

<b>ID</b>	2800
<b>Curricular Unit</b>	Physical Activities I
<b>Regent</b>	Luís Miguel Faria Fernandes da Cunha
<b>Learning Outcomes</b>	<p>a) To identify the specific aspects of services/products/practices for each sport.</p> <p>b) To understand the role of sport for different stakeholders (and sectors).</p> <p>c) To apply and develop conceptual frameworks as a way to measure the quality in different sport settings.</p> <p>d) To promote the understanding of sport through a systemic and organizational perspective, while also developing a comprehensive thought of the Portuguese sport configuration.</p> <p>e) To characterize sport and physical activity management as a setting of professional intervention, by identifying the main skills required.</p> <p>f) To discuss actual situations and problems related to the management of sport practices and physical activities, and to promote critical thinking.</p>
<b>Syllabus</b>	<ol style="list-style-type: none"> <li>1. Dimensions of service quality in sports <ul style="list-style-type: none"> <li>- Technical quality</li> <li>- Functional quality</li> <li>- Aesthetic quality</li> </ul> </li> <li>2. Management of service encounter in sports <ul style="list-style-type: none"> <li>- Models for analyzing service encounter</li> <li>- Actors during the delivery of the sport service</li> </ul> </li> <li>3. Sport Service/product/practice environment and process flows <ul style="list-style-type: none"> <li>- Dimensions of service environment</li> <li>- Sport facilities and service processes</li> </ul> </li> <li>4. Service quality assessment in sports <ul style="list-style-type: none"> <li>- Assessment instruments</li> <li>- Improved services and productivity</li> </ul> </li> </ol> <p>These contents will be taught according to the following sport/groups of activities:</p> <ul style="list-style-type: none"> <li>- Pools: swimming.</li> <li>- Pavilion/Venues: basketball, volleyball, handball.</li> <li>- Combat sports.</li> <li>- Stadium/Venues: track and field, football and rugby.</li> <li>- Ocean: sailing, surf and canoeing.</li> <li>- Gyms and health clubs: fitness.</li> </ul>

**Evaluation**

1. General Assessment:
  - 1.1. The final classification will result of the arithmetic mean obtained in each of the activities (if not less than 9.5 values);
  - 1.2. The classification must not be less than 7.5 values.
2. Final Exam:
  - a) Written test - 100%;
  - b) Oral evidence subject to obtaining access to the minimal value of 7.5;
  - d) For approval in the unit, the final classification must be equal to or greater than 10 values.
3. Continuous Evaluation:
  - 3.1. The attendance of the student must be equal to or greater than 2/3 of lessons;
  - 3.2. Written test - 50%;
  - 3.3. Presentation of final report - 50%.

**Bibliography**

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- Pedersen, P.; Laucella, P.; Kian, E.; Geurin, A. (2017). *Strategic Sport Communication*. USA: Human Kinetics.
- Lussier, R. N., & Kimball, D. C. (2014). *Applied sport management skills*. USA: Human Kinetics.
- Pitts, B. G. & Stotlar, D. K. (2013). *Fundamentals of Sport Marketing*. UK: Fitness Information Technology.
- Slack, T.; Parent, M. (2006). *Understanding Sport Organizations. The Application of Organization Theory*. UK: Human Kinetics.