



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
SPRT-404	Analysis of the Sports Industry	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
Senior	Management	Fall/Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Major	Sports Management	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr Christoforos Yiannaki/Andreas Vasiliou	4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face to Face	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Provide an overview of what the sport industry is and how it has grown in the past century.
- Examine the diverse aspects of sport industry/business such as a sport league, brand, and team.
- Analyze the impact of the communication media industry on the sport industry.
- Examine the impact of professionalism on the sports industry.
- Provide various examples of the sport industry components on a global context.

### Learning Outcomes:

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

1. Recognize the role of the sport industry in the context of modern economy.
2. Identify the “firms” within sport industry and what products and services they produce.
3. Illustrate the relationship between the sport industry production and modern consumer demands.
4. Distinguish the differences sport industry has from other industries in modern societies and economies.
5. Comprehend the various ways profit is made through sport (professional sport, mega-events, Olympic Games, sports consumption).

6. Analyze the factors contributing to the development of the sport industry (media industry, sport facilities, media rights, sponsorship).
7. Criticize the sport finance and financial management in the sport industry.
8. Enhance knowledge on research methods in the sports industry, analyze data and use real world scenarios from Sports industry professionals.

### Course Content:

- Sport Industry and its scope
- Sport Organizations and Profitability
- Mega Sporting Events
- Olympic Games from the aspect of Business
- Revenue making ways in sport
- Sport Leagues as components of the Sport Industry
- Sport Industry and the Media
- Sport and Economy
- State involvement in the Sport Industry

### Learning Activities and Teaching Methods:

PowerPoint Lectures, videos, student presentations/assignments/exercises

### Assessment Methods:

Student PowerPoint Presentations, assignments, exercises, pop-quizzes, Mid-Term exam, Final exam

### Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Sport Industry Research and Analysis	Jacquelyn Cuneen David A Tobar	Routledge	2020	1000029743
Financial Management in the Sport Industry	Brown T Matthew	Taylor & Francis	2016	1351817477

The Business of Sport: A Sociological, Psychological, and Historical Analysis of sports through the ages	Adrian J. Tan	Cognella	2020	978-1-5165-3421-0 (pbk) / 978-1-5165-3422-7 (br)
Brand Platform in the Professional Sport Industry Sustaining Growth through Innovation	Jingxuan Zheng Daniel S. Mason	Palgrave Pivot	2018	978-3-319-90353-8

**Recommended Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Sport Industry Research and Analysis: An Approach to Informed Decision Making	Jacquelyn Cuneen, David Tobar	Routledge	2017	9781315212944
Financial Management in the Sport Industry, 2 <sup>nd</sup> Ed.	Brown T Matthew, Daniel Rascher, Mark S Nagel Chad D. McEvoy	Routledge	2017	978-1-62159-012-5