.smr.2017.11.002.
7. Joachim, G., Schlenker, N., Schlenker, K. & Frawley, S. (2019) Design thinking and sport for development: enhancing organizational innovation. Managing Sport and Leisure. [Online] 25 (3), 175–202. Available from: doi:10.1080/23750472.2019.1611471.
8. Papadimitriou, D., & Alexandris, K. (2018) 'Adopt an athlete for Rio 2016': the impact of austerity on the Greek elite sport system, International Journal of Sport Policy and Politics, 10:1, 147-162, DOI: 10.1080/19406940.2017.1416487
9. Ströbel, T. & Germelmann, C.C. (2020) Exploring new routes within brand research in sport management: directions and methodological approaches. European Sport Management Quarterly. [Online] 20 (1), 1–9. Available from: doi:10.1080/16184742.2019.1706603.
10. Theodorakis, N.D., Alexandris, K., Tsigilis, N. & Karvounis, S. (2013) Predicting spectators' behavioural intentions in professional football: The role of satisfaction and service quality. Sport Management Review. [Online] 16 (1), 85–96. Available from: doi:10.1016/j.smr.2012.05.004.

	11. Bonnie L. Parkhouse & Parkhouse: THE MANAGEMENT OF SPORT: Its Foundation and Application, McGraw Hill, Latest Edition
Assessment	<p>Students will be evaluated based on the following parameters. Below are presented the evaluation methods of the course, along with the percentage of weight, in relation to the final grade, for each assessment method.</p> <ul style="list-style-type: none"> <li>● <b>Individual Project (20%):</b> Provides opportunities for students to apply their theoretical knowledge practically. The work is designed in a way that requires critical thinking, research, analysis, and synthesis of information and is aligned with learning outcomes. Students are assessed on the quality of their work, the depth of understanding they demonstrate, and their ability to effectively explain their ideas. The thesis concerns the following topic: “Critical evaluation of the organizational structure of a sports club – academy”.</li> <li>● <b>Teamwork (30%):</b> Provides opportunities for students to apply their theoretical knowledge practically. The project is designed in a way that requires critical thinking, research, analysis, and synthesis of information and is aligned with the learning outcomes. Students are assessed on their work's quality, the depth of understanding they demonstrate, and their ability to effectively explain their ideas, as well as teamwork and team cohesion. The thesis concerns the following topic: " Preparation of a sponsorship plan for a sports club – academy”.</li> <li>● <b>Final Exam (50%):</b> 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.</li> </ul>
Language	Greek / English