

Course title	Gym and Sports Centre Management				
Course code	TRAN217				
Course type	Lectures				
Level	Diploma				
Year / Semester	2nd Year / 3rd Semester				
Teacher's name	Koutzis Marios				
ECTS	6	Lectures / week	3	Laboratories / week	
Course purpose and objectives	The purpose of the course is to provide the students with knowledge and skills that will help them understand the organisation, operation and design of a successful gym / sport centre management.				
Learning outcomes	<p>Upon the completion of the course, the students are expected to:</p> <p>Knowledge</p> <ol style="list-style-type: none"> 1. Describe the basic principles of management and how they apply in sport centres / gyms. 2. Explain the basic structure and basic operating principles of a modern gym 3. Recognise the main responsibilities and duties of the staff at a sport centre / gym 4. Mention the necessary equipment of a gym depending of its speciality and understand its maintenance needs. 5. Mention the basics of customer service 6. Explain the importance of using gym sport centre software. <p>Skills</p> <ol style="list-style-type: none"> 7. Provide good customer service and create a friendly and positive environment <p>Competences</p> <ol style="list-style-type: none"> 8. Adopt an attitude and behaviour that is focused on trainees and their requirements / expectations. 				
Prerequisites		Required			
Course content	<ul style="list-style-type: none"> • Sports organisations and Organisational structure • What are the components of the sports market? • Basic principles of management, such as planning, organising, leading and controlling • The role of commercialisation in sport, what is a sport product • Sports sponsorship and sponsors' goals 				

	<ul style="list-style-type: none"> • The structure of gyms today. What are the international trends? Conditions and characteristics of gyms. Organisation chart and staff responsibilities. • The role of the Manager – Manager Levels - Leadership • Gym design – Exterior / Interior. Equipment • Determining the prices (Subscription fees) • Advertising • Member Profile – Member acquisition and retention • Financial management (Financial Management). Payment Methods / Customer Invoicing / Payment Collection / Gym Computerisation. • Personnel management - partners and trainers. Recruitment, Planning schedules and duties • Organisation of the Secretariat / Reception • Customer service • Franchise • Legal and business matters • Code of ethics
<p>Teaching methodology</p>	<p>The content of the course is taught through lectures with the help of a computer, video projector, electronic presentations and multimedia and the use of a whiteboard. Active student participation is ensured through guided discussions. The practical part of the course is carried out in an accredited gym centre.</p>
<p>Bibliography</p>	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Αλεξανδρής, Κ. (2016). <i>Αρχές Μάνατζμεντ Και Μάρκετινγκ Οργανισμών και Επιχειρήσεων Αθλητισμού και Αναψυχής</i>. 2^η Έκδοση. Εκδόσεις Χριστοδουλίδη, Θεσσαλονίκη. ISBN: 97896060210690 • Παϊτσίνης, Κ. et al. (2015). <i>Αθλητική ψυχαγωγία και αναψυχή [Sports entertainment and recreation]</i>. Kallipos, Open Academic Editions. https://hdl.handle.net/11419/4956 <p>English Bibliography</p> <ul style="list-style-type: none"> • Main S. (2006). <i>Total Health Club Management</i>. The Changing Point. ISBN: 978-1599759500. • Watt, D. (2003). <i>Sports Management and Administration</i>. London : Routledge. EBSCOHost. • Sandalio Gómez, Kimio Kase, Ignacio Urrutia (2010). <i>Value Creation and Sport Management</i>. Cambridge: Cambridge University Press. EBSCOHost.
<p>Assessment</p>	<ul style="list-style-type: none"> • Attendance and class participation: 10% • Intermediary written examination 40% • Final written examination: 50%
<p>Language</p>	<p>Greek or English</p>