



COURSE OF STUDY Attività Motorie e Sportive

ACADEMIC YEAR 2023/2024

ACADEMIC SUBJECT Management of sports clubs

General information	
Year of the course	I Year
Academic calendar (starting and ending date)	II Term (04/03/2024-17/05/2024)
Credits (CFU/ETCS):	5 di cui 3 IUS/04 2 SECS-P/08
SSD	IUS 04/ SECS-P/08
Language	Italian
Mode of attendance	Not Mandatory

Professor/ Lecturer	
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Virtual room	Codice Teams i2neaez
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Thursday 9.30, Largo Abbazia S.Scolastica 53, 70100 BARI, Sixth floor, Teacher's room
Professor/ Lecturer	
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Office Hours (and modalities: e.g., by appointment, on line, etc.)	Giovedì 11.30-13.00, Largo Abbazia S.Scolastica 53, 70100 BARI, Sixth floor, Teacher's room

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
135	50 di cui 30 IUS 04 20 SECS-P/08		45 30
CFU/ETCS			
5	5		

Learning Objectives	The basic objective of the course is to make students acquire knowledge in the field
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	of organization and operation of sports clubs, as well as managerial activities of sports organizations and facilities
Course prerequisites	Basic knowledge of the legal system and business management
Teaching strategie	Lectures
Expected learning outcomes in terms of	
Knowledge and understanding on:	<p>The student, thanks to the information and the method of study acquired in class, with the support of textbooks, will acquire knowledge of the organization and operation of sports clubs, and the managerial activities of sports organisations and structures.</p> <ul style="list-style-type: none"> -) Ability to understand the different forms of organisation of sporting activities - Ability to understand the differences between the various associations for the exercise of the sport - Ability to understand the main ways in which managerial activities are carried out within sports organisations - Ability to understand the organizational structure of the different forms of association for the exercise of sport.
Applying knowledge and understanding on:	<p>The knowledge acquired will make it possible to identify solutions to all the problems of interpretation that the application of the discipline of sports organizations implies</p> <ul style="list-style-type: none"> - Ability to read the legal rules on sports associations and clubs - Ability to distinguish between different forms of organisation for the exercise of sporting activities - Ability to apply appropriate marketing policies for different forms of organisation of sporting activities.
Soft skills	<p>Critical and judgement skills On the basis of the knowledge acquired in class, it will be possible to understand which forms of organised sporting activity are most appropriate on a case-by-case basis.</p> <p>Autonomy of judgement Have the ability to grasp and understand which form of organised exercise of sporting activities is most appropriate to the needs of the specific case and identify the most appropriate marketing policies on a case-by-case basis.</p> <p>Communication skills Acquire clear and correct legal and economic language.</p> <p>Ability to learn independently The knowledge acquired with regard to the various forms of organised exercise of sporting activities and the various managerial activities referable to them will enable the student to critically evaluate the applicative solutions proposed by legal and economic doctrine.</p>
Syllabus	
Content knowledge	<p>The reform of sport Professionalism and amateurism Recognised and unrecognised associations Sports clubs Doping regulations The affiliation and sponsorship contract Sport Marketing and Management Demand and supply of sport to individuals Marketing factors for the supply of sport to individuals Managerial aspects of sports marketing</p>



Texts and readings	<i>LIOTTA-SANTORO: Lezioni di diritto sportivo 2023, capitoli I-III-IV-VI.</i> <i>Sergio Cherubini, Marketing e Management dello Sport, FrancoAngeli, 2015, Milano</i>
Notes, additional materials	The recommended text is only a reference for the topics indicated
Repository	The teaching material will be available in the teams classes whose access codes will be communicated in class.

Assessment	
Assessment methods	Oral examination through short interview
Assessment criteria	<ul style="list-style-type: none"> • - <i>Knowledge and ability to understand</i> • <i>Of the legal principles and regulations applicable to the various forms of organised exercise of sporting activities, as well as the various marketing policies relating to them.</i> • - <i>Applied knowledge and ability to understand</i> • <i>to the different forms of organised exercise of sporting activities, aimed at the conscious choice of the most appropriate ones according to the different needs of the sportsperson.</i> • - <i>Autonomy of judgement</i> • <i>in the analysis of the regulated institutions and in the identification of the rationale and interests pursued by the rules and regulations examined from time to time.</i> • - <i>Communication skills:</i> • <i>to use appropriate legal and economic language in the exposition of the subjects studied</i> • - <i>Ability to learn</i> • <i>The peculiarities of the different forms of organised exercise of the sport activity and the marketing methods applicable to them.</i>
Final exam and grading criteria	<p><i>The student must demonstrate knowledge of the topics under study and have understood the issues related to them, as well as to have reached a level of knowledge to develop independently interpretative arguments</i></p> <p><i>1) Failure to pass the test: insufficient knowledge of the course contents, insufficient evaluation and reasoning skills, lack of basic knowledge.</i></p> <p><i>2) 18 to 21: sufficient or barely sufficient preparation; minimum knowledge of the institutions and of the problems tackled during the course; presence of minor gaps;</i></p> <p><i>3) 22 to 24: average preparation characterized by no particular deepening and by gaps that can be filled in the continuation of the overall training;</i></p> <p><i>4) 25 to 27: generally good preparation even if not particularly thorough; technical language and adequate expressive ability;</i></p> <p><i>5) 28 to 30: excellent or excellent preparation; precise and precise technical language and expressive ability;</i></p> <p><i>6) 30 e lode: preparation, technical language, expressive and argumentative skills of the highest level</i></p>
Further information	
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