



Course Code SPRT-307	Course Title International Sports Management	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:

- 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 will be 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 Contents:

1. The international sports industry
2. Human resource management of Olympic sports organizations
3. Sports Finance
4. Sports events management
5. Sports as a factor in economy and society
6. International event planning process
7. Sponsorship for international sports events

8. Communications management and strategies
9. Research and evaluation

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
Guy Masterman	Strategic sports event management: an international approach	Butterworth and Heinemann Publications	2004	0 7506 5983 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
P. Chelladurai, Alberto Madella	Human resource management in Olympic sport organisations, Volume 3	Human Kinetics Books	2006	0-7360-6304-8