

INTERNATIONAL SPORTS MANAGEMENT

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

Students develop a basic understanding of international sports structures, particularly the Olympic system, and of sports-related globalization, as well as acquiring a comparative perspective on the national sports structures of other countries.

They can understand and explain fundamental concepts, theories and the corresponding empirical findings of global governance in sport, sports-related globalization and the comparative sports system analysis. They can reflect on these in relation to possible future occupations in the field of sports.

COURSE CONTENTS

The concepts, theories and findings of globalization research, global governance research and comparative system research which are relevant in the field of sports are examined and reflected on in relation to possible future occupations. As the course is oriented towards international structures and processes, students can experience the interaction between national and international levels of sport.

RECOMMENDED OR REQUIRED READING

Chappelet, J.-L. & Kübler-Mabbott, B. (2008). *The International Olympic Committee and the Olympic System: The Governance of World Sport*. London, New York: Routledge.

Desbordes, M. & Richelieu, A. (2014). *Global Sport Marketing: Contemporary Issues and Practice*. London: New York: Routledge.

Giulianotti, R. & Robertson, R. (2007). *Globalization and Sport*. Chichester: Wiley-Blackwell.

Holt, R. & Ruta, D. (2014). *Routledge Handbook of Sport and Legacy: Meeting the Challenge of Major Sports Events*. London, New York: Routledge.

Li, M., MacIntosh, E.W. & Bravo, G. (Eds.) (2012). *International Sport Management*. Champaign, Ill.: Human Kinetics.

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

4