# Syllabus

## *Course Description*

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| **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,<br>Heiko.MeierSeitz@unibz.it<br>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 |

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| | and inclusion, stakeholder engagement, and the socio-economic impact of major sport events. |
| Course Topics | - |
| Keywords | - |
| Recommended Prerequisites | |
| Propaedeutic Courses | |
| Teaching Format | - |
| Mandatory Attendance | - |
| Specific Educational Objectives and Learning Outcomes | ILO (Intended Learning Outcomes)<br><br>ILO 1 - Knowledge and understanding<br>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<br>ILO 1.2 of the main strategic planning tools and their appropriate and context-dependent application<br>ILO 1.3 of concepts, models and techniques for analysing current issues in sport<br>ILO 1.4 of the specific characteristics of the world of sport in order to improve the management of sport in today's society.<br><br>ILO 2 - Ability to apply knowledge and understanding<br>ILO 2.1 Human resource management in different organisational contexts<br>ILO 2.2 Segmentation of the sports market, targeting and product positioning<br>ILO 2.3 Contribution to the development of marketing mix strategies and tools for marketing through sport and the commercialisation of sport<br>ILO 2.4 Applying critical thinking to current sports management practices, including evaluating the development of the sports market.<br><br><br>ILO 3 - Making judgements<br>ILO 3.1 Reporting analytically and critically on information, empirical values and data in order to make appropriate business decisions; |

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| | ILO 3.2 Finding necessary additional information in databases, legal documents and scientific sources;<br>ILO 3.3 Finding solutions by using logical conclusions and combining information and analytical tools<br><br>ILO 4 – Communication skills<br>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.<br>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.<br><br>ILO 5 - Learning skills<br>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.<br>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.)** | - |
| **Assessment** | - |
| **Evaluation Criteria** | - |
| **Required Readings** | - |
| **Supplementary Readings** | - |
| **Further Information** | |
| **Sustainable Development Goals (SDGs)** | Quality education |