



## **SPORTS MANAGEMENT UNDERGRADUATE PROGRAM**

### **COURSE CONTENTS**

(Theory – Practice – Credits – ECTS)

#### **ATA101 ATATURK'S PRINCIPLES AND HISTORY OF REVOLUTION I (2-0-2-2)**

The purpose of the revolution and related issues; the decline and collapse of the Ottoman Empire; World War I; Mondros and Sevres agreements; Mustafa Kemal and the organization of the War of Independence; Declaration of the Ottoman Assembly and the National Pact; Establishment of the Parliament.

#### **TRD101 TURKISH LANGUAGE I (2-0-2-2)**

Writing rules; sound information; semantics; sentence structure; tongue; General information about Turkish; the history of the Turkish language; Turkish alphabet; Vowels in the Turkish alphabet; Turkish pronunciation; celebrity harmony; Plural suffixes in Turkish; Personal pronouns in Turkish; Question suffixes in Turkish; Question sentences in Turkish; Ordinal numbers in Turkish; Adjectives and antonyms in Turkish; basic verbs in Turkish; present tense in Turkish; Present tense suffix in Turkish; emotions in Turkish; Reactions in Turkish.

#### **ENG111 ENGLISH I (2-0-3-4)**

Introduction to the course; times; noun-verb, infinitive and adjective-verb structures; adjectives and adverbs; interest and other clauses; auxiliary verbs and their concepts; passive structures; indirect speech; conditional structures; variations of conditional structures; paragraph development; draft writing; descriptive paragraph writing; using synonyms; transitions to compare and contrast; chunk actions.

#### **SYON101 INTRODUCTION TO SPORTS SCIENCE (2-0-2-3)**

It is aimed to understand the multidisciplinary structure of sports and to comprehend the gains in this context. The definition of academic fields in Sport Sciences, the basic concepts, and subjects of the Physical Education and Sport profession, the philosophy and movement of Olympism, the relationship between leisure time and sport will be discussed in this course.

### **SYON103 INTRODUCTION TO SPORTS MANAGEMENT (2-0-2-4)**

To explain the science of sports management with its multidisciplinary aspects and to show its relationship with other sciences by developing analytical thinking skills. To explain to the students with examples how sports are industrialized in today's world.

### **SYON 105 SPORTS CULTURE AND EVENTS (1-2-2-4)**

To popularize and popularize sports and sports culture, Fair Play, and the spirit of Olympism among students, and to make active and principled living a lifelong way of life. To promote all kinds of sports activities to protect the physical and mental health of the students and to evaluate their free time, and to evaluate the facilities and areas of the university for this purpose.

### **SYON107 SPORTS AND COMMUNICATION (2-0-2-4)**

General conceptual explanation and approaches to communication. Determining the nature of the usage of communication methods. Communication barriers and solutions in the history of communication. Selection of appropriate means of communication to achieve the intended communication purpose. Communication models and theories on which these models are based. First ways of communication and conceptual and practical changes in communication until today. Communication theories and current reflections and analyzes of these theories. Integration of technology and human element in the development of communication over time. Organizational communication and informal communication. Information Technologies and Communication. Basic principles of mass communication and application difficulties. The role of communication in the analysis of social changes / The function of mass media and analysis methods and techniques of its effects on society.

### **SYON109 ACTIVITY 1 (1-2-2-4)**

In this course, the content, techniques, and applications of the swimming branch are taught.

## **2. SEMESTER**

### **ATA102 ATATURK'S PRINCIPLES AND HISTORY OF REVOLUTION II (2-0-2-2)**

Independence War; east and west facades; The Mudanya Agreement and the end of the reign; Lausanne Peace Conference and the establishment of the republic; new republic; opposition; innovations in education and culture; The Mosul Question; multi-party system trials; Free Republic Party.

**TRD102 TURKISH LANGUAGE II (2-0-2-2)**

Language families; dialects and dialects; oral and written statements; General information about Turkish; the history of the Turkish language; Possessive pronouns in Turkish; Turkish vowel harmony; Possessive jewelry in Turkish; consonant vocalization in Turkish; Present tense in Turkish; imperative mood in Turkish; adverbs of time in Turkish; Comparing conjunctions.

