



Course Code SPRT-305	Course Title Strategic Planning for Sport Organizations	ECTS Credits 6
Department Hospitality ,Tourism and Sports Management	Semester Fall / Spring	Prerequisites None
Type of Course Compulsory/Elective	Field Sports Management	Language of Instruction English
Level of Course 1 st cycle	Year of Study Third	Lecturer(s)
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

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 will be 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. Analyze 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 Contents:

1. Concepts of Management and their relationship to sport
2. The modern Sports Management environment

3. Application of management theories to sports organizations
4. Information technology management and the sports media
5. Developing goals and their importance
6. Planning in the fitness and health industry
7. Strategic planning and management of sport facilities
8. Motivation and leadership in professional sports
9. Human resource management in the sport industry

Learning Activities and Teaching Methods

Lectures, Students' Presentations, Tutorials, Assignments, Movies and Videos

Assessment Methods:

Homework, Assignments, Mid term Exam, Final Exam

Required Textbooks/Reading

Authors	Title	Publisher	Year	ISBN
Daniel Covell, Sharianne Walker, Julie Siciliano	Managing sports organizations: responsibility for performance	Butterworth and Heinemann publications	2007	978-0-7506-8238-1
<ul style="list-style-type: none"> • A Course reading manual will be provided throughout the course-period. 				

Recommended Textbooks/Reading

Authors	Title	Publisher	Year	ISBN
Trevor Slack, Milena M. Parent	Understanding sport organizations: the application of organization theory	Human Kinetics Books	2006	0-7360-5639-4
Rubén Acosta Hernández	Managing sport organizations	Human Kinetics Books	2002	0-7360-3826-4