

Global Learning Semesters

Course Syllabus

Course: SPRT-404 Analysis of the sports industry

Department: Management

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
SPRT-404	Analysis of the sports industry	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	Junior of Senior Standing
Department	Level of Course	Language of Instruction
Management	Upper Division	English

Course Description

The course is an in-depth study and analysis of the sports industry and the different players involved in it. The course will be delivered through a mixture of lectures and case studies, by which students will be given the opportunity to develop a critical perspective in relation to the development of the industry.

Instructor

Andrew Yiannakis

Course Aims and Objectives

By the end of the course the student should be able to:

- Understand the sport industry and the different players in it, e.g. International Federations, Sports Councils, the International Olympic Committee, Sporting Goods Manufacturers etc
- Critically evaluate the development of the sports industry
- Collect and analyse data of the sports industry by applying them in specific sporting contexts

Course Teaching Hours

42 hours. The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week)

Evaluation and Grading

Homework and Assignments: 60%
Class Activities: 20%
Midterm + Final Exam: 20%

Readings and Resources

Required Textbook(s)

No set textbook is recommended as the course will involve a project which will involve the use of different resources and will be supervised by an Advisor