

DEMOCRITUS UNIVERSITY OF THRACE
DEPARTMENT OF PHYSICAL EDUCATION & SPORT SCIENCE

UNDERGRADUATE PROGRAM OF STUDY

COURSE TITLE:

BUSINESS APPROACH ON HEALTH AND EXERCISE

COURSE CODE:

N072

ECTS CREDITS

2

RESPONSIBLE PROFESSOR:

NAME	Savvas Tokmakidis	
POSITION	Professor	
SECTOR	Sports Training Theory and Application	
OFFICE	B2 -9	
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CO-INSTRUCTORS	Helen Douda, <i>Associate Professor</i> Konstantinos Lapidis, <i>Associate Professor</i> Konstantinos Volaklis, <i>Ph.D.</i>	

SEMESTER:

1ST 2ND 3RD 4TH
5TH 6TH 7TH 8TH

COURSE TYPE:

OBLIGATORY
DIRECTION
SPECIALIZATION
PREREQUIZITE FOR SPECIALIZATION
ELECTIVE (*OPEN*)

HOURS (per week):

2

DIRECTION

(only for 3rd & 4th year courses)

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SPECIALIZATION *(only for 3rd & 4th year courses)*

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LANGUAGE OF TEACHING:

GREEK

ENGLISH

AIM OF THE COURSE (*content and acquired skills*)

The purpose of this course is to teach the development of business plan and innovative applications on physical activity and health promotion. Significant emphasis is given to the knowledge and strategies to establish exercise as a means of treatment in patients with chronic diseases. The organization of the course includes lectures, laboratory courses, seminars and special visits to work sites such as hospitals, fitness centers etc by creating opportunities to apply a business plan according to the interests of each student.

COURSE CONTENTS (*outline – titles of lectures*)

Lecture 1: Exercise as a means of prevention and health promotion: Risk factors, chronic diseases and exercise

Lecture 2: Organization of training and business activities in people with obesity

Lecture 3: Visit to a Metabolism Center

Lecture 4: Healthy eating and business activities on exercise and health

Lecture 5: Exercise and business activities in people with cardiovascular diseases

Lecture 6: Seminar: Exercise programs for people with cardiovascular diseases

Lecture 7: Visits to private gym centers which apply exercise programs in special populations.

Lecture 8: Exercise and business activities in elderly people with osteoporosis

Lecture 9: Visits to a Rehabilitation Center of the Elderly in Komotini (KAPI)

Lecture 10: Entrepreneurship: A simple shelter or a solution?

Lecture 11: Seminar: Procedure for the establishment and organization of a business

Lecture 12: Organization and administration of business activities on exercise and health, exercise and chronic disease between private organizations and gym centers

Lecture 13: Visits to Private Gym Centers

TEACHING METHOD (*lectures – labs – practice etc*)

Lectures, laboratory seminar and visits to work sites.

ASSESSMENT METHOD(-S)

1. Laboratory exercises
2. Written assignments presenting a business plan of action

LEARNING

Upon the completion of this course the student will be able to:

1. Know the procedures to establish and organize a business plan
2. Apply the expertise gained by implementing exercise programs in special populations
3. Identify strategies to develop a business plan

LEARNING - CONTINUED

<i>Learning Outcomes</i>	<i>Educational Activities</i>	<i>Assessment</i>	<i>Students Work Load (hours)</i>
1.The students will learn the procedures to establish and organize a business plan	Lectures, laboratory exercises, practice, study	Laboratory exercises	20
2.The students will apply the expertise gained by implementing exercise programs in special populations	Lectures, laboratory exercises, practice, study	Laboratory exercises	20
3.The students will identify strategies to develop a business plan	Lectures, laboratory exercises, practice, study	Final written assignments	20
		TOTAL	60

OBLIGATORY & SUGGESTED BIBLIOGRAPHY:

1. Andreas Theodoropoulos (2006). *Strategic business planning*, PROPOMPOS Publications, Athens.
2. Savvas Tokmakidis (2003). *Exercise and Chronic Diseases*, Medical Publications BC Paschalides, Athens.