**ENG112 ENGLISH II (2-0-3-4)**

Advanced exercises for reading development; listening; writing and oral presentation skills; matching definitions; define new terms; learning to use nouns together to expand their vocabulary; sentence dropouts; writing a thought-article with the counter-argument; using prefixes to guess the meaning of new words; cause and effect essay writing; complex sentences with "because/when/when"; writing problem-solving papers and thesis statements; passive voice.

**SYON102 EVENT MANAGEMENT IN SPORTS (2-0-2-3)**

The main purpose of the course is to provide students with the knowledge that will enable them to carry out the activities to be organized in the field of sports by the management principles.

**SYON104 EDUCATIONAL GAMES (1-2-2-3)**

While doing sports, primary school level individuals are taught the techniques of training them at the same time.

**SYON106 ACTIVITY 2 (1-2-2-4)**

In this course, our students are taught the content, techniques, and applications of the tennis branch.

**SYON108 SPORTS SEMINAR I (0-2-1-2)**

With the fact that sports and recreation are multidisciplinary fields, to bring together professionals, academics, and experts who are involved in the practice in the field, students of this course and people from other faculties of the university, to ensure that students have ideas on different subjects.

### **ISLT104 MANAGEMENT AND ORGANIZATION (3-0-3-7)**

Basic concepts, models, and theories in management and organization; evolution of managerial thinking; planning, organizing, managing, and controlling functions of management; organizational structure and design; internal systems in the organization; the organization and its environment; organizational cohesion; organizational culture; organizational performance; social responsibility and ethics; managerial decision making; leadership theories and applications.

### **DEPARTMENTAL ELECTIVE I/SYON158 SPORTS MANAGEMENT AND FEDERATIONS (2-0-2-4)**

To explain the federations with their multi-disciplinary aspects. To analyze the effects of sports management on the federation structure.

## **3. SEMESTER**

### **SYON201 PRESENTATION TECHNIQUES**

To explain the multidisciplinary aspects of presentation techniques. To show the relationship with other sciences by improving the student's analytical thinking ability The place of presentation techniques in today's world.

### **SYON203 SPORTS MANAGEMENT (2-0-2-3)**

To define the function, aims, and philosophy of sport management by using the basic concepts of sport management. To use the scientific development of Sports Management and its relationship with other branches of science.

### **SYON205 SPORTS ANATOMY AND PHYSIOLOGY (3-0-3-4)**

To explain the multidisciplinary aspects of Sports Anatomy and Physiology. To show the relationship with other sciences by improving the student's analytical thinking ability. To share Sports Anatomy and Physiology with the knowledge of literature and to introduce the effects of sports on physiological processes and performance in all branches.

### **SYON207 SPORTS AND MEDIA (2-0-2-3)**

Explanation of Sports and Media concepts, Social analysis of Sports and Media. The individual and social importance of sports. The role, effects, and use of mass media (TV, newspaper, radio, magazine, etc.) in promoting and popularizing sports, examining sports media in Turkey.

### **SYON209 SPORTS ECONOMY (2-0-2-3)**

This course teaches sports economics and sports economy policies by providing the opportunity to progress in this branch of science and giving the concept, purpose, and technical information that form the basis of the sports economy. Comprehends the economic impact of the sports economy.

### **SYON211 ACTIVITY 3 (1-2-2-4)**

In this course, our students are taught the content, techniques, and applications of the football branch. Application of basic training techniques and giving basic information about the football industry.

### **DEPARTMENTAL ELECTIVE II/SYON251 SPORTS LAW (2-0-2-4)**

Evaluation and examination of legal events and facts in sports are the subjects of this course.

### **ISLT222 ENTREPRENEURSHIP APPLICATIONS (2-0-2-3)**

Successful examples in the field of entrepreneurship; role models in the field of entrepreneurship; development of entrepreneurship culture and awareness; entrepreneurship ecosystem; entrepreneurship finance opportunities.

### **ISLT224 ENTREPRENEURSHIP (2-0-2-4)**

Basic concepts of entrepreneurship; franchising; purchases; small and medium enterprises; new ventures; entrepreneurial process, implementing new business decisions; commercialization; business plan canvas; innovation and institutional change in existing organizations; entrepreneurship; creating and expanding new markets; operational difficulties and opportunities; development and management of family businesses; examples of entrepreneurship success and failure; types of entrepreneurship; social entrepreneurship.

