

AIM OF THE COURSE (*content and acquired skills*):

The course's aim is to inform the students about the possibilities of constituting a sport business (in professional sport, recreation, sport tourism, exercise for all, rehabilitation, etc). The possibilities are many and different while most attempts done in Greece seem quite unorganized and without inspiration. The course wishes to let the students understand the spirit of entrepreneurship, its possibilities and its difficulties.

Moreover, the course will attempt to prepare the students for the labor market by giving them knowledge of how to prepare a CV and appear in an interview.

COURSE CONTENTS (*outline – titles of lectures*):

1. The business of sport.
2. The sport product.
3. Legal business forms.
4. Understanding and approaching a sport consumer.
5. Market research in sport.
6. Sport marketing.
7. Sport internet marketing.
8. Communication, public relations in sport organizations.
9. Advertising, sales of sport products/services.
10. Business plan.
11. CV - Preparation for an interview.

TEACHING METHOD (*lectures – labs – practice etc.*):

1. Lectures.
2. Visits to sport organizations in Komotini region.
3. Presentations from sport businessmen.

ASSESSMENT METHOD(S):

1. Semester paper.
2. Group projects.
3. Midterm exams.
4. Final exam.

LEARNING OUTCOMES:

Upon the completion of this course the students will be able to:

1. Construct/edit their CV and understand what to expect in an interview by a sport business.
2. Identify the basic principles for establishing and managing a sport business.
3. Know the basic principles for the management, marketing and staffing of a sport business.
4. Create and implement a business plan.
5. Contemplate how to establish and manage a sport organization.

LEARNING OUTCOMES – CONTINUED:

<i>Learning Outcomes</i>	<i>Educational Activities</i>	<i>Assessment</i>	<i>Students Work Load (hours)</i>
Ability to construct / edit their CV and understand what to expect in an interview by a sport business.	Lectures, annotation of digital material, case study of a job interview.	Editing of CV.	10
Ability to identify the basic principles for establishing and managing a sport business.	Lectures, annotation of digital material, case studies, home study.	Intermediate tests of cognitive assessment.	20
Knowledge of the basic principles for the management, marketing and staffing of a sport business.	Lectures, annotation of digital material, case studies, home study.	Intermediate small group projects.	20
Ability to create and implement a business plan.	Lectures, case studies, home study.	Intermediate small individual projects.	30
Ability to establish and manage a sport business.	Lectures, annotation of projects.	Individual project, final exams.	40
		TOTAL	120

OBLIGATORY & SUGGESTED BIBLIOGRAPHY:

1. Alexanris K. (2011). Management and marketing of sport & recreation organizations. Thessaloniki: Christodoulidis.
2. Hunger, J.D. & Wheelen, L.T. (2004). Introduction in strategic management. Athens: Klidarithmos.
3. Fitsilis, P. (2009). Case studies in entrepreneurship. Athens: Klitharithos.
4. Research papers (English & Greek) on the management / marketing of sport businesses.
5. Newspapers' publications about Greek (sport) entrepreneurship.
6. Lectures' notes.