

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	<p>The course "Sport and Facility Management" refers to the complementary educational activities and deals with:</p> <ul style="list-style-type: none">• 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

	<p>sport and leisure facilities, organization of sport facilities</p> <ul style="list-style-type: none"> innovation and sustainability in sport facility management, managing human resources in sport and leisure facilities, risk management in sport and leisure facilities. <p>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.</p>
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	<p>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.</p> <p>One or two short outside campus activities are foreseen. Details will be announced by the lecturer during the course.</p>
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	<p>Knowledge and understanding</p> <p>MANAGEMENT</p> <p>of business management theories</p> <p>of business organisation in different contexts</p>

of the organisation and management of human resources
of the iteration between different management functions
the nature and purpose of the tourism, sports and events industry, their activities, business systems and the tools required for their management
the management of marketing information flows and its functions in the consumer market (including behavioural sciences, market research, destination marketing)
enterprise strategies and basic business models
of the main strategic planning tools and their appropriate and context-dependent use
of leadership theory and methods
of sustainable tourism management in an international context
the current dynamics of international competitiveness in the tourism market
of concepts, models and techniques for analysing current issues in sport
of the management of sport in an international context
the peculiarities of the world of sport in order to improve the management of sport in today's society.

"Ability to apply knowledge and understanding
"
MANAGEMENT
different aspects of management theories to the service sector
analysing internal and external business problems and offering possible solutions
personnel management in different organisational contexts
reviewing the management of the organisation as separate functions and as a whole
differentiating the roles and characteristics of the various players in the tourism, sports and events sector
use and consolidation of information and resources available to determine the differences in the various tourism and sports management systems
determining the value of different stakeholders and strategies in tourism and sport and understanding the impact on the performance of the various management systems
evaluation of different digital marketing approaches
management principles to companies of different sizes and in

	<p>different contexts</p> <p>industry analysis, competitive analysis and analysis of the business environment in different sectors</p> <p>support for strategic and operational decision-making using basic planning tools and scenarios</p> <p>human resources development and guidance</p> <p>creation of a winning soft skills proposition for new initiatives</p> <p>identification of potential talent on the market</p> <p>operational and strategic business decision support in sports infrastructure</p> <p>sports infrastructure management</p> <p>project management through the use of different software for event organisation and project management</p> <p>exploitation of local opportunities and resources on the international events market</p> <p>communication in the tourism sector in intercultural working environments</p> <p>sports market segmentation, targeting and product positioning contributing to the development of marketing mix strategies and tools in marketing through sport and the marketing of sport development and marketing of sponsorship proposals.</p> <p>critical thinking in relation to current sports management practices, including evaluating the evolution of the sports market.</p>
	<p>Autonomy of judgement</p> <p>identify the most relevant variables to be used in making decisions in complex situations;</p> <p>report analytically and critically on information, empirical evidence and data to make appropriate economic-managerial decisions;</p> <p>evaluate the most suitable analysis tools, both quantitative and qualitative to assist decision-making;</p>
	<p>Communication skills</p> <p>Graduates of the Tourism, Sport and Events Management degree course 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.</p> <p>The achievement of this objective will be assessed by means of written examinations, individual and group assignments as well as</p>

	<p>the final dissertation.</p> <p>Learning ability</p> <p>ability to find the information required to keep abreast of changes in the service sector in general and in the tourism, sports and events sector in particular;</p> <p>ability to find and make use of information from databases, research studies, laws, regulations and standards that are applied in professional life;</p> <p>ability to analyse, critically evaluate and integrate data, information and experience;</p> <p>ability to develop possible solutions for economic and management problems in operational contexts with reference to the graduates' occupational outlets.</p>
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	<p>For ATTENDING STUDENTS:</p> <p>(regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student)</p> <p>The knowledge and the skills learned throughout the course will be assessed with: a written exam and a project work.</p> <ul style="list-style-type: none"> • 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. Students will be admitted to the project work ' teams only if they have attended lectures regularly. The groups ' composition will be pre-arranged by the lecturer. 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. • 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

	<p>settings.</p> <p>The exam will last up to 100 minutes.</p> <ul style="list-style-type: none">• Active contribution to class discussion and activities is expected for each and every class and bonus points will be assigned as reward for high-level contributions. <p>For NON-ATTENDING STUDENTS:</p> <p>(Students who will not attend at least 50% of classes or will be unable to complete the project work)</p> <p>The knowledge and the skills learned throughout the course will be assessed with: a written exam (100%).</p> <p>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.</p> <p>The exam will last up to 120 minutes.</p>
Evaluation Criteria	<p>The students' learning outcomes will be evaluated as follows:</p> <p>For ATTENDING STUDENTS:</p> <p>(regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student)</p> <ul style="list-style-type: none">• 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; <p>Results of the project work and bonus points 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.</p> <p>For NON-ATTENDING STUDENTS</p> <p>(Students who will not attend at least 50% of classes or will be unable to complete the project work)</p>

	<ul style="list-style-type: none"> 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. <p>General information on assessment:</p> <ul style="list-style-type: none"> 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	<p>Lecture notes, selected chapters/readings and case studies will be available on the reserve collection</p> <p>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.</p>
Supplementary Readings	<p>A selection of chapters from:</p> <ul style="list-style-type: none"> 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. <p>These reading will be indicated in class and will be available on the reserve collection.</p>
Further Information	
Sustainable Development Goals (SDGs)	Sustainable cities and communities, Industry, innovation and infrastructure