

Sports Management

(1) GENERAL

SCHOOL	SCHOOL OF INFORMATION SCIENCES & TECHNOLOGY		
ACADEMIC UNIT	DEPARTMENT OF STATISTICS		
LEVEL OF STUDIES	POSTGRADUATE		
COURSE CODE		TRIMESTER	3 OR 6
COURSE TITLE	Sports Management		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
		1,5	2,5
		15	2,5
COURSE TYPE	Specialization Elective		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	ENGLISH		
COURSE DELIVERY METHOD	Distance		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://cloud.aueb.gr/index.php/s/MPG87yrHH6g5aL9		

(2) LEARNING OUTCOMES

Learning outcomes
- Understand the principles and functions of sports management in the sports industry. - Manage and coordinate sports organizations, events, and facilities. - Develop strategic planning and policy implementation skills to achieve organizational objectives. - Learn human resource management processes in sports organizations. - Apply core management practices to ensure effective operation of sports enterprises. - Analyze the legal and ethical considerations affecting sports management. - Enhance decision-making and management skills in complex sports environments.
General Competences
- Adaptability to new situations. - Promotion of independent, creative, and analytical thinking. - Decision-making skills.

(3) SYLLABUS

The Sports Management course focuses on the organization, management, and coordination of various aspects of the sports industry. Its aim is to provide students with the knowledge and skills necessary for the smooth operation and success of sports organizations, events, facilities, and enterprises, with an emphasis on the core functions of sports management. The course covers the understanding of fundamental management principles, the importance of strategic planning, and the implementation of policies and procedures to achieve organizational objectives effectively. It also emphasizes human resource development and management processes, as well as understanding the legal and ethical aspects that influence sports and the administration of sports organizations.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Distance	
METHOD AND FREQUENCY OF COMMUNICATING WITH THE STUDENTS	Remotely via email and through weekly office hours (and whenever necessary) via teleconferencing or in-person office visits.	
ENSURING COMMUNICATION AMONG STUDENTS	Teleconference, Chat via eclass and/ or TEAMS, and QA sessions	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	MS Teams, e-class, MS Outlook, R, Python, WayGround or Kahoot educational games and quizzes	
REQUIRED EQUIPMENT AND TECHNOLOGY KNOWLEDGE	Camera, mic, PC, MS Office, and TEAMS	
COURSE POLICY ON PLAGIARISM AND PLAGIARISM DETECTION TOOLS	Turnitin	
COURSE POLICY ON USE OF AI TOOLS	The use of Artificial Intelligence is permitted with explicit reference to the bibliography (2) for the verbal correction of assignments and as long as students have understood the basic principles and methods of the course.	
TEACHING METHODS	Activity	Semester workload
	Lectures	15
	Self-Study hours	45
	Course total	60
STUDENT PERFORMANCE EVALUATION	Evaluation language is English. Evaluation methods include lab exercises, written assignments, and/or written examinations. Oral examinations of the assignments may be conducted if clarifications are needed or if there are suspicions of plagiarism or unauthorized use of Artificial Intelligence tools. Assessment criteria	

	are provided on the course eClass platform and in the course materials.
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(5) RECOMMENDED BIBLIOGRAPHY

• Masteralexis, L. P. (2023). Principles and practice of sport management. Jones & Bartlett Learning. • Slack, T., & Parent, M. M. (2006). Understanding sport organizations: The application of organization theory. Human Kinetics.
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