



ERASMUS/IP PROPOSAL
YASAR UNIVERSITY(IZMIR/TURKEY)
www.yasar.edu.tr

IP Topic: “Sports Management”

Planned Dates: 10 days, Spring Semester of 2012

Location: Izmir/Turkey

Subject areas: Economics, Business, Sports Education, Communication

ECTS: 4

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During the past two decades, professional sports have undergone tremendous changes relative to earlier. We have seen changes in the ownership structure of teams, the structure of labor/management relations, the names of teams, a stadium building boom, and the sale of stadium naming rights, the nature of transfers, financial transactions, broadcasting and merchandise revenues just few examples. The economic and managerial impacts for these changes have attracted considerable attention. Economists have explored the underlying rationale for the movement of franchises and the building of new stadiums, and have attempted to measure the effects of these changes on outcomes such as the amount of employment and economic growth generated in local and regional economies. And also expansion in professional sports make sports management attractive, diverse and dynamic field.

As an interdisciplinary program, the aim of **The Sports Management** Intensive Program is to furnish the participants with the management skills, such as sports economics, leadership, sports marketing and management, sports advertising and media relations as well as political issues related to the sports management at the local and international levels. The program is designed to give information about wide range in sport-related fields in economics and management. This program integrates business management theories with current sport management research, and links students directly with the sports management environment. The program aims to encourage the participants to challenge existing management theories and practice and to critically analyze sport business problems in real industry settings which would develops creativity and ability to find solutions to sports related management issues.

The participation details:

- The projects will take place in Izmir/Turkey (third big city in Turkey)
- Each partner is expected to provide 4-5 students and 1 teacher from their own institution.
- Accommodation and subsistence costs of students and teachers are fully covered by the project.
- 75% of travel expenses will be covered by the project.
- The students will learn new methodologies and perspectives with ECTS recognition. Besides they will share an international classroom environment and participate many cultural activities (visiting historical places, experiencing a new culture, having fun)