



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Sports Management Skills II								
Course Code	SYB424		Course Level		First Cycle (Bachelor's Degree)				
ECTS Credit	6	Workload	150 (Hours)	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								
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	
1	Erhan Sarıdoğan (2013) Meeting and Presentation Techniques, Papatya Bilim Publications.
2	Yetim, A. Management and Sport, Berikan Publication, Ankara.

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**

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.

**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

