

ID	3213
Curricular Unit	Physical Activities II
Regent	Luís Miguel Faria Fernandes da Cunha
Learning Outcomes	<p>a) To advance and develop the contents and dynamics of the subject 'Sports Activities I', of the 1st semester.</p> <p>b) To identify the specific aspects of services/products/practices for each sport.</p> <p>c) To understand the role of sport for different stakeholders (and sectors).</p> <p>d) To apply and develop conceptual frameworks as a way to measure the quality in different sport settings.</p> <p>e) To promote the understanding of sport through a systemic and organizational perspective, while also developing the understanding of the Portuguese sport configuration.</p> <p>f) To characterize sport and physical activity management as a setting of professional intervention, by identifying the main skills required.</p> <p>g) 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>The contents of this curricular unit give continuity to the discipline of 'Sport Activities I' and 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	<ol style="list-style-type: none"> 1. General Assessment: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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%.
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Bibliography	<p>Cunha, L. (1997). O Espaço, o Desporto e o Desenvolvimento. Lisboa: Edições FMH.</p> <p>Pedersen, P.; Laucella, P.; Kian, E.; Geurin, A. (2017). Strategic Sport Communication. USA: Human Kinetics.</p> <p>Lussier, R. N., & Kimball, D. C. (2014). Applied sport management skills. USA: Human Kinetics.</p> <p>Pitts, B. G. & Stotlar, D. K. (2013). Fundamentals of Sport Marketing. UK: Fitness Information Technology.</p> <p>Slack, T.; Parent, M. (2006). Understanding Sport Organizations. The Application of Organization Theory. UK: Human Kinetics.</p>
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