



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Competition and Event Management in Sports							
Course Code		SPYB513		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		This course Fitness definition of management and the scope, the development of sports management Turkey, Turkish Sports Organization the structure of the constituent organizations and institutions, evaluation of the functioning and management structure in Turkey, sports management elements, sports management, legislation related to sports management, sports facilities, sport organizations and competition systems. Within the scope of the course, the application of general management approaches and functions in the sports environment and the structure, functioning and elements of the institutions and organizations constituting the Turkish sports organization will be examined.							
Course Content		The aim of the course is to teach the students who are prepared for the sport management profession to be able to look at the problems they will face in the fields they will work in a multi-faceted way within the framework of scientific management understanding, to evaluate the events in all dimensions and to evaluate the information gained in the direction of							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Problem Solving					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	All kinds of scientific studies and publications related to the field.
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Week	Weekly Detailed Course Contents	
1	Theoretical	The purpose of the course and the basic resources related to the course.
2	Theoretical	Concept of activity and its properties, concept of activity management.
3	Theoretical	Activity plan development and implementation, human resources and time management.
4	Theoretical	Financial management at the event.
5	Theoretical	Effectiveness risk management and ethics.
6	Theoretical	Sport activity area.
7	Theoretical	Benefits of sports event management
8	Intermediate Exam	Midterm
9	Theoretical	Design, planning and control of sports event distribution
10	Theoretical	Negotiation and agreement at a sporting event.
11	Theoretical	The concept and characteristics of event marketing.
12	Theoretical	Activity promotion methods.
13	Theoretical	Marketing of sporting events
14	Theoretical	Final Exam.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	3	10	2	36
Individual Work	2	12	1	26
Midterm Examination	1	9	1	10



Final Examination	1	10	1	11
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Can make a sample activity program.
2	Able to apply a sample activity program.
3	Able to analyze competitions.
4	Can operate in a specific area associated with sports management.
5	Can apply general management approaches in sports environment.

Programme Outcomes (Sports Management Sciences Master)

1	To be able to explain the elements of management and organization and to apply management functions to sports organizations
2	Focus on strategic approach in the management of sports organizations
3	To comprehend the ethical and legal elements of sports industry
4	To have social responsibility in the solution of responsible issues in private and public spheres
5	To understand the importance of the global environment on the practices of sports organizations
6	To develop research, planning, execution and conclusion skills.
7	To be able to identify and explain the internal and external factors that shape and affect sports both in our country and in the world.
8	To be able to work independently in the process of solving problems, using initiative, developing creativity skills and making teamwork

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

	L1	L2	L3	L4	L5
P1	4			4	4
P2		4		4	
P6	4		4		4
P8			4	4	4

