



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 – CONTINUED:**

<i>Learning Outcomes</i>	<i>Educational Activities</i>	<i>Assessment</i>	<i>Students Work Load (hours)</i>
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

resume.	exhibition.	answers. Final exams.	
		<b>TOTAL</b>	<b>120</b>

**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.