Universidade Nove de Julho - UNINOVE
Programa de Mestrado em Administração do Esporte

<table>
<thead>
<tr>
<th>Disciplina</th>
<th>Topics in Sport Management</th>
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<td>Código da disciplina</td>
<td>GEMI01</td>
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<tr>
<td>Curso</td>
<td>( X ) Mestrado ( ) Doutorado</td>
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<tr>
<td>Linha de pesquisa</td>
<td>Estratégia e Governança no Esporte / Marketing Esportivo</td>
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<td>Caracterização</td>
<td>( X ) Obrigatória ( ) Eletiva</td>
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<td>Créditos/Carga</td>
<td>2 créditos / 30 horas – Agosto/2015</td>
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Program

Sport marketing (consumer behavior, media, ambush marketing, sponsor retention, relationship marketing);
Sport strategy (strategic sport management; internationalization strategy; entrepreneurship and strategy; network strategy & execution);
Sport Governance (arbitration & negotiation; corporate governance in sport; best practices);
Sport management (organizational behavior; leadership; stakeholders & social responsibility); and,
Technical visits (Basketball Hall of Fame, UMASS Basketball Arena and Fenway Park, Boston Red Sox Arena).

Bibliographic References

Basic Reference:


10. FINK, J.S.; TRAIL, G.; ANDERSON, D.F. An examination of team identification: which motives are most salient to its existence? International Sports Journal, West Haven, v.6, n.2,


26. PITTS, B.G. Sport management at the millennium: a defining moment. Journal of Sport


