

Course form to fill in (2023-2024)

Course title:

Sports Management

Staff responsible for the course:

Antonio Palmieri

Lecturers:

First Name + Name
Antonio Palmieri

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format "the student should be able to..." using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

At the end of the course, the student should be able to:

- Recognize the types of relationships between sports organizations
- Understand the complexity of managing sports organizations
- Identify the steps of the strategic management process and the link between strategy and results
- Perform the strategic analysis of professional sports clubs
- Think critically about the development of sports clubs

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

There are no specific prerequisites although students should have an interest in learning about the management of sport organizations

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

Academics and practitioners agree on evaluating the sport industry as a unique sector, which is composed of different types of sports organizations (i.e. Federations, Leagues, Sporting Clubs). Each and every sports organization should be able to create value for its stakeholders, making the right decisions and implementing appropriate actions in order to achieve specific goals.

The course is dedicated to the analysis of management issues and value creation mechanisms in the sport industry, with a specific focus on the professional sporting clubs, which are key actors in that industry. Various cases will be presented and discussed, linking the theoretical tools and principles with the empirical evidence from cases.

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	16	Lessons and discussions of the topics
- <i>Tutorials</i>		
- <i>Coaching</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>	4	
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	6	out-of-class meetings with group members
- <i>Individual Projects</i>		
- <i>Personal work</i>	4	
Total working time for the student	30	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- ☐ Coaching
- ☒ Case Study
- ☐ E-Learning and/or Self-learning
- ☒ Interactive courses
- ☒ Presentations
- ☒ Projects
- ☐ Research
- ☐ Seminars
- ☐ Tutorials
- ☐ Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (*two or three lines*) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

Written final exam based on multiple choice questions and group presentation on day four
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List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)			
	Mid-term exam (MIDT)			
	Participation (PARTN)			
	MCQ			
<u>Final exam</u>	Oral final exam (ORAL)			
	Written final exam (ENDT)	0,5	1	75
<u>Others</u>	Case study (CASE)			
	Group Project (GPROJ)	1	1	25
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):
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Class books :

Hoye R., Smith A., Nicholson M., and Stewart B., "Sport Management: principles and applications", Routledge, 2015.

Reviews :

Palmieri A., Urbinati A., Libertella E.K., (2023). Case study - Pallacanestro Varese: a new era is about to begin, part A and part B, Learning Teaching HuB, LIUC University

UEFA - Football sustainability Strategy

https://editorial.uefa.com/resources/0270-13f888ffa3e5-931c597968cb-1000/uefa_football_sustainability_strategy.pdf

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Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL