



**AYDIN ADNAN MENDERES UNIVERSITY  
GRADUATE SCHOOL OF HEALTH SCIENCES  
PHYSICAL EDUCATION AND SPORTS  
PHYSICAL EDUCATION AND SPORTS  
PHYSICAL EDUCATION AND SPORTS MASTER  
COURSE INFORMATION FORM**

Course Title	Sports Economics								
Course Code	BSÖ541			Course Level		Second Cycle (Master's Degree)			
ECTS Credit	7	Workload	176 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	The aim of this course is to provide the students with the ability to examine, report and evaluate the economics of sports and the functioning of sports organizations.								
Course Content	Sports in economic thought, social supply and demand of sports, general characteristics, consumption-investment concepts in sports, contribution of sports management to economic and social development, market structures and competition balance of sports organizations, financing of sports investments, sports expenditures and cost-benefit analysis, sports organizations economic evaluation, valuation of sports assets, economic search for resources, asset and wealth production efforts to evaluate.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation)								
Name of Lecturer(s)									

#### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

#### Recommended or Required Reading

1	Sports Economics (Micahel A. Leeds) Palme Publishing
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Week	Weekly Detailed Course Contents	
1	Theoretical	Sports Industry and Economy: Basic concepts and distinguishing features
2	Theoretical	The Outlook of Sports Economy: The relationship between money and sports, economic policies and sports
3	Theoretical	The appearance of sports supply in public and commercial sectors
4	Theoretical	Review of sports demand: activities, facilities, equipment
5	Theoretical	Examination of the different legal structures of sports organizations and financial requirements specific to each structure
6	Theoretical	Financial management in sports: Examining the effects of basic principles of accounting on financial management of sports organizations
7	Theoretical	Creation of wealth in sports organizations, corporatization, cartelization, increasing the quality of games and strengthening the brand.
8	Theoretical	Midterm exam
9	Theoretical	Financial management in sports: control of income sources and costs
10	Theoretical	Financial management in sports: control of accounts, balance sheets, profits and losses
11	Theoretical	Financial planning and evaluation in sports, budgeting and costs
12	Theoretical	Financial analysis: profitability, financial soundness, operational efficiency measures
13	Theoretical	Cost-benefit analysis, visitor spending and economic impact calculation
14	Theoretical	Final exam

#### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	5	5	140



Individual Work	4	4	4	32
Midterm Examination	1	1	1	2
Final Examination	1	1	1	2
Total Workload (Hours)				176
[Total Workload (Hours) / 25*] = ECTS				7
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Define and explain the basic concepts of sports economics.
2	Explain the approaches to financial analysis and appraisal of sports assets.
3	Discuss the place of sports in the world economy and its relationship with other industries.
4	Examines the economic activities of sports organizations and classifies the requirements related to these activities.
5	Analyze the data related to market structures, competition balance and income sharing of sports organizations.
6	Examines, reports and evaluates the functioning of sports organization in economic terms.

### Programme Outcomes (Physical Education and Sports Master)

1	Uses application and problem solving skills in interdisciplinary studies.
2	Develops basic scientific knowledge and attitude appropriate to body and sport.
3	Interpret the results of test development and measurement for the development of individuals in physical education and sport.
4	Explains the scientific methods in physical education and sports.
5	Follow national and international developments in the field and maintain professional development.
6	Beden eğitimi ve spor örgütlerinin örgüt iklimi ve kültürünü tanımlar.

### Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6
P1	2	3	3	3	3	2
P2	2	3	3	5	1	2
P3	4	1	4	2	4	4
P4	1	2	5	1	5	5
P5	3	2	2	4	2	3
P6	2	4	4	3	4	4

