**The name of the academic discipline:**

**“Theory and Practice of Sports and Tourism Management”**

|  |  |
| --- | --- |
| **Specialty code and name** | 6-05-0115-01 Physical Culture Education |
| **Year of study** | 2-4 |
| **Semester of study** | 4-8 |
| **Number of in-class academic hours:** | 370 |
| **Lectures**  **Seminar classes**  **Practical classes**  **Laboratory classes** | 110 |
| 20 |
| 150 |
| 90 |
| **Form of the current assessment (*credit/ graded credit /exam*)** | exam / credit / exam / credit / exam |
| **Number of credit points** | 18 |
| **Competences** | To use knowledge in the field of sports management and marketing and business management and entrepreneurship in the sports industry, conducting marketing research, organizing the functioning of sports organizations, in the preparation and holding of sports events and tourism activities. |
| **Summary of the academic discipline:**  The academic discipline is aimed at targeted high-quality training of professional physical education personnel, compiled on the basis of directives and regulatory documents of the Ministry of Education, the Ministry of Sports and Tourism, taking into account advanced work experience, the results of scientific research and trends in the development of physical education and sports.  The main purposes of the discipline are to train a highly qualified specialist in the field of physical education and sports; to form a new view on the production and sale of goods and services produced in the field of sports; to form an idea of ​​the theory of management of physical education and sports organizations in a market economy, to improve the economic mechanism of activities of physical education and sports organizations, the most rational use of all resources in the industry; teaching techniques and methods of processing information using a computer and specialized programs for database management.  The academic discipline is aimed at in-depth mastery by students of modern technologies for the promotion and successful sale of physical education, sports and tourism goods and services on the market, the study of the regulation and adaptation of new economic relations in a market economy. | |