

<b>ID</b>	3619
<b>Curricular Unit</b>	Physical Activities II
<b>Regent</b>	Luís Miguel Faria Fernandes da Cunha
<b>Learning Outcomes</b>	<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>
<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>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"> <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>

<b>Evaluation</b>	<ol style="list-style-type: none"> <li>1. General Assessment: <ol style="list-style-type: none"> <li>1.1. The final classification will result of the arithmetic mean obtained in each of the activities (if not less than 9.5 values);</li> <li>1.2. The classification must not be less than 7.5 values.</li> </ol> </li> <li>2. Final Exam: <ol style="list-style-type: none"> <li>a) Written test - 100%;</li> <li>b) Oral evidence subject to obtaining access to the minimal value of 7.5;</li> <li>d) For approval in the unit, the final classification must be equal to or greater than 10 values.</li> </ol> </li> <li>3. Continuous Evaluation: <ol style="list-style-type: none"> <li>3.1. The attendance of the student must be equal to or greater than 2/3 of lessons;</li> <li>3.2. Written test - 50%;</li> <li>3.3. Presentation of final report - 50%.</li> </ol> </li> </ol>
-------------------	--

<b>Bibliography</b>	<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., &amp; Kimball, D. C. (2014). Applied sport management skills. USA: Human Kinetics.</p> <p>Pitts, B. G. &amp; 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>
---------------------	---