DEMOCRITUS UNIVERSITY OF THRACE DEPARTMENT OF PHYSICAL EDUCATION & SPORT SCIENCE

UNDERGRADUATE PROGRAM

COURSE TITLE:									
Organ	ization of c	cultura	l and re	ecre	ation	al ever	nts		
COURSE CODE:		CREDITS (E.C.T.S.)							
N324							7		
RESPONSIBLE FOR T	HE COUF	RSE:							
NAME	Dimitri	Dimitris Goulimaris							
POSITION		Assistant Professor							
SECTOR	-	Sports Management, School Physical Education & Recreation							
OFFICE	B2 - 12	B2 - 12							
TEL. / E-MAIL	25310 -	25310 - 39672 dgoulima@			phyed.duth.gr				
CO-INSTRUCTORS									
SEMESTER:	1 st 5 th	[]	2 nd 6 th] X]	3 rd 7 th	[]	4 th 8 th	[]
COURSE TYPE:	Direct Specia Prereq	Obligatory [] Direction [X] Specialization [] Prerequisite for specialization [] Elective (open) []							
HOURS (per week):				2					
DIRECTION (only for 3	rd & 4 th vec	ır coui	rses):						
Sports Recreation & Dane									
SPECIALIZATION (on	ly for 3 rd &	$a^{th} y \epsilon$	ear cour	rses):				
LANGUAGE OF TEACHING:			GREEK [X]			ENGLISH []			
AIM OF THE COURSE	E (acquired	skills	& learn	ning	g out	come):			
Upon the completion of the area of culture and recreated basic functions of agencies	ne course s tion, b) the	tudent evalu	s will k	nov	v: a)	how to			

COURSE CONTENTS (outline – titles of lectures):

- 1. The legal framework of nonprofit organizations.
- 2. Administration of dance and recreational organizations.
- 3. The environment of dance and recreational organizations.
- 4. The resources of nonprofit organizations.
- 5. Sponsorship.
- 6. Consumer behavior.
- 7. Organization of dance and recreational events I.
- 8. Organization of dance and recreational events II.
- 9. Assessment of services.
- 10. Promoting dance and recreational events I.
- 11. Promoting dance and recreational events II.
- 12. Organization and participation in festivals.
- 13. Structures and networks of culture.

TEACHING METHOD (lectures - laboratories - practice etc):

Lectures.

ASSESSMENT METHOD(S):

- 1. Individual work.
- 2. Progress test.
- 3. Final exams.

LEARNING OUTCOMES:

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

- 1. Determine the elements of dance and recreation institutions (management, environment, legal frame).
- 2. Understand how a dance / recreation event is organized (organisation, financing, promotion, evaluation).
- 3. Distinguish the public of dance and recreation events.
- 4. Comprehend structures and networks of culture in Greece and the European Union.

LEARNING OUTCOMES – CONTINUED:

Learning	Educational	Assessment	Students
Outcomes	Activities		Work Load
			(hours)
Ability to determine the	Lectures, demonstration	Intermediate	60
elements dance and	and annotation of digital	controls with	
recreation institutions	material, home study.	oral or written	
(management, environment,		tests of cognitive	
legal frame).		evaluation.	
Understanding of how a	Lectures, demonstration	Evaluation of	90
dance / recreation evens are	and annotation of digital	written work,	
organized (organisation,	material, home study.	intermediate	
financing, promotion,		controls with	
evaluation).		written tests of	
		cognitive	
		evaluation.	

Ability to distinguish the	Lectures, demonstration	Intermediate	30
public of dance and	and annotation of digital	controls with	
recreation events.	material, home study.	oral or written	
		tests of cognitive	
		evaluation, final	
		examination	
Comprehension of structures	Lectures, demonstration	Intermediary	30
and networks of culture in	and annotation of digital	controls with	
Greece and European Union.	material, home study.	written tests of	
		cognitive	
		evaluation.	
		TOTAL	210

OBLIGATORY & SUGGESTED BIBLIOGRAPHY:

- 1. Bitsani, E. (2004). Cultural management and regional growth: planning of cultural policy and cultural product. Athens: Dioniko.
- 2. Institution of Studies [Lampraki] (1994). Prometheus. Study of strategic planning. Athens.
- 3. Freakley, V. & Sutton, R. (1996). Essential guide to business in the performing arts. London: Hodder & Stoughton.
- 4. Bowdin, G., McDonnell, I., Allen, J. & Toole, W.(2001). Events management. Oxford: Butterworth-Heinemann.
- 5. Chong, D. (2010). Arts management. London: Routledge.
- 6. Jasper, L., Siddall, J. & Siddell, J. (1999). Managing dance: current issues and future strategies. Tavistock, GB: Northcote House Educational Publishers.
- 7. Byrnes, W. (2009). Management and the arts. Burlington, MA: Elsevier, Focal Press.
- 8. Padaki, V. & Vaz, M. (2005). Management development in non-profit organizations. London: Sage Publications.
- 9. Hoyle, L. (2002). Event marketing: how to successfully promote events, festivals, conventions and expositions. New York: Wiley.