

# Course Guide

## Sports Management – MC-SPOMAN-18

Minor; Sports Management  
Subject: Exercise physiology

**HOGESCHOOL  
UTRECHT**

Postbus 85029  
3508 AA  
Utrecht

Tel 088 481 62 00  
Fax 088 481 62 05  
[www.hu.nl](http://www.hu.nl)

MC-INSPAN-18

Content	1
<b>1 Course description</b>	<b>2</b>
<b>2 Course Goals and Learning Objectives</b>	<b>3</b>
<b>3 Place in the Curriculum and Related Courses</b>	<b>4</b>
<b>4 Study Burden per Block</b>	<b>5</b>
<b>5 Prerequisites</b>	<b>6</b>
<b>6 Exemption Possibilities</b>	<b>7</b>
<b>7 Didactic Forms</b>	<b>8</b>
<b>8 Assessment</b>	<b>9</b>
<b>9 Course Evaluation</b>	<b>10</b>
<b>10 Group assignment and planning</b>	<b>10</b>

Author: Peter Ceelaert

January 2018

© Hogeschool Utrecht,  
Utrecht, 2018

Bronvermelding is verplicht.  
Vereenvoudigen voor eigen gebruik of intern  
gebruik is toegestaan.

## Sports Management

# 1 Course description

Sport can no longer be ignored from society. The economic and social importance of sport is increasing every day. This is increasingly recognized, both within the sports sector and in society. The challenge is to professionally solve issues from sports practice under these increasing interests. The Sports Management minor offers students the opportunity to develop deeper into this subject matter.

One of the courses is the exercise physiology module. The main objective of this module is to get insight in de the exercise physiology of athletes or sport teams. So you have more understanding about the training and training principles in a sport organization.

## 2 Course Goals and Learning Objectives

### Learning objectives;

- Students are able to analyzing a sport or athlete.
- Students have knowledge about physiology of strength and endurance.
- Students are able to give a training for strength and endurance.

### 3 Place in the Curriculum and Related Courses

The course exercise physiology is part of the minor Sports Management and is related to the other courses in the minor, which consists of;

1. **Sports Marketing (5 EC), term A/C**  
Within this course we look at the unique marketing mix of sports organizations. In addition, we will look extensively at one of the most important elements of the promotion mix, namely sports sponsoring
2. **Sports Psychology, term A/C & Exercise Physiology, term B/D (total 5EC)**  
These courses are offered by the Faculty of Healthcare and provide insight into two typical fields that many sports managers will encounter in the future
3. **Sports Finance (5EC), term B/D**  
Organizations in sport often have a typical financial structure. On the basis of theoretical models and real life cases, insight is provided here.
4. **Starting your own sports company (5EC), term B/D**  
You will be challenged to write a business plan for a company in sports. This includes aspects such as marketing, operations, sponsoring and financial management.
5. **Sports management in international perspective – exchange trip (5EC), term B/D**  
In collaboration with students from and at an international partner University, you work on a practical assignment in which as many aspects of sports management as possible are dealt with, with the extra focus; the international environment and cultural aspects.
6. **Sports Management (5EC), term A/C**  
Organizations in sport often have a typical financial structure. On the basis of theoretical models and real life cases, insight is provided here.

## 4 Study Burden per Block

Total study burden per student is 70 hours. [2,5 EC]

<b>Activity</b>	<b>Description</b>	<b>Total</b>
Attending classes	4 times 2 hours	8 hours
Studying theory	Preparation classes	22 hours
Group assignment	Analyzing and product	20 hours
Theoretical exam	Preparation and exam	20 hours
<b>Total</b>		<b>70 hours</b>

## 5 Prerequisites

Not Applicable

## 6 Exemption Possibilities

The course is in English and assumes that the student is able to pro-actively use the English language

There are no possibilities for exemption, unless the student can demonstrate that he / she has completed a comparable course with a different economic education with sufficient results. This is then taken into consideration and submitted to the Examination Board.

## 7 Didactic Forms

The education takes place in groups of a maximum of 30 students and is a combination of lectures / tutorials and practical lessons. Over a period of 10 weeks, the students work in groups of up to 4 people on the group assignment,. During the lectures / seminars, there is room for advice regarding the group assignment and theoretical exam.



## 8 Assessment

Type of assessment	Weighting	Min. Mark
Written exam (open and mc questions)	50%	5.5
Group assignment	50%	5.5

### Written exam

A written examination in which by multiple choice and open questions the theoretical knowledge is tested against the criteria listed under Chapter 1

### **Exam material:**

- Rietvelt, J., Rehorst, J.T.L., Spruit, J.M.M. and Ceelaert P.B. (2015). Reader Exercise physiology. Internal publication HU, IBS, Physical therapy.
- Treated topics in (guest) lectures

- Group assignment

As a group you analyze two sports/athletes and make a training program based on your findings and your theoretical knowledge.

### Fraud

Fraud situations are treated very seriously. All relevant documents are submitted by the lecturers and others to the Examination Board.

An important form of fraud is plagiarism. This is understood to mean the definition given in the Dutch dictionary and the wording in the OER (Education Examination Regulations).

This implies:

1. Handing in assignments that show too many similarities with someone else's work.
2. Copying (pieces of) text or ideas of books, magazines, internet, etc. without citing the source.
3. Taking over answers from other students during the exam.
4. Allowing other students to take over your work and hand it in.

The forgery of academic, medical and other sources etc. is also a form of fraud and is treated equally seriously.

## **9 Course Evaluation**

Evaluation of the course and exam will take place at the end of the block on the authority of the Institute.

## **10 Group assignment and planning**

TBD