



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Case Study Analysis in Sports Management							
Course Code		SYB356		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	130 ( <i>Hours</i> )	Theory	1	Practice	2	Laboratory	0
Objectives of the Course		To analyze the events that took place in the sport.							
Course Content		Discussing the events seen in the management process in various sports organizations in the institutions and organizations related to sports within the framework of management knowledge							
Work Placement		N							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Experiment, Demonstration, Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Lec. Aylin UĞURLU							

### Prerequisites & Co-requisites

ECTS Requisite	90
----------------	----

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Zahit SERARSLAN (2006) Case Analysis in Sport Management, Morpa Kültür Publications, Istanbul
2	Case Studies In Sport Management, Human Kinetics Journal, <a href="http://journals.humankinetics.com/journal/cssm">http://journals.humankinetics.com/journal/cssm</a>
3	Mohammed Ben Sulayem, Sean O'Connor, David Hassan (2013) Sport Management in the Middle East: A Case Study Analysis, Routledge 1st Edition
4	Lisa P. Masteralexis, Carol A. Barr, Mary Hums (2011) Principles And Practice Of Sport Management, Jones & Bartlett Learning, 4th Edition

Week	Weekly Detailed Course Contents	
1	Theoretical	General information about case study concept.
2	Theoretical	Why use case study analysis? How to choose the case?
3	Theoretical	What are the differences between case study analysis and other research methods?
4	Theoretical	What are the benefits of case study analysis?
6	Practice	Analyzing a case study in sport management.
7	Practice	Analyzing a case study in sport management.
8	Intermediate Exam	Midterm
9	Practice	Analyzing a case study in sport management.
10	Practice	Analyzing a case study in sport management.
11	Practice	Analyzing a case study in sport management.
12	Practice	Analyzing a case study in sport management.
13	Practice	Analyzing a case study in sport management.
14	Practice	Analyzing a case study in sport management.
15	Final Exam	Final

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	3	12	1	39
Individual Work	2	12	1	26
Midterm Examination	1	2	2	4



Final Examination	1	3	2	5
Total Workload (Hours)				130
[Total Workload (Hours) / 25*] = <b>ECTS</b>				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To be able to understand general concepts about case study analysis.
2	To be able to improve the perspective that can solve an event in real life.
3	To understand the differences between other research methods and case study method.
4	Knows what needs to be done about preventing and correcting events that may have bad results.
5	By analyzing the case in depth, it can understand its strengths and weaknesses.
6	Sociological, cultural and scientific interpretations can be made about the case study.

### 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

