



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Organization and Event Management in Sports							
Course Code		SYB307		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	8	Workload	200 (Hours)	Theory	1	Practice	3	Laboratory	0
Objectives of the Course		Learning classical and new management approaches, management in modern organizations, learning the culture of the Organization, role of management, perception and communication, groups and teams, leadership and organizational theory.							
Course Content		People and organizations related to personal differences and diversity, Organizational Development, Culture and change, perception and communication, job motivation and job satisfaction, work groups and teams, organizational structure and design, role and nature of management, organizational strategy, ethics and responsibilities, organizational control and power in organizations leadership, organization, quality control, organization theory and design, communication in organizations.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Project Based Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Lec. Aylin UĞURLU							

### Prerequisites & Co-requisites

ECTS Requisite	45
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### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Guy Masterman (2014) Strategic Sports Event Management: Third edition 3rd Edition, Routledge
2	Frank Supovitz (2013) The Sports Event Management and Marketing Playbook 2nd Edition, Wiley
3	Donald Getz (2005) Event Management and Event Tourism, Cognizant Communication Corporation
4	Guy Masterman (2004) Strategic Sports Event Management: An International Approach, Routledge
5	Hikmet Aracı (2007) Physical Education and Sports Activities, Nobel Academic Publishing

Week	Weekly Detailed Course Contents	
1	Theoretical	What is an organization? Organizational Culture, Organizational Communication
2	Theoretical	Group and Team Management
3	Theoretical	Process Renewal, Crisis Management, Corporate Governance
4	Theoretical	Activity Concept and Types, Activity Stakeholders
5	Theoretical	Event Management Functions, Human Resources in Event Management
6	Theoretical	Project Management in Activities and Evaluation
7	Practice	Student activity and organization practices
8	Intermediate Exam	Midterm
9	Practice	Student activity and organization practices
10	Practice	Student activity and organization practices
11	Practice	Student activity and organization practices
12	Practice	Student activity and organization practices
13	Practice	Student activity and organization practices
14	Practice	Student activity and organization practices
15	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	4	1	3	16



Lecture - Practice	10	2	3	50
Assignment	3	15	3	54
Individual Work	3	15	3	54
Midterm Examination	1	11	1	12
Final Examination	1	13	1	14
Total Workload (Hours)				200
[Total Workload (Hours) / 25*] = <b>ECTS</b>				8
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Describe organization and activity concept in detail
2	Describe the properties of activities as a service
3	It will be able to compare positive and negative criticism for the activities.
4	Classify event types separately
5	Will be able to create an activity plan on its own

### 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

