

Syllabus

Course Description

Course Title	Current Issues in Sport Management
Course Code	30188
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	German
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	Prof. Dr. Heiko Meier-Seitz, Heiko.MeierSeitz@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/45905
Teaching Assistant	
Semester	Second semester
Course Year/s	3
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	This course explores current and emerging topics within the domain of sport management. Its content is intentionally flexible, allowing for the integration of up-to-date issues, sector-specific innovations, and context-driven developments relevant to the sport system. Through a combination of theoretical perspectives and practical case discussions, students will engage critically with selected themes that reflect the dynamic and interdisciplinary nature of sport management today. While the specific topics addressed may vary annually, potential areas of focus include, but are not limited to, digitalization in sport, sustainable management practices, governance structures, ethical considerations, diversity

	and inclusion, stakeholder engagement, and the socio-economic impact of major sport events.
Course Topics	The course teaches the general basics of sports management based on relevant and current literature, and explores these in depth using practical examples. Building on the fundamentals of sports management, the course aims to provide practical content and specific professional skills by requiring students to develop and present a practical concept for a management task to be solved in sportclubs or association sports.
Keywords	Sports club management, sports association management, sociology of organizations, systems theory, organization and decision
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Lecture, frontal teaching, exercises; classroom teaching
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 of the nature and purpose of the tourism, sport and events industry, its activities, business systems and the tools required for its management ILO 1.2 of the main strategic planning tools and their appropriate and context-dependent application ILO 1.3 of concepts, models and techniques for analysing current issues in sport ILO 1.4 of the specific characteristics of the world of sport in order to improve the management of sport in today's society. ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Human resource management in different organisational contexts ILO 2.2 Segmentation of the sports market, targeting and product positioning ILO 2.3 Contribution to the development of marketing mix strategies and tools for marketing through sport and the commercialisation of sport ILO 2.4 Applying critical thinking to current sports management

	practices, including evaluating the development of the sports market. ILO 3 - Making judgements ILO 3.1 Reporting analytically and critically on information, empirical values and data in order to make appropriate business decisions; ILO 3.2 Finding necessary additional information in databases, legal documents and scientific sources; ILO 3.3 Finding solutions by using logical conclusions and combining information and analytical tools ILO 4 – Communication skills ILO 4.1 Graduates of the Bachelor's programme in Tourism, Sports and Event Management will develop communication and presentation skills in order to explain, discuss and summarise the complex, interdisciplinary topics of the tourism, sports and event sector in a work environment. ILO 4.2 The achievement of this objective will be assessed by means of written examinations, group work, assignments, presentations of case studies and projects, and the final thesis. ILO 5 - Learning skills ILO 5.1 The ability to find up-to-date information in order to keep pace with changes in the service sector in general and in the field of tourism, sports and event management in particular. ILO 5.2 The ability to develop possible solutions to problems in economic and operational areas relating to those work contexts that represent potential career prospects for graduates.
Specific Educational Objectives and Learning Outcomes (additional info.)	The course teaches the theory fundamentals of sports organizations, in particular sportclubs and associations as important Nonprofit-Organizations, as well as the sector-specific characteristics of sports organizations and their most important normative and strategic planning tools, in order to enable students to make informed decisions regarding market and human resource management requirements in Nonprofit-Sportorganizations. This enables students to apply differentiated sports management techniques that are tailored to the sector-specific characteristics of sports organizations.

Assessment	Written examination and concept work: 1. Written examination with exam questions (testing of acquired knowledge, text comprehension and judgement) (ILOs 1-3) and 2. Creation of a concept for a management task based on the course content (Concept: development and presentation of a concept for a management task to be solved in club or association sports, including a short paper or written elaboration; serves to test the ability to apply the knowledge learned in a context-related manner) (ILO 4, ILO 5) The same examination modalities will be applied to attending and non-attending students. Non-attending students have to design and elaborate their concept individually and independently and prepare it in writing. They must contact the lecturer by E-mail at least four weeks before the first written examination date of the examination period to clarify further details on content and scope.
Evaluation Criteria	Written examination and presentation: 1. duration of written exam: 60 minutes and 2. Presentation: Presentation of a self-developed concept for a management task to be solved in club or association sports, either a) for participations as a group assignment in the seminar including submission of a short paper or b) for non-participations as an individual assignment in form of a written elaboration with submission deadline before the first written examination The evaluation is based on 75% written exam and 25% presentation
Required Readings	• Breuer, Christoph & Thiel, Ansgar (2009) (Hrsg.). <i>Handbuch Sportmanagement</i>. Schorndorf: Hofmann-Verlag (selected chapters) (2. ed.) • Fahrner, M. (2014). <i>Grundlagen des Sportmanagements</i>. Oldenbourg: De Gruyter (selected chapters) (2. ed.) • Meier, H., Adolph-Börs, C. & Riedl, L. (2015). Fusionen von Sportvereinen – eine organisationssoziologische Betrachtung. <i>Sciamus - Sport und Management</i>, 2/2015, 1-11.

