Syllabus

Course Description

Course Title	Sport and Facility Management
Course Code	30183
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	Italian
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	dr. Serena Lonardi, Serena.Lonardi@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/50852 Prof. Serena Volo, Serena.Volo@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585
Teaching Assistant	
Semester	Second semester
Course Year/s	2
CP	6
Teaching Hours	36 (Lonardi 24 + Volo 12)
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18 (Lonardi 12 + Volo 6)
Contents Summary	The course "Sport and Facility Management" refers to the complementary educational activities and deals with: • concepts, theoretical frameworks and models to successfully manage private and public sport and leisure facilities • sport and leisure service encounter, venue management, design of sport and leisure facilities, capacity management • cost and revenue management, performance measurement for

	sport and leisure facilities, organization of sport facilities • innovation and sustainability in sport facility management, managing human resources in sport and leisure facilities, risk management in sport and leisure facilities. The course encourages students to develop and use an experience-oriented mindset and enables them to make sound decisions within the different management areas of sport and leisure facilities.
Course Topics	Sport and leisure service encounter, leisure venue management, design of sport and leisure facilities, inventory management, leisure cost and revenue management, performance measurement for sport and leisure facilities, organization of sport facilities, innovation and sustainability in sport facility management, managing human resources in the sport and leisure encounter, risk management in sport and leisure facilities.
Keywords	Sport and leisure facility, service encounter, venue management, organization
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	This course will be taught through lectures and class-discussions. The theoretical background of organization and management of sport and leisure facilities will be presented in lectures. The practical application of this theoretical background will then be explored through class discussions, which will be conducted within the framework of short assigned case studies and additional, related reading assignments. In order to contribute actively and effectively to class discussions, students are responsible for completing cases studies and other reading assignments prior to class and for creatively applying the principles learned through lectures and assignments. One or two short outside campus activities are foreseen. Details will be announced by the lecturer during the course.
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 of business organization in different contexts

	ILO 1.2 of the organization and management of human resources ILO 1.3 of the interaction between the various management functions ILO 1.4 of the nature and purpose of the tourism, sport and events industry, its activities, business systems and the tools needed to manage them ILO 1.5 of concepts, models and techniques for analysing current issues in sport ILO 1.6 of sports management in an international context ILO 1.7 of the peculiarities of the world of sport in order to improve sports management in today's society. ILO 2 - Ability to apply knowledge and understanding ILO 2.1 sector analysis, competition analysis and business environment analysis in different sectors ILO 2.2 support for operational and strategic business decisions in sports infrastructure ILO 2.3 management of sports infrastructure ILO 2.4 Project management through the use of various software for event organisation and project management ILO 2.5 Enhancement of local opportunities and resources in the international events market ILO 2.6 Sports market segmentation, product targeting and positioning ILO 3 - Independent judgement ILO 3.1 Identifying the most relevant variables to use when making decisions in complex situations ILO 3.2 Reporting analytically and critically on information, empirical evidence and data in order to make appropriate economic and managerial decisions; ILO 3.3 Evaluating the most appropriate quantitative and qualitative analysis tools to assist the decision-making process; ILO 4 - Independent judgement (Communication skills) ILO 4.1 Graduates of the degree course in Tourism, Sport and Event Management will develop communication and presentation skills to explain, argue and summarise, in a professional context, the complex interdisciplinary issues of the tourism, sport and events sector.

	ILO 5 - Learning skills (framework A4c) ILO 5.1 ability to find the information necessary to keep up with changes in the service sector in general and in tourism, sport and events in particular; ILO 5.2 ability to find and make use of information from databases, research studies, laws, regulations and standards that are applied in professional life; ILO 5.3 ability to analyse, critically evaluate and integrate data, information and experiences; ILO 5.4 ability to develop possible solutions to economic and management problems in the operational contexts relevant to the employment opportunities of graduates.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	For ATTENDING STUDENTS: The knowledge and the skills learned throughout the course will be assessed with: a written exam and a project work. • The project work (40%) will take place during the course, the date will be announced the first day of lectures and it will be available in the Reserve Collection under Course Daily Activities. The project work will consist of an in-class group assignment to be prepared and presented in groups with the objective of evaluating the students´ ability to evaluate real life data, take decisions and apply facility management tools and strategies. (ILOs 1- 5) • The final written exam (60%) will consist of five to seven essay and/or open-ended questions aimed at testing the knowledge of facility management concepts, models, techniques, and tools acquired and the students´ ability to apply it to a variety of market settings. The exam will last up to 90 minutes. (ILOs 1- 5) For NON-ATTENDING STUDENTS: The knowledge and the skills learned throughout the course will be

	assessed with: a written exam (100%). The final exam will cover all topics, will include up to eight essays and/or open-ended questions aimed at testing the knowledge of facility management concepts, models, techniques, and tools acquired and the students´ ability to apply it to a variety of market settings. The exam will last up to 120 minutes. (ILOs 1- 5)
Evaluation Criteria	The students' learning outcomes will be evaluated as follows: For ATTENDING STUDENTS • The following criteria will be used to evaluate the project work: ability to work in a team, creativity, skills in critical thinking, ability to summarize and communicate findings; • The following criteria will be used to evaluate the final written exam: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data; Results of the project work are valid only for the academic year in which these activities have taken place, and results of these activities cannot be carried over beyond that time frame. For NON-ATTENDING STUDENTS • The following criteria will be used to evaluate the final written exam: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data. General information on assessment: • Participation to lectures is highly recommended. • During the final written examination students are not allowed to use/consult books and/or any other teaching/learning material. • Proper ethical conduct and academic honesty is expected by all students at all times. Students are expected to produce and submit personally created academic work. • Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course and the regulations of the Faculty on academic misconduct will apply.

Required Readings	Lecture notes, selected chapters/readings and case studies will be available on the reserve collection To prepare for the exam students must use all above materials and non-attending students should make the effort to access their colleagues´ notes. It is also suggested to non-attending students to meet with the lecturer at least one month before the date of the exam in order to obtain proper guidance.
Supplementary Readings	A selection of chapters from: • Ascani Franco (2004) Management e Gestione dello Sport. Sperling & Kupfer Editore – Milano. • McMahon-Beattie Una and Yeoman Ian (2004) Sport and Leisure operations management. Thomson Learning – London. These reading will be indicated in class and will be available on the reserve collection.
Further Information	
Sustainable Development Goals (SDGs)	Sustainable cities and communities, Industry, innovation and infrastructure