



Course Syllabus

Course Code	Course Title	ECTS Credits
SPRT-305	Strategic Planning for Sport Organizations	6
Prerequisites	Department	Semester
Senior	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Major	Sports Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Prof. Athanasios Kriemadis	3 rd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Introduce the student to the key concepts of strategic planning and management and discuss their application on sports organizations.
- Provide the student the various models of strategy and planning.
- Enable the student to evaluate the key sources of uncertainty facing sports organizations and the need for strategic planning.
- Introduce the student to the concepts of environmental, social and financial appraisal when planning.
- Enable the student to evaluate the feasibility of proposed sport events and ventures.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Outline the various models of strategic planning process and discuss the relevance of these models to particular circumstances.
2. Analyse the key contemporary features of the strategic sports management environment.
3. Identify the strategic choices, assets, capabilities for managers in sports organizations.
4. In a sports management context to evaluate strategic choices and to evaluate the feasibility of strategic proposals.

5. Identify the problems and opportunities faced by sports organizations in implementing their chosen strategy.

Course Content:

- Concepts of Management and their relationship to sport
- The modern Sports Management environment
- Application of management theories to sports organizations
- Information technology management and the sports media
- Developing goals and their importance
- Planning in the fitness and health industry
- Strategic planning and management of sport facilities

Learning Activities and Teaching Methods:

PowerPoint Lectures, videos, student presentations/assignments/exercises

Assessment Methods:

Students' PowerPoint presentations, assignments, exercises, Mid-Term exam, Final exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Managing Sport Organizations	Daniel Covell Sharianne Walker Curt Hamakawa	Routledge	2019	978-1-138-36342-7

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Sport Management Principles and Applications	Russell Hoye, Aaron C.T. Smith, Matthew Nicholson, Bob Stewart	Routledge	2018	9781351202190