

Subject	Sport Economy and Entrepreneurship		
Type	Type	Semester	ECTS
	MANDATORY (M)	V	5
Course Lecturer	Dr.Sc. Ermal Lubishtani		
Goals and objectives	To produce learners with sport economy and entrepreneurship competencies, to apply evidence-based practices in sport economy and entrepreneurship, to produce learners with fundamental humanity. Understand sport economy and entrepreneurship theory and functions. Carry out research in specific areas of interest or aptitude in sport economy and entrepreneurship. Disseminate research findings on sport economy and entrepreneurship. Summaries and critique the viewpoints and theories of major sport practitioners in the sport economy and entrepreneurship field. Apply sport economy and entrepreneurship policies, practices and principles. .		
Learning outcomes	<p>Upon completion of the course, students will:</p> <ul style="list-style-type: none"> ✓ Identify, investigate and synthesize relevant information about the sport economy and entrepreneurship process; ✓ Develop the knowledge and skills to manage and implement a sport economy and entrepreneurship; ✓ Use creativity, critical thinking, analysis and research skills to solve theoretical and real world sport economy and entrepreneurship problems; ✓ Adopt an informed and balanced approach on sport economy and entrepreneurship approaches across professional and international boundaries; and ✓ Reflect on their own sport economy and entrepreneurship practice, updating and adapting their knowledge and skills for continual professional and academic development. 		
Content	Java	Topics	
	1	Syllabus Presentation	
	2	Overview of sports economics	
	3	Economic impact of sports on society	
	4	Economic principles applied to sports	
	5	Monopoly and competition in sports leagues	
	6	Impact of league structure on competition	
	7	Salary caps and competitive balance	
	8	Mid-exam – 1	
	9	Analysis of the economic impact of major sports events (e.g., Olympics, World Cup)	
	10	Infrastructure investments and legacy effects	
	11	Critiques of economic impact studies	
	12	Player contracts and negotiations	
	13	Collective bargaining agreements	
	14	Role of agents in the sports industry	
15	Mid-exam – 2		
Teaching/learning methods	Activity	Weight (%)	
	Lectures	40%	
	Laboratory	40%	
	Research	10%	
	Independent and group learning	10%	
Methods of Evaluation	Methods of evaluation:	%	
	Participation	10%	
	a) Medium-term exam-1	30%	
	b) Medium term exam - 2	30%	
	Course design (developing a training program for a certain group)	15%	
Sources	Individual and group work	15%	
	Sources	Number	
	Lectures	1	
	Presentations	1	

	Web of Science	1	
	PubMed	1	
	Scopus	1	
ECTS Workload	Activity	Weekly hours	Workload
	Lectures	2	24
	Lab	1	12
	Course project	n/a	25
	Indipendent work	n/a	64
Literature	<ul style="list-style-type: none"> Contemporary Sport Management, Paul M. Pedersen & Lucie Thibault, 2019, USA Sports Economics" by Rodney Fort "The Business of Sports: A Primer for Journalists" by Mark Conrad Handbook Of Research On Sport And Business Developing International Sport, Harald Dolles and Sten Söderma, New York, USA, 2011. 		
Ethical standards	This course follows the UBT College Code of Ethics, requiring all students to behave accordingly. Any instance of academic misconduct, including but not limited to fraud, plagiarism, or other forms of dishonesty, will lead to significant penalties like failure of specific assessment or the entire course, as well as further disciplinary measures in line with UBT College's academic integrity policies.		
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