



Course Syllabus

1. Course Title:

Economics of Sports

2. Academic Level:

Master

3. ECTS Credits:

5 ECTS

4. Semester:

2, spring semester

5. School/Department:

Academy of Physical Culture and Sports

6. Location:

5 Zorge St., Rostov-on-Don

7. Instructor:

Candidate of Economic Sciences, Prof. Svetlana Demekhina

8. Language of Instruction:

English

9. Course Description:

The tasks of mastering the discipline:

- master the basics of economic activity in the field of sports;
- master the peculiarities of marketing activities in the field of sports;
- form a culture of professional management communication, including in a foreign language.

10. Course Aims:

The purpose of mastering the discipline is to form professional management communications and competencies in the field of sports economics.

11. Specific entry requirements (if any):

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12. Course Content:

Module 1. Fundamentals of Economic Relations and Sports Financing.
Module 2. Marketing in Sports.

13. Intended Learning Outcomes:

Able to use modern communication technologies, including in a foreign language (s), for academic and professional purposes.
Able to manage the activities of physical culture and sports organizations and public associations.

14. Learning and Teaching Methods:

Lecture, seminar, tutorial, project supervision, demonstration, practical classes and workshops, fieldwork, laboratory work, studio, placement.

15. Methods of Assessment/Final assessment information:

Project task topics, credit questions, test.

16. Reading List:

Susikova, T. S. Economics of physical culture and sports: workshop/T. S. Susikova, N. R. Arbuzina. - Omsk: Siberian State University of Physical Culture and Sports, 2020. — 116 p.