



University of Nicosia, Cyprus

Course Code SPRT-302	Course Title Sports Development Management	ECTS Credits 6
Department Management	Semester Spring or Fall	Prerequisites None
Type of Course Required	Field Sports Management	Language of Instruction Greek
Level of Course 1 st Cycle	Year of Study 1 st – 4 th	Lecturer Dr Nikos Kartakoullis
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

The role of sport in society and its evolution and development are important concepts that need to be understood by students. Thus, the role of the state in sport development, the importance of ethics and good governance of sports organizations especially for the sports development programmes are key issues that are addressed in this course.

Learning Outcomes:

Upon completion of this course, students should comprehend and be able to:

1. Analyze the factors that influence sports development at National and International level.
2. Understand the principles of sports development as they will be introduced to concepts having to do with planning, funding, promotion, staffing and utilization of resources.

This course will also equip students with the skills and competencies required to work in professional environments, dealing with sports development programmes.

Course Contents:

1. Sports and Society
2. Sports development: provision of opportunities, removal of barriers to participation, promotion and change, national and local development, development within particular- sports, grass-roots to excellence.
3. Planning: aims and objectives of local, regional and national plans, different organizations and their programmes, target markets.
4. Resources: human, financial, physical (e.g. venues).
5. Funding: public, private, voluntary, sponsorships, grants, the national lottery.
6. Promotion: publicity, materials, publications, giveaways, media coverage.
7. Implementation: use of resources, publicity, facilities and venues, special events.
8. Role of organizations: local authorities, community groups, governing bodies

- of sport, Foundation, schools, colleges and universities, partnerships.
9. Staffing: community sports development officers, school sports and development officers, coaching sports development officers, health and fitness sports development officers, events sports development officers.
 10. Programme: events, promotions, campaigns, sessions at venues, outreach activities, use of sporting personalities, links to media advertising, use of staff.
 11. Promotion of sports, growth in participation, publicity of minority sports, targeting of special groups, relationship to local, regional and national plans.
 12. Relationship to aims and objectives, numbers attending sessions, number of enquiries, numbers joining sports club, outgoing promotions, follow-up events.
 13. Evaluating Sports Development Programs

Learning Activities and Teaching Methods:

Lectures

Assessment Methods:

Final exams (30%), Tests/Group Work (20%), Mid-Term (25%), Class Attendance & Participation (10%).

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Kevin Hylton, Peter Bramhan, Mark Nesti, Dave Jackson (Editors)	Sports Development: Policy, Process and Practice	Routledge: Taylor and Francis (New York)	2005	0419260102.

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Corell, Walker, Siciliano, Hess	Managing Sports Organizations (2 nd Edition)	Butterworth-Heinemann	2007	0750682388