# Economics, management and marketing of sports businesses, clubs and organisations

## Prof. Giacomo Magnani

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

To equip students with the basic principles and vocabulary used in Business Economics applied to the world of sport. In particular, the course will highlight the typical features and characteristics and the tools available to managers of various sports businesses.

At the end of the course, students will be able to:

1. understand the importance of the economic dimension of sports organisations;
2. know the links between strategic, organisational and economic decisions;
3. use the main models to support managerial decisions;
4. formalise a non-profit-oriented business idea/initiative;
5. rework data deemed useful to support their projects and to communicate their projects effectively.

***COURSE CONTENT***

The course is structured into teaching units that correspond to the following themes:

– Basic notions, framework of the various types of sports business from a business economics perspective.

– Corporate and economic balances in sports businesses.

– Concepts of income, equity and working capital.

– Strategic management in sports businesses.

– Marketing for sports businesses.

– Operative management in sports businesses.

– Analysis of financial results.

***READING LIST***

A. Prunesti, *Comunicazione e marketing delle imprese sportive,* Franco Angeli, Milan, 2016 (chapters indicated on Blackboard).

F. Antoldi, *Economia e organizzazione aziendale,* Mc Graw Hill, Milan, 2012 (only the chapters indicated on Blackboard).

Further material will be provided by the teacher via the blackboard platform.

***TEACHING METHOD***

The course will be taught through lectures, practical exercises, corporate descriptions, project works and case studies.

Use of the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

The exam is composed by a written test and a possible additional oral test. The written exam consists of open and closed questions and exercises.

The test aims to verify the knowledge of the basic contents of the course, and through appropriate insights, the ability to apply these contents to concrete cases.

Further information on the exam will be published on the lecturer’s webpage and on *Blackboard*.

***NOTES AND PREREQUISITES***

The course analytical programme will be published on Blackboard.

Active attendance of the course is strongly recommended.

As introductory in nature, there are no prerequisites for attending the course.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.