



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Psicologiche, Pedagogiche, dell'Esercizio Fisico e della Formazione
ACADEMIC YEAR	2021/2022
BACHELOR'S DEGREE (BSC)	PHYSICAL EDUCATION AND SPORT SCIENCES
SUBJECT	SPORT BUSINESS ECONOMICS
TYPE OF EDUCATIONAL ACTIVITY	A
AMBIT	50105-Giuridico, economico e statistico
CODE	19292
SCIENTIFIC SECTOR(S)	SECS-P/07
HEAD PROFESSOR(S)	CINCIMINO SALVATORE Professore Associato Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	108
COURSE ACTIVITY (Hrs)	42
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	3
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	CINCIMINO SALVATORE Tuesday 16:00 19:00 A distanza via Microsoft Teams.

DOCENTE: Prof. SALVATORE CINCIMINO

PREREQUISITES	None
LEARNING OUTCOMES	<p>Knowledge and understanding: Students are expected to know and understand 1. The proper language of business administration disciplines, to understand it and use it appropriately; 2. The principles of corporate governance of sport entities, to understand them and use them appropriately; 3. The structure and content of the basic models of analysis of business administration disciplines for sport entities.</p> <p>Capacity to apply knowledge and understanding: Students are expected to be able to: 1. Perform reclassifications and processing of data and information useful for an evaluation of first approximation of the degree of compliance of a company to the principles of government; 2. Carry out elementary analysis of the entrepreneurial formula of a business; 3. Making elementary balance reclassifications, calculate margins and ratios for assessing the degree of solvency, financial soundness and profitability of a business and interpret their meaning; 4. Determine different configurations of income, capital, costs, through the correct application of the models of business administration disciplines.</p> <p>Making judgments: to: perform basic assessments of the implications and results of the implementation of tools and instrument for the administration of the sport entities; have a basic understanding of the results obtained with the application of different models of analysis .</p> <p>Communication: Students are expected to expose the main concepts and the basic tools of business administration; be able to defend the importance and highlight the effects of the application of these instruments on the corporate and entrepreneurial system in general; be able to report (in writing and orally) on the outcome of performed analysis.</p> <p>Longlife Learning: Students are expected to be able to follow - using the knowledge gained in the course - seminars, master programs in the area of business administration for entities in the sports sector.</p>
ASSESSMENT METHODS	<p>Written exams. Criteria adopted for the evaluation: evaluation (vote) outcome. - Excellent (30-30 cum laude): excellent knowledge of the topics, excellent language skills, good analytical ability, the student is able to apply knowledge to solve problems. - Very good (26-29): good knowledge of the topics, full dominance of language, the student is able to apply knowledge to solve problems. - Good (24-25): basic understanding of the main topics, discrete dominance of the language, with limited ability to independently apply the knowledge to the solution of problems