

<b>ID</b>	3211
<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>
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<b>Syllabus</b>	<ol style="list-style-type: none"> <li>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>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>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>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>
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## 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

Cunha, L. (1997). O Espaço, o Desporto e o Desenvolvimento. Lisboa: Edições FMH.

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.