



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sports Economics and Industry							
Course Code		SYB203		Coure Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	100 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Teaching the economic dimension of sport.							
Course Content		The dimensions of the fast growing sport and sports economy will be explained in today's world.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Prof. Murat ŞENTUNA							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Cem Saatçioğlu (2013) Sport Economics, Theory, Policy and Practice, Gazi Bookstore, Ankara
2	Michael Leeds, Peter von Allmen (2016) The Economics of Sports, Routledge
3	Wladimir Andreff (2015) Disequilibrium Sports Economics: Competitive Imbalance and Budget Constraints, Edward Elgar Publishing
4	Paul Downward, Alistair Dawson, Trudo Dejonghe (2009) Sports Economics, Routledge
5	Roger D. Blair (2011) Sports Economics, Cambridge University Press
6	Shelly Field (2010) Career Opportunities in the Sports Industry, Facts On File, Incorporated

Week	Weekly Detailed Course Contents	
1	Theoretical	Explain the concepts of general economy, sport economy and industry. Sports Economy in the New Century.
2	Theoretical	Segmentation in Sports Industry, Economic Dimensions of the Sports Industry.
3	Theoretical	Factors Affecting Growth and Development of Sports Industry as an Economy.
4	Theoretical	Economic model, sport economy model, firm basic theory.
5	Theoretical	Explanation of Demand and Supply Concepts, Demand and Supply Quantity, Market Equilibrium.
6	Theoretical	Consumer behavior theory, consumer behavior.
7	Theoretical	Market concept, types of competition on the market.
8	Intermediate Exam	Midterm
9	Theoretical	Entry barriers to market entry, price controls and market structure.
10	Theoretical	Relationship between sport and economy, economical effects of sports.
11	Theoretical	Factors affecting demand and supply in sport.
12	Theoretical	The international dimension of the sport industry.
13	Theoretical	The globalization of sports industry with professional and elite sports.
14	Theoretical	General repetition and important examples.
15	Final Exam	Final

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	2	8	2	20
Midterm Examination	1	9	1	10



Final Examination	1	11	3	14
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Define the basic concepts of sports industry.
2	Discuss the differences of division within the sport industry.
3	Evaluate the economic dimension of the sport industry.
4	Analyze the factors affecting the development of the sports industry.
5	Can model about the sport economy.
6	By describing the concept of supply and demand, it can explain what the demanding determinants are in the sport industry.
7	Explain how the market equilibrium is occurring.
8	Explain the theory of consumer behavior.
9	Explain the types of competition in the markets.
10	Explain how the economy works holistically.

### Programme Outcomes (Sports Management)

1	1. To be able to explain the elements of management and organization and to apply the functions of management in sports organizations
2	2. To be able to understand the interdisciplinary and the multidisciplinary nature of the field of sport management.
3	3. To be able to comprehend the knowledge, skills and values related to the management of the general business areas in addition to sports industry at the top-level.
4	4. To be able to define and explain internal and external factors that shape and influence the sports in our country and the World.
5	5. To be able to comprehend and interpret the technical strategies and the managerial skills of the branch of sports chosen.
6	The skill of creating, applying and interpreting the plans of project and program
7	7. To be able to develop strategies financially for the sports organizations, to evaluate the budgets, the sources of income and the expenses
8	8. To be able to comprehend and interpret how the ethical principles influence the process of financial, marketing and administrative decision-making at the sports organizations
9	9. To be able to know the basic principles and methods of the sports marketing at the national and international level
10	10. To be able to understand the qualitative and quantitative analysis and be able to use them effectively

