

**DEMOCRITUS UNIVERSITY OF THRACE**  
**DEPARTMENT OF PHYSICAL EDUCATION & SPORT SCIENCE**

*UNDERGRADUATE PROGRAM OF STUDY*

**COURSE TITLE:**

Management of fitness clubs & corporate fitness programs

**COURSE CODE:**

N152

**E.C.T.S. CREDITS**

2

**RESPONSIBLE FOR THE COURSE:**

NAME	Efstratia Tsitskari		
POSITION	Lecturer		
SECTOR	Sport Management, School Physical Education & Recreation		
OFFICE	B2 - 16		
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CO-INSTRUCTORS	Ioannis Trigonis, EEDIP		

**SEMESTER:**

1 <sup>st</sup>	<input type="checkbox"/>	2 <sup>nd</sup>	<input type="checkbox"/>	3 <sup>rd</sup>	<input type="checkbox"/>	4 <sup>th</sup>	<input type="checkbox"/>
5 <sup>th</sup>	<input checked="" type="checkbox"/>	6 <sup>th</sup>	<input type="checkbox"/>	7 <sup>th</sup>	<input type="checkbox"/>	8 <sup>th</sup>	<input type="checkbox"/>

**COURSE TYPE:**

Obligatory	<input checked="" type="checkbox"/>
Direction	<input type="checkbox"/>
Specialization	<input type="checkbox"/>
Prerequisite for specialization	<input type="checkbox"/>
Elective ( <i>open</i> )	<input type="checkbox"/>

**HOURS (per week):**

2

**DIRECTION (only for 3<sup>rd</sup> & 4<sup>th</sup> year courses):**

**SPECIALIZATION (only for 3<sup>rd</sup> & 4<sup>th</sup> year courses):**

**LANGUAGE OF TEACHING:**

GREEK

ENGLISH

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

The aim of this course is to: a) teach the students how to establish and function a fitness club, b) let them know about the trends in the fitness sector worldwide and make them able to identify the appropriate ones that can be implemented in different parts of the country, c) familiarize them with the programs that may take place inside or outside corporations and d) present the possibility of cooperation between corporations - fitness clubs for the benefit of employees.

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

1. Risks that may affect employees' health.
2. Financial issues: advantages / disadvantages for both employees / employers.
3. Planning / management of corporate fitness programs.
4. Evaluation of health and physical activity inside a business/corporation.
5. Sport services.
6. Fitness clubs' structure.
7. Service quality provided in fitness clubs.
8. Marketing research – Understanding a fitness club member.
9. Administration of a fitness club's members.
10. Creation / administration of a fitness club's data base.
11. Equipment for a fitness club – New trends.
12. Human resource management for a fitness club.
13. Cheering the fitness club's members.

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

1. Lectures.
2. Visits to fitness club(s) of the Komotini region
3. Presentations by fitness club owners.

**ASSESSMENT METHOD(S):**

1. Semester paper.
2. Group projects.
3. Midterm exams.
4. Final exams.

**LEARNING OUTCOMES:**

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

1. Establish and function a fitness club.
2. Become informed about the new trends in the fitness sector and identify the appropriate ones to be implemented in different parts of the country.
3. Create programs that may take place inside or outside corporations.
4. Investigate possibilities of cooperation between corporations - fitness clubs for the benefit of employees.

**LEARNING OUTCOMES – CONTINUED:**

<i>Learning Outcomes</i>	<i>Educational Activities</i>	<i>Assessment</i>	<i>Students Work Load ( hours)</i>
Ability to establish and run a fitness club.	Lectures, annotation of digital material, home study.	Intermediate tests of cognitive assessment.	10
Ability to become informed about the new trends in the fitness sector and identify the appropriate ones to be implemented in different parts of the country.	Lectures, annotation of digital material, case studies, home study.	Intermediate small individual projects.	20
Ability to create programs that may take place inside or outside corporations.	Lectures, internet search, home study.	Intermediate small individual projects.	10
Ability to investigate possibilities of cooperation between corporations - fitness clubs for the benefit of employees.	Lectures, annotation of students' projects.	Individual project. Final exams	20
		<b>TOTAL</b>	<b>60</b>

**OBLIGATORY & SUGGESTED BIBLIOGRAPHY:**

<ol style="list-style-type: none"> <li>1. Chenoweth, H.D. (2008). Worksite health promotion. Athens: Telethron.</li> <li>2. Kaman, L.R. (1995). Worksite health promotion economics. Champaign, IL: Human Kinetics.</li> <li>3. Birrell, S. &amp; Cole, C. (1994). Women, sport, and culture. Champaign, IL: Human Kinetics.</li> <li>4. Shilbury, D., Quick, S., Westerbeek, H. &amp; Costa, G. (2008). Strategic sport management &amp; marketing. Athens: Telethron.</li> <li>5. Scientific papers related to the management and marketing of fitness clubs (both Greek and English literature).</li> <li>6. Class package.</li> </ol>
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