

ID	3211
Curricular Unit	Physical Activities I
Regent	Luís Miguel Faria Fernandes da Cunha
Learning Outcomes	<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>
Syllabus	<ol style="list-style-type: none"> 1. Dimensions of service quality in sports <ul style="list-style-type: none"> - Technical quality - Functional quality - Aesthetic quality 2. Management of service encounter in sports <ul style="list-style-type: none"> - Models for analyzing service encounter - Actors during the delivery of the sport service 3. Sport Service/product/practice environment and process flows <ul style="list-style-type: none"> - Dimensions of service environment - Sport facilities and service processes 4. Service quality assessment in sports <ul style="list-style-type: none"> - Assessment instruments - Improved services and productivity <p>These contents will be taught according to the following sport/groups of activities:</p> <ul style="list-style-type: none"> - Pools: swimming. - Pavilion/Venues: basketball, volleyball, handball. - Combat sports. - Stadium/Venues: track and field, football and rugby. - Ocean: sailing, surf and canoeing. - Gyms and health clubs: fitness.

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.