

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！】

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| 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. Sustainable issues in sport 5. Sport marketing 6. Sport event management 7. Sport facility management 8. Sport sponsorship 9. Career planning 10. Human resources management 11. Management functions in sport setting 12. Case study in sport management/industry | | | | |
| Teaching methods： 1. Oral presentation 2. External speakers’ presentation 3. Group discussion | | | | |
| 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. | | | | |

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2. Quiz (10%): At least two quizzes will be given throughout the entire semester.
3. Weekly note (10%) : Students will be assigned each week to complete this assignment
4. Mid-term examination (20%): This examination will be held in accordance with the school calendar.
5. Final project (30%): Students will be grouped to fulfill this project.
6. Career planning report (20%): All students have to develop his/her own career plan.

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

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| <p>Name</p> <p>Office phone</p> <p>Email</p> | <p>黃煜 (Yu Huang)</p> <p>03-5713132#71530</p> <p>yhuang@mx.nthu.edu.tw</p> |
| <p>Requirement</p> | <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). NB or laptops are permitted as long as they are used for the sake of your learning. 6 If plagiarism or another act of academic dishonesty occurs, such as cheating on an examination, you will fail in this course 7 Please make sure that your equipment required for the on-line lecture function effectively, and the lens should be used during the entire session. 8 Guidelines for Collaboration, Co-learning, and Cultivation of Artificial Intelligence Competencies. http://ctld.nthu.edu.tw/news/?mode=data&id=4320 9 If you use AI as a tool to complete your homework, proper citation or note is required, BUT weekly notes or group assignments is not allowed to use AI. The improper use of AI will receive the discipline by the instructor according to the degree of the violation. |

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