	• Riedl, L. & Langhof, A. (2014). Erfolgsrezept oder Eigentor? Überlegungen zum Scheitern der Kundenorientierung als Strategie der Mitgliederbindung in Sportvereinen. In J. Bergmann, M. Hahn, A. Langhof & G. Wagner (Hrsg.). <i>Scheitern. Wirtschafts- und organisationssoziologische Analysen</i> (S. 205-229). Wiesbaden: Springer VS • Thiel, A. & Mayer, J. (2008). Besonderheiten des Managements von Sportvereinen. In Sebastian Braun & Stefan Hansen (Hrsg.), <i>Steuerung im organisierten Sport</i> (S. 130–148). Hamburg: Czwalina • Thiel, A. & Meier, H. (2004). Überleben durch Abwehr – Zur Lernfähigkeit des Sportvereins. <i>Sport und Gesellschaft</i> 1, (2), S. 103-124 • Thieme, L. (2017) (Hrsg.). <i>Der Sportverein</i>. Versuch einer Bilanz. Schorndorf: Hofmann-Verlag (selected chapters)
Supplementary Readings	• Adolph-Boers, C. (2018) „Da will ich nichts mehr mit zu tun haben! Das ist nicht mehr mein Verein!“ <i>Sport und Gesellschaft</i> 15, (2-3), S. 159-190 • Heinemann, K. (2004). <i>Sportorganisationen: verstehen und gestalten</i>. Schorndorf: Hofmann-Verlag • Meier, H. (2008). <i>Mitarbeit im Sport – eine reine Vertrauenssache</i>. Grundlegung einer allgemeinen Theorie des Vereins. Saarbrücken: VDM-Verlag • Meier, H. (2008). Vertrauen als Steuerungsinstrument in Sportvereinen. In Sebastian Braun & Stefan Hansen (Hrsg.), <i>Steuerung im organisierten Sport</i> (S. 156–166). Hamburg: Czwalina • Meier, H. (2018). Funktion und Folgen von Inklusion im Sportverein. In Sven Körner & David Jaitner (Hrsg.), <i>Soziale Funktionen von Sportvereinen: revisited</i> (S. 145-160). Berlin: Lehmanns-Verlag • Meier, H., Thiel, A. & Adolph, C. (2014). Organisationales Lernen und Veränderungsbarrieren in Sportorganisationen. In Alfred Rütten, Siegfried Nagel & Robin Kähler (Hrsg.), <i>Handbuch Sportentwicklungsplanung</i> (S. 149-156). Schorndorf: Hofmann • Schimank, U. (2005). Der Vereinssport in der Organisationsgesellschaft: organisationssoziologische Perspektiven auf ein spannungsreiches Verhältnis. In Thomas Alkemeyer, Bero Rigauer & Gabriele Sobiech (Hrsg.), <i>Organisationsentwicklungen und De-Institutionalisierungsprozesse im Sport</i> (S. 21-44). Schorndorf: Hofmann • Schwarz, P., Purtschert, R., Giroud, C. & Schauert, R. (2009). <i>Das Freiburger Management-Modell für Nonprofit-Organisationen</i>. Bern: Haupt-Verlag (6. Auflage)

	• Simsa, R., Meyer, M. & Badelt, C. (2013) (Hrsg.). <i>Handbuch der Nonprofit-Organisation: Strukturen und Management</i>. Stuttgart: Schäffer-Poeschel (5. Auflage) • Thiel, A. & Meier, H. (2014). Systemtheorie und Sportentwicklungsplanung. In Alfred Rütten et al. (Hrsg.), <i>Handbuch Sportentwicklungsplanung (S. 21-30)</i>. Schorndorf: Hofmann
Further Information	If applicable, further reading will be announced in the lectures
Sustainable Development Goals (SDGs)	Quality education