

<b>Subject</b>	<b>Sport and Innovation</b>		
<b>Type</b>	Type	Semester	ECTS
	MANDATORY (M)	V	5
<b>Course Lecturer</b>	Dr.Sc. Engelbert Zefaj		
<b>Goals and objectives</b>	This course is designed to equip students with an understanding of the economic impact of sport through, for example, innovative sports products, events and facilities. Additionally, students will gain information regarding the impact of innovation on helping elite athletes achieve better results and promoting benefits and participation in physical activities and sport.		
<b>Learning outcomes</b>	<p>Upon completion of the course, students will:</p> <ul style="list-style-type: none"> <li>✓ Know the fundamentals of sport and innovation.</li> <li>✓ Know the important interconnection of sport and innovation.</li> <li>✓ Be familiarized with the multipurpose potential of sport events.</li> <li>✓ Have information on the impact that innovation technologies have on the development of sport and performance.</li> </ul>		
<b>Content</b>	<b>Java</b>	<b>Topics</b>	
	1	<b>Syllabus Presentation</b>	
	2	Historical perspectives on technological advancements in sports	
	3	Wearable technology and fitness tracking	
	4	Biomechanics and sports equipment innovations	
	5	Virtual and augmented reality in training	
	6	Performance analytics and its impact on coaching	
	7	Sports statistics and predictive modeling	
	8	<b>Mid-exam – 1</b>	
	9	Ethical considerations in data usage	
	10	Virtual and augmented reality in sports broadcasting	
	11	Social media and its role in fan interaction	
	12	Smart stadiums and the future of live events	
	13	Sponsorship and partnerships in the tech and sports industry	
	14	Sports startups and entrepreneurship	
15	<b>Mid-exam – 2</b>		
<b>Teaching/learning methods</b>	Activity		Weight (%)
	Lectures		40%
	Laboratory		40%
	Research		10%
	Independent and group learning		10%
<b>Methods of Evaluation</b>	<b>Methods of evaluation:</b>		%
	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%
Individual and group work		15%	
<b>Sources</b>	<b>Sources</b>		<b>Number</b>
	Lectures		1
	Presentations		1
	Web of Science		1
	PubMed		1
Scopus		1	
<b>ECTS Workload</b>	<b>Activity</b>	<b>Weekly hours</b>	<b>Workload</b>
	Lectures	2	24
	Lab	1	12
	Course project	n/a	25
	Independent work	n/a	64

<p><b>Literature</b></p>	<ul style="list-style-type: none"> <li>• Ratten, V. (2016). Sport innovation management: towards a research agenda. <i>Innovation</i>, 18(3), 238-250.</li> <li>• "Sport Innovation: Technologies and Emerging Markets" by Vanessa Ratten (2016).</li> <li>• Focuses on how new technologies and emerging markets drive innovation in the sports industry, covering everything from fan engagement to sports management.</li> <li>• "Digital Transformation in Sport: Technology, Innovation and Disruption" edited by Martin Carlsson-Wall, Tim Schlesinger, and Graham S. Neale (2020)/</li> <li>• Examines digital transformation across the sports sector, discussing how digital innovation affects athlete performance, sports marketing, and organizational strategies.</li> <li>• "Innovation and Entrepreneurship in Sport Management" by Vanessa Ratten and Leo-Paul Dana (2018).</li> <li>• Provides insights into the entrepreneurial approaches in sports, focusing on how innovation is leveraged for growth and competitiveness within the industry.</li> </ul>
<p><b>Ethical standards</b></p>	<p>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.</p>
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