UNIVERSITY OF NICOSIA
ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

Course Code SPRT-404	**Course Title** Analysis of the Sports Industry	**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 1st Cycle	**Year of Study** Fourth	**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:

- 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, 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 will be expected to be able to:

1. Understand what the sport industry is in the context of modern economy
2. Identify the "firms" within sport industry and what products and services they produce
3. Know 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)

Course Contents:

1. Sport Industry and it's scope
2. Sport Organizations and Profitability

3. Mega Sporting Events
4. Olympic Games from the aspect of Business
5. Revenue making ways in sport
6. Sport Leagues as components of the Sport Industry
7. Sport Industry and the Media
8. Sport and Economy
9. State involvement 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
Brad R. Humphreys,Dennis Ramsay Howard	The Business of Sports: Perspectives on the sports industry	Praeger Publishers	2008	0275993418
• A Course reading manual will be provided throughout the course-period.				

Recommended Textbooks/Reading

Authors	Title	Publisher	Year	ISBN
Scott Rosner,Kenneth L. Shropshire	The business of sports	Jones and Bartlett Publishers, Inc	2004	0763726214