

<b>ID</b>	536
<b>Curricular Unit</b>	Introduction to Management
<b>Regent</b>	Gustavo Manuel Vaz da Silva Pires
<b>Learning Outcomes</b>	<p>Learning objectives (knowledge, skills and competencies to be developed by students)</p> <p>The sphere of action of structure of sports organisations is limited to the study of problems of management in General and detailed management to the world of sport. This course aims to equip students with the fundamental knowledge relating to the management of the sports world into context.</p>
<b>Syllabus</b>	<p>From the social to the market: breakdown of world of sport; The biological organization; The traditional organisation; Political organization; The economic organization. The European model of sport; Olympism and the Olympic Games.</p> <p>Administration and management of sport: sport and social change; The schools of management;</p> <p>The situation sports level sports: sports, concept of variable geometry; Sport situation; Ratios of situation;</p> <p>Sports level; Factors of development of the sport.</p> <p>Structure and dynamics of sports organisations: structural Settings.</p> <p>Leading people and animate workshops: sport and overcompensate; Managing versus leading; Leadership styles; The profile of the leader; Ethics, fair play and Olympism.</p> <p>Communication: sports Language; Mass communication;</p> <p>Strategic, tactical, and operational planning: strategy throughout the ages;</p> <p>Project management: project design;</p> <p>Managing across cultures: Sports Policy; Globalization and sport;</p>
<b>Evaluation</b>	<p>The methodology aims to equip students with knowledge of theoretical order that then must analyze, discuss and evaluate in practical lessons not only through individual and group work.</p>

**Bibliography**

- Chiavenato, I. (1983) *Introdução à Teoria Geral da Administração*, S. Paulo, Mc. Graw Hill.
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- Mintzberg, H. (1995) *A Estrutura e a Dinâmica das Organizações*, Lisboa, Dom Quixote.
- Pires, G. (2005) *Agôn Gestão do Desporto - O Jogo de Zeus*. Porto: Porto Editora.
- Renson, R., Laummer, M., Riordan J. et al. (eds.). *The Olympic Games Through the Ages: Greek Antiquity and its Impact on Modern Sport*, Athens 1991