Syllabus

Descrizione corso

Titolo insegnamento	Management dello Sport: problematiche attuali
Codice insegnamento	30188
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	ECON-07/A
Lingua	Tedesco
Corso di Studio	Corso di laurea in Management del Turismo, dello Sport e degli Eventi
Altri Corsi di Studio (mutuati)	
Docenti	prof. dr. Heiko Meier-Seitz, Heiko.MeierSeitz@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/45905
Assistente	
Semestre	Secondo semestre
Anno/i di corso	3
CFU	6
Ore didattica frontale	36
Ore di laboratorio	-
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	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.
Argomenti dell'insegnamento	-
Parole chiave	-
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	-
Obbligo di frequenza	-
Obiettivi formativi specifici e risultati di apprendimento attesi	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.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	-
Modalità di esame	-
Criteri di valutazione	-
Bibliografia obbligatoria	-
Bibliografia facoltativa	-
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Istruzione di qualità