DEMOCRITUS UNIVERSITY OF THRACE DEPARTMENT OF PHYSICAL EDUCATION & SPORT SCIENCE

UNDERGRADUATE PROGRAM OF STUDY

COURSE TITLE:							
Sport management							
COURSE CODE: N126	ECTS CREDITS						
IN120	4						
RESPONSIBLE FOR TH	E COURSE:						
NAME	Athanasios Laios						
POSITION	Professor						
SECTOR	Organization of Sports - Physical Education-Recreation						
OFFICE	B3-1						
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CO-INSTRUCTORS							
SEMESTER: COURSE TYPE:	$\begin{array}{cccccccccccccccccccccccccccccccccccc$						
HOURS (per week):2DIRECTION (only for 3 rd & 4 th year courses):							
SPECIALIZATION (only for 3 rd & 4 th year courses):							
LANGUAGE OF TEACH	ING: GREEK [X] ENGLISH []						

AIM OF THE COURSE (content and acquired skills):

The aim of this course is to provide students with information on: a) generic sports management issues, b) the key functions of planning, organising, leading, staffing and controlling and how they can be applied to sport organizations, c) the structure, organisation and operation of amateur and professional sport in Greece, d) sport sponsorship, e) income and expenses of sports organization and f) how to prepare a

proper personal resume.

COURSE CONTENTS (*outline – titles of lectures*):

- 1. Basic functions of management.
- 2. Planning Organizing Leading Staffing Controlling.
- 3. Organizational structure of Greek sports.
- 4. Income and expenses of sport teams.
- 5. Sponsorship.
- 6. Organization of Olympic Games.
- 7. Construction of resume.
- 8. Organization and function of camps.
- 9. Basic principles of communication.
- 10. Roles and skills of coaches.
- 11. Amateur and professional sport.
- 12. Marketing.
- 13. Human resources.

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

Lectures

ASSESSMENT METHOD(S):

Final exams

LEARNING OUTCOMES:

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

- 1. Understand the basic functions of management and their application in areas of sports and sport activities.
- 2. Comprehend the organization, structure and function of sport in Greece and other countries.
- 3. Understand the basic principles of sport marketing and sponsorship.
- 4. Write a personal resume.

Learning Outcomes	Educational Activities	Assessment	Students Work Load (hours)
Understanding of the basic functions of management and their application in areas of sports and sport activities.	Lectures, home study.	Questions and answers.	30
Comprehension of the organization, structure and function of sport in Greece and other countries.	Lectures, home study.	Questions and answers.	30
Understanding of the basic principles of sport marketing and sponsorship.	Lectures, practice, team work	Check and control with final exams.	40
Ability to construct a personal	Lecture, practice,	Questions and	20

LEARNING OUTCOMES – CONTINUED:

resume.	exhibition.	answers. Final	
		exams.	
		TOTAL	120

OBLIGATORY & SUGGESTED BIBLIOGRAPHY:

- 1. Laios, A. (2005). Organizational and leading skills of the coach. Thessaloniki: University Studio Press.
- 2. Laios, A. (1999). The application of the basic functions of management in coaching. Thessaloniki: University Studio Press.
- 3. Mullin, B., Hardy, S. & Satton, W. (2004). Αθλητικό μάρκετινγκ. Επιμέλεια Ελληνικής Έκδοσης Ι. Αυθίνος, Αθήνα: Πασχαλίδης.