



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|----------------------|---|---|---------------------------------|---|------------|---|
| Course Title | | Sports Management Skills I | | | | | | | |
| Course Code | | SYB423 | | Course Level | | First Cycle (Bachelor's Degree) | | | |
| ECTS Credit | 6 | Workload | 150 (<i>Hours</i>) | Theory | 1 | Practice | 2 | Laboratory | 0 |
| Objectives of the Course | | The Department of Sports Management is to train qualified personnel who can serve sports-related institutions, schools and universities in the public or private sector, along with organizations providing sports industry and recreation services. | | | | | | | |
| Course Content | | To be able to gain the ability to specialize in a certain field of sports and sports related organizations and to have the ability to explain and disseminate this to the society. | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion, Case Study, Project Based Study, Individual Study | | | | | |
| Name of Lecturer(s) | | | | | | | | | |

Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|-----------------|----------|----------------|
| Seminar | 1 | 60 |
| Term Assignment | 1 | 40 |

Recommended or Required Reading

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| 1 | Erhan Saridoğan (2013) Meeting and Presentation Techniques, Papatya Bilim Publications. |
| 2 | Hakan Sunay (2012) Sports Management, Gazi Publishing |
| 3 | John Beech, Simon Chadwick (2013) The Business of Sport Management, Pearson Education Limited |
| 4 | Ming Li, Eric W. MacIntosh, Gonzalo A. Bravo (2012) nternational Sport Management, Human Kinectics |
| 5 | Scott, David (2014) Contemporary Leadership in Sport Organizations, Human Kinetics |
| 6 | Ian O'Boyle, Duncan Murray, Paul Cummins (2015) Leadership in Sport, Routledge |
| 7 | John F. Borland, Gregory M. Kane, Laura J. Burton (2014) Sport Leadership in the 21st Century, Jones & Bartlett Learning |
| 8 | Timothy A. Judge (2012) Organizational Behavior - Organizational Behavior, Nobel Academic Publishing |
| 9 | Zeyyat Sabuncuoğlu, Melek Vergiliel Tüz (2016) Organizational Behavior, Aktüel Publications |
| 10 | Volkan Ekin (2014) Sports and Media in Turkey, Köprü Books |
| 11 | Pedersen, Paul M., Laucella, Pamela, Kian, Edward, Geurin, Andrea (2016) Strategic Sport Communication, Human Kinetics |
| 12 | Damon P. S. Andrew, Paul Mark Pedersen, Chad D. McEvoy (2011) Research Methods and Design in Sport Management, Human Kinetics |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|---|
| 1 | Theoretical | General information about the course. |
| 2 | Theoretical | Literature search method and seminar topic in the field of sport management. |
| 3 | Theoretical | Literature search method and seminar topic in the field of sport management. |
| 4 | Theoretical | Literature search method and seminar topic in the field of sport management. |
| 5 | Preparation Work | Determination of seminar topics analysis and presentation methods and techniques. |
| 6 | Preparation Work | Analysis and presentation preparation of seminar topics. |
| 7 | Preparation Work | Analysis and presentation preparation of seminar topics. |
| 8 | Preparation Work | Analysis and presentation preparation of seminar topics. |
| 9 | Preparation Work | Analysis and presentation preparation of seminar topics. |
| 10 | Preparation Work | Analysis and presentation preparation of seminar topics. |
| 11 | Theoretical | Seminar presentations. |
| 12 | Theoretical | Seminar presentations. |
| 13 | Theoretical | Seminar presentations. |
| 14 | Theoretical | Seminar presentations. |
| 15 | Final Exam | Final exam |



Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|--|----------|-------------|----------|----------------|
| Lecture - Theory | 4 | 1 | 3 | 16 |
| Seminar | 15 | 6 | 1 | 105 |
| Term Project | 1 | 10 | 1 | 11 |
| Reading | 1 | 4 | 1 | 5 |
| Individual Work | 1 | 6 | 1 | 7 |
| Final Examination | 1 | 5 | 1 | 6 |
| Total Workload (Hours) | | | | 150 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 6 |

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

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|---|---|
| 1 | It improves the capacity of intellectual knowledge in the field of sports management. |
| 2 | Determines the topic of research, makes literature and makes presentations. |
| 3 | It provides the self-confidence needed to become a manager. |
| 4 | Make a presentation before a jury and improve their ability to speak. |
| 5 | Disciplined and gains the ability to work regularly. |
| 6 | Gain ability to think about combining conceptual knowledge and current events. |

Programme Outcomes (Sports Management)

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|----|---|
| 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 |

