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| **COURSE DESCRIPTION FORM** | |
| **Course Code and Name** | **SYB 305 SPORT BUSINESS** |
| **Course Semester** | 5th Semester |
| **Catalog Content** | Studying basic concepts of sport business administration, establishment of sport enterprises, comparing other enterprises with sport enterprises. |
| **Textbook** | Ekenci, Güner, A.F.İmamoğlu, Spor İşletmeciliği., Nobel Yayınları, Ankara 2002.  Karaküçük, Suat, Rekreasyon, 5. Baskı, Gazi Kitapevi, Ankara 2005.  Marcia L. Walker, David Stotlar, Sports Facility Management, 1997. |
| **Supplementary Textbooks** | - |
| **Credit** | 5 |
| **Prerequisites of the Course**  **( Attendance Requirements)** | Prerequisite with SYB 201 Introduction to Business Management. Attendance Required |
| **Type of the Course** | Compulsory |
| **Instruction Language** | Turkish |
| **Course Objectives** | Examining commercial, public and volunteer sport enterprises in terms of basic business administration functions. |
| **Course Learning Outcomes** | Learning basic concepts of sport business administration, and its development. |
| **Instruction Methods** | Formal learning |
| **Weekly Schedule** | 1. Business Administration concept 2. Peculiarities of sport enterprises 3. Establish to sport facilities 4. Sport facilities management-planning 5. Sport facilities management-organization & directive 6. Sport facilities management- coordination and control 7. Production strategies on sport business 8. Mid-term exam 9. Human resource management on sport business 10. Marketing management on sport business 11. Public relation on sport business 12. Financial management on sport business 13. Bookkeeping on sport business 14. Research and development 15. Evaluation |
| **Teaching and Learning Methods** | Weekly Theoretical Course Hours  Reading Tasks  Internet Browsing, Library Work  Preparation of Midterm and Midterm Exam  Final Exam and Preparation for Final Exam  Other |
| **Assessment Criteria** | |  |  |  | | --- | --- | --- | |  | **Numbers** | **Total Contribution (%)** | | Midterm Exams | 1 | 50 | | Assignment |  |  | | Application |  |  | | Projects |  |  | | Practice |  |  | | Quiz |  |  | | Percent of In-term Studies (%) | 1 | 50 | | Percentage of Final Exam to Total Score (%) | 1 | 50 | | Attendance |  |  | |
| **Workload** | |  |  |  |  | | --- | --- | --- | --- | | **Activity** | **Total Number of Weeks** | **Duration (weekly hour)** | **Total Period Work Load** | | Weekly Theoretical Course Hours | 14 | 3 | 42 | | Weekly Tutorial Hours | - | - | - | | Reading Tasks | 6 | 3 | 18 | | Studies | 6 | 2 | 12 | | Material Design and Implementation | - | - | - | | Report Preparing | - | - | - | | Preparing a Presentation | - | - | - | | Presentations | - | - | - | | Midterm Exam and Preparation for Midterm Exam | 4 | 4 | 16 | | Final Exam and Preparation for Final Exam | 5 | 5 | 25 | | Other (should be emphasized) | 2 | 3 | 6 | | Total Workload |  |  | 119 | | Total Workload / 25 |  |  | 4,76 | | Course Credit (ECTS) |  |  | **5** | |
| **Contribution Level Between Course Learning Outcomes and Program Outcomes** | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Program Outcomes | 1 | 2 | 3 | 4 | 5 | | 1 | CO 1 |  |  | X |  |  | | 2 | CO 2 |  |  | X |  |  | | 3 | CO 3 |  |  | X |  |  | | 4 | CO 4 |  |  | X |  |  | | 5 | CO 5 |  |  | X |  |  | | 6 | CO 6 |  |  |  | X |  | | 7 | CO 7 | X |  |  |  |  | | 8 | CO 8 |  |  |  | X |  | | 9 | CO 9 |  |  | X |  |  | | 10 | CO 10 |  |  |  | X |  | | 11 | CO 11 |  |  | X |  |  | | 12 | CO 12 |  |  |  | X |  | | 13 | CO 13 |  |  | X |  |  | | 14 | CO 14 |  |  | X |  |  | | 15 | CO 15 | X |  |  |  |  | | 16 | CO 16 | X |  |  |  |  | | 17 | CO17 |  |  | X |  |  | | 18 | CO18 | X |  |  |  |  | | 19 | CO19 |  |  | X |  |  | | 20 | CO20 |  |  | X |  |  | | 21 | CO 21 |  | X |  |  |  | | 22 | CO 22 |  | X |  |  |  | |
| **The Course’s Lecturer(s) and Contact Informations** | Assist. Prof. Dr. Fatih YENEL, fyenel@gazi.edu.tr |