

ID	3230
Curricular Unit	Introduction to Management
Regent	Abel Hermínio Lourenço Correia
Learning Outcomes	The Introduction to Management is limited to the study of management and detailed management of the world of sport. This UC aims to provide students with the fundamental knowledge related to the contextualized management of the world of sport. It also seeks to stimulate students in teamwork, interest in research, mastery of new knowledge and improvement of public intervention.
Syllabus	<p>1 Environment: context of action of the management of sport Academic discipline and sport. Sport: project, agonistic, movement, game and institution.</p> <p>2 Organizations: producing sports products and services Concept of organization. Theories of organization.</p> <p>3 Objectives: a sense for the organization's action Effectiveness and efficiency.</p> <p>4 Strategic management: targeting intervention in sport The organizational process of strategic management. Analysis, direction, formulation, implementation, evaluation.</p> <p>5 Organizational structure: organize the intervention of the organization Specialization, formalization, centralization and command. Structural models. Strategy, dimension, technology and uncertainty.</p> <p>6 Decision making: organizing sport Decision-making. The conditions in the decision-making. Sports situation, sport level and factors of development of the sport.</p> <p>7 Environment: the context of the organization's action Environmental variables. Environmental uncertainty.</p> <p>8 Change: processing the organization's adaptation The concept of change. Perspectives.</p> <p>9 Power: to get the advantage of the organization Sources of power and authority.</p> <p>10 Leadership: ability to make happen Charismatic leaders</p>
Evaluation	Continuous assessment: Attend at least two-thirds of classes. Final mark: 25% - frequency; 25% - summary analysis; 50% - case study, and there is no minimum grade in each component.

Bibliography

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- Hoye, R., Smith, A., Nicholson, M. & Stewart, B. (2015). Sport management. Principles and applications. Fourth Edition. London: Routledge.
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