## **4. SEMESTER**

### **SYON202 SPORTS HISTORY (2-0-2-4)**

Explaining the concepts of sport and history, social analysis of sport and history. The individual and social importance of sports. Explanation of Olympism and Olympic philosophy.

### **SYON204 TRAINING AND MOVEMENT SCIENCES (2-2-3-4)**

The concept of training and its basic principles, the effects of training on the organism, fatigue, recovery, training sections, planning, micro, macro, annual planning, loading, and basic principles, overtraining, talent selection in sports, development of motor abilities are the subjects of this course.

### **SYON206 SPORTS SOCIOLOGY AND ETHICS (2-0-2-4)**

Sports sociology is a discipline that examines the social meanings of sports with the methods and research techniques of sociology. To determine the differentiation within the sport itself and the meanings it expresses for different social groups and categories; revealing its relations with macro social institutions such as family, education, economy, politics, and religion are the main aims of sports sociology and the subject of this course.

### **SYON208 RESEARCH TECHNIQUES IN SPORTS MANAGEMENT (2-0-2-4)**

To explain the science of research techniques with its multidisciplinary aspects. To show the relationship with other sciences by improving the student's analytical thinking ability. Uses the basic concepts of the science of research techniques.

### **SYON210 SPORTS PSYCHOLOGY (2-0-2-4)**

The effects of the psychological processes that occur during, before, and after sports on people who actively or passively participate in these activities are explained in this course. The referral and management of psychological factors that play a role in success in performance sports are examined and information is given about mental intervention methods.

### **SYON212 ACTIVITY 4 (1-2-2-4)**

The techniques and rules of volleyball, which is one of the most popular team sports, are not well known. In the activity lesson, it will be tried to transfer volleyball to the students in a regular way in terms of technique and tactics.

### **SYON216 SPORTS SEMINAR 2 (0-2-1-2)**

With the fact that sports and recreation are multidisciplinary fields, to bring together professionals, academics, and experts who are involved in the practice in the field, students of this course and people from other faculties of the university, to ensure that students have ideas on different subjects.

### **UNIVERSITY ELECTIVE I**

The student chooses courses according to their own interest from university elective courses.

## **5. SEMESTER**

### **SYON301 BUDGET AND FINANCE IN SPORTS (2-0-2-4)**

This course defines the basic concepts of budget and finance that should be known in management and the budget process. It introduces accounting, financial applications, and budget applications in various sports institutions and organizations, and sports clubs.

### **SYON303 BUSINESS LIFE AND SPORTS (2-0-2-5)**

The primary aim of the course is to raise awareness about the concept of corporate recreation, which has found more place in the sports industry in recent years. In addition, it is aimed to raise awareness on how sports practices can be integrated into business life and sports.

### **SYON305 SPORTS MARKETING (2-0-2-5)**

To explain the importance of Marketing Principles. To learn the strategies to increase product sales and company revenues and brand awareness with marketing management in the sports industry.

### **SYON307 SPORTS TOURISM AND COMMERCIAL RECREATION (2-0-2-4)**

Recreation and leisure theory; Philosophy and historical development of social institutions in the field of recreation will be examined. Especially public, workplace, private, voluntary, and other recreation institutions will be analyzed. Career fields and the development of recreation in the 21st century will be examined. Leadership in the recreational environment, recreational marketing, and types of promotion will be discussed.

### **SYON309 ACTIVITY V (1-2-2-4)**

In this course, our students are taught the content, techniques, and applications of the fitness branch.

### **DEPARTMENTAL ELECTIVE III/SYON351 SPORTS MANAGEMENT IN PRIVATE CLUBS (2-0-2-4)**

Examining the management scheme of sports clubs managed by private companies and informing the student about the functioning of the clubs.

### **UNIVERSITY ELECTIVE II**

The student chooses courses according to their own interest from university elective courses.

## **6. SEMESTER**

### **SYON302 SPORTS ORGANIZATIONS AND MANAGEMENT (2-0-2-4)**

To explain the departmental structure of sports organizations and the management structure of sports organizations.

### **SYON306 RECREATIONAL SPORTS MANAGEMENT (2-0-2-4)**

The importance of leisure activities in public or private institutions to increase the level of individual well-being and work performance will be discussed in this course.

### **SYON308 SOCIAL RESPONSIBILITY PROJECTS (0-2-1-4)**

Students participate in activities voluntarily with a project they have developed in institutions. Places such as special education students, the institution for the elderly, the child welfare institution are within the scope of this project.

### **SYON310 ACTIVITY 6 (1-2-2-4)**

The 14-week 3-hour course program is 42 hours in total. The training in return for this hour is taught in a 4-5 day campsite with hands-on practice. In this course, the content, techniques, and applications of Camping and Outdoor Activities branches are shown to our students. Trekking, orienteering, horse riding, bocce, cycling, billiards, chess, and archery activities are carried out in the camp, which will be held within the scope of nature sports and outdoor activities. Students will receive points for each activity they do.

### **SYON312 STRATEGIC MANAGEMENT AND LEADERSHIP IN SPORTS (2-0-2-4)**

To explain the multidisciplinary aspects of leadership in sports management. To give general information about the leadership approach, the duties of the leader, the characteristics of the leader in the sports environment and practices and to make the application.

### **SYON314 SPORTS SEMINAR 3 (0-2-1-2)**

With the fact that sports and recreation are multidisciplinary fields, to bring together professionals, academics, and experts who are involved in the practice in the field, students of this course and people from other faculties of the university, to ensure that students have ideas on different subjects.

### **DEPARTMENTAL ELECTIVE IV/SYON354 CONSUMER BEHAVIOR IN SPORTS AND RECREATION**

To reinforce students' theoretical knowledge with working life, to contribute to their personal development by enabling them to observe in sports businesses or organizations.

### **UNIVERSITY ELECTIVE III**

The student chooses courses according to their own interest from university elective courses.

## **7. SEMESTER**

### **SYON401 HUMAN RESOURCE MANAGEMENT IN SPORTS (2-0-2-6)**

To be able to know how management processes work in an organization and to explain the functions of human resource management.



### **SYON403 SPORTS MANAGEMENT APPLICATION (1-2-2-6)**

To explain the structure of sports management applications. To give information about the management structure of sports organizations.

### **SYON405 SPORTS ORGANIZATIONS (2-0-2-5)**

Ensuring that sports organizations are organized and applied to students.

### **SYON407 PROJECT MANAGEMENT IN SPORTS (1-2-2-5)**

In this course, students are informed about the preparation phase of sportive projects, risk factors, and then the cost dimension and planning of earnings.

### **DEPARTMENTAL ELECTIVE I/SYON451 FACILITY MANAGEMENT (0-2-0-4)**

Presenting important issues in terms of facility management by revealing the unique features of sports management.

### **DEPARTMENTAL ELECTIVE V/SYON453 SALES TECHNIQUES IN SPORTS (2-0-2-4)**

It is the course in which the techniques used in bringing all sports services available in sports businesses to consumers are transferred.

## **8. SEMESTER**

### **SYON452 SPORTS SPONSORSHIP (2-0-2-6)**

To understand the place of sponsorship activities in today's world by considering the disciplined aspects of sponsorship, associating it with other sciences, and improving the analytical thinking ability of the student.

### **SYON454 CERTIFICATE OF COACHING (2-0-2-6)**

In this course, students receive training from a federation they have chosen according to their interests and are entitled to receive a certificate.

### **SYON456 CERTIFICATE OF REFEREEING (2-0-2-6)**

According to the refereeing courses opened by the federations, students can get a refereeing certificate from the relevant branch by registering.

### **UNIVERSITY ELECTIVE 4**

The student chooses courses according to their own interest from university elective courses.

**STJ001 INTERNSHIP I (0-0-0-4)**

The internship aims to strengthen the students' academic work with field experience. Internships are an important opportunity for students to clarify their career interests. In this process, students anticipate gaining a four-week (20 working days) field experience in any workplace (public or private sector).

**STJ001 INTERNSHIP II (0-0-0-4)**

The internship aims to strengthen the students' academic work with field experience. Internships are an important opportunity for students to clarify their career interests. In this process, students anticipate gaining a four-week (20 working days) field experience in any workplace (public or private sector).