



Course Syllabus

Course Code	Course Title	ECTS Credits
SPRT-207	International Sports Management	6
Prerequisites	Department	Semester
Second Year	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	2 nd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Develop competences and skills in management and planning of sports in an international context.
- Provide knowledge and develop skills in human, physical and financial management which will be applicable to international sports organizations.
- Develop skills and techniques through knowledge to plan, organize, lead, control and evaluate a sport event with global dimensions.

Learning Outcomes:

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

1. Demonstrate a critical understanding of resource management and planning in an international context.
2. Identify and analyze external factors that have an impact on human, physical and financial resources practices.
3. Apply and synthesize concepts of human, physical and financial management within an international sports organization.

Course Content:

- The international sports industry
- Human resource management of Olympic sports organizations
- Sports Finance
- Sports events management
- Sports as a factor in economy and society
- Sport and economic development
- Sponsorship for international sports events
- Communications management and strategies
- Research and evaluation

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
International Sport Management	Eric Macintosh, Gonzalo Bravo, Ming Li	Human Kinetics	2018	978-1492556787

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Understanding Sport Management	Trish Bradbury, Ian O'Boyle	Routledge	2017	978-1-138-10062-6