

國立清華大學教學大綱

【尊重智慧財產權，請使用合法教科書，不得非法影印！】

Course title	中文：運動管理學		修別	Required
	英文：Fundamental of sport management		課程類別	
Department	Kinesiology		Year	Freshmen
Credits	2		Hours	2
Pre-requisite course	None			
Objectives： (1) Students should be able to gain an understanding of evolution of sport management and field of the sport industry. (2) Students should comprehend the context/theories of sport management, including management and business function. (3) Students are able to identify and investigate their career path and demonstrate sufficient interest for their future in sport the setting.				
Content： 1. Value of sport in the modernized world 2. Current situation of the global and local sport industry 3. Scope and evolution of sport management theory 4. Sport marketing 5. Sport event management 6. Sport facility management 7. Sport sponsorship 8. Career planning 9. Human resources management 10. Planning issues in sport setting 11. Organizing skills in sport setting 12. Leading skills in sport setting 13. Controlling topics in sport setting 14. Case study in sport management/industry				
Teaching methods： 1. Oral presentation 2. External speakers’ presentation 3. Field trip				

Performance evaluation :

1. Course participation/Attendance check (10%): Students are expected to participate class activities in a professional manner and attend the class with punctuality.
2. Quiz (10%): At least two quizzes will be given throughout the entire semester.
3. Field trip's report (10%): Students are required to write a summary about the field trip.
4. Weekly note (10%) : Students will be assigned each week to complete this assignment
5. Mid-term examination (20%): This examination will be held in accordance with the school calendar.
6. Final project (25%): Students will be grouped to fulfill this report
7. Career planning report(15%): All students have to develop his/her own career path as well as plan of the study

Supplement textbook :

程紹同等 (2021)。運動管理學導論(4nd ed)，臺北，華泰出版社。

陳鴻雁等 (2016)。現代運動管理學。臺中，華格納出版社。

鄭志富等譯 (2013)。運動管理學原理與實務，臺北，禾楓出版社。(Masteralexis, L.P.,Barr, C. A.,Hums, M. A.,2012)

Supplement reading packet

Name	黃煜 (Yu Huang)
Office phone	03-5713132#71522
Email	yhuang@mail.nd.nthu.edu.tw
Line ID	0979105146
Requirement	<ol style="list-style-type: none">1 Please actively participate the discussion during the class (Show your passion!!!)2 Read latest news about sport as well as sport business.3 Attendance check is vital. Students will fail this course if he/she is absent with no reasonable reasons more than 3 times.4 All assignment should be turned in on time. The grade will be reduced with 10% for one-day delay. Another 10% reduction for the second day delay.5 Cell phones must be turned off during class. No instant messaging is permitted during class. If you are using or even holding your cell phone during class, it will be taken from you (and returned after class). Computers are permitted as long as they are used to facilitate your learning.6 If plagiarism or another act of academic dishonesty occurs, such as cheating on an examination, you will fail in this course7 Please make sure that your equipment required for the on-line lecture function effectively, and the lens should be used during the entire session.

[鍵入文字]