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| 1. Course (module) title | 2. Code |
| Sports Industry | |

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| 3. Lecturer (s) | 4. Department(s) |
| Edvinas Eimontas | Creative Society and Economy Institute |

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| 5. Course level | 6. Course (module) level | 7. Course (module) type |
| First | Undivided | Mandatory |

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| 8. Implementation form | 9. Implementation period | 10. Implementation language |
| Full-time | ... Semester | English |

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| 11. Requirements for students | |
| Preliminary requirements: | Other requirements (if applicable): |
| - | - |

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| 12. Scope of course (module) in ECTS credits | 13. Full workload of a student (hours) | 14. Contact work hours | 15. Independent work hours |
| 6 | 160 | 60 | 100 |

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| 16. Course (module) purpose: competences developer by the course programme |
| Students will get acquainted with the development of the Lithuanian, European and global sports industry; the main concepts of the industry; theoretical concepts of the sports industry and practical realities. |

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| 17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement | | | |
| Results (targets) of the course | Results of the course | Methods of studies | Evaluation methods of academic achievements |
| 1. Students must know the latest scientific, artistic, cultural and technological knowledge of the field of creative and cultural industries. | Know the basic knowledge of the sports industry | Informative: lectures using multimedia. | Exam |
| | Understand the mechanisms of operation of the sports industry | Informative: lectures using multimedia. Creative: preparation and presentation of creative/simulative tasks | Evaluation of Simulative group task; exam |
| | Be able to integrate the knowledge and activities of the sports industry into the wider field of creative industries | Informative: lectures using multimedia. Creative: preparation and presentation of creative/simulative tasks | Evaluation of Simulative group task; exam |

| 18. Course content | | | | | | | | | |
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| Topics | Contact work hours and learning method | | | | | | Time of independent studies and tasks | | |
| | Lectures | Consultations | Seminars | Exercises | Laboratory work | Practice | All contact work | Independent work | Tasks |
| 1. The concept of the sports industry | 2 | - | 2 | - | - | - | 6 | 8 | Preparation for discussion |
| 2. Lithuanian sports industry | 4 | - | 2 | - | - | - | 4 | 6 | Preparation for discussion |
| 3. National and international regulatory mechanism | 2 | - | 2 | - | - | - | 4 | 10 | Analysis of literature resources |
| 4. World Federations and Associations | 4 | - | 2 | - | - | - | 6 | 8 | Preparation of the creative task |
| 5. Sports strategy and management | 4 | - | 4 | - | - | - | 8 | 15 | Preparation of the creative task |
| 6. Sports marketing | 4 | - | 6 | - | - | - | 10 | 17 | Preparation of the creative task |
| 7. Sports financing | 2 | - | 4 | - | - | - | 6 | 6 | Preparation of the creative task |
| 8. Sport and ethics | 2 | - | 2 | - | - | - | 4 | 14 | Preparation of the creative task |
| 9. Recreational services | 2 | - | 2 | - | - | - | 4 | 6 | Preparation of the creative task |
| 10. Future of Sports | 4 | | 4 | | | | 8 | 10 | Preparation for discussion |
| Total | 30 | - | 30 | - | - | - | 60 | 100 | |

| 19. Strategy and criteria of student assessment | | | |
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| Assessment method | Per cent | Delivery time | Evaluation criteria |
| Evaluation of Assignments | 20 % | During Semester | Number of different assignments are evaluated in a 10-point system. Evaluation methodology: 10-9: Excellent knowledge, abilities and creative skills and originality; very active participation. 8-7: Good knowledge and skills, weaker creative skills and originality; active participation. 6-5: Good knowledge and skills. weak creative skills and originality. 4-0: Minimum requirements not met. |
| Evaluation of Creative Group task | 25 % | During Semester | The group creative task is evaluated in a 10-point system. Evaluation methodology: 10-9: Excellent knowledge, abilities and creative skills and originality. 8-7: Good knowledge and skills, weaker creative skills and originality. 6-5: Good knowledge and skills. weak creative skills and originality. 4-0: Minimum requirements not met. |
| Exam | 55 % | During Session | The exam consists of a test of 20 open questions. Each correct answer is evaluated by 0.5 points. Evaluation methodology: |

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| | | | <p>10-9: Excellent knowledge and skills. Assessment level. 20-17 correct answers.</p> <p>8-7: Good knowledge and skills. Level of synthesis. 16-14 correct answers.</p> <p>6-5: Average knowledge and skills. Level of analysis. 13-10 correct answers.</p> <p>4-0: Minimum requirements not met. 9 or fewer correct answers.</p> |
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| 20. Sources of study, literature |
| Mandatory sources of study, literature |
| <p>Allen, J., O'toole, W., Harris, R., & McDonnell, I. (2008). <i>Festival and special event management</i>. John Wiley & Sons Incorporated.</p> <p>Handbook of Football Association Management, 2nd edition, edited by Chappelet, J.-L. and Aquilina D. UEFA: Nyon, 2014.</p> <p>Henry, I., & Ko, L. M. (Eds.). (2013). <i>Routledge handbook of sport policy</i>. Routledge.</p> <p>Hoye, R., Smith, A. C., Nicholson, M., & Stewart, B. (2018). <i>Sport management: principles and applications</i>. Routledge.</p> <p>Masterman, G. (2014). <i>Strategic sports event management</i>. Routledge.</p> <p>Parent, M. M., & Chappelet, J. L. (2017). <i>Routledge handbook of sports event management</i>. Routledge.</p> <p>Robinson, L., Chelladurai, P., Bodet, G., & Downward, P. (Eds.). (2013). <i>Routledge handbook of sport management</i>. Routledge.</p> <p>Wilson, R., & Platts, C. (Eds.). (2018). <i>Managing and Developing Community Sport</i>. Routledge.</p> <p>Winand, M., & Anagnostopoulos, C. (Eds.). (2019). <i>Research Handbook on Sport Governance</i>. Edward Elgar Publishing.</p> |
| Additional sources of study, literature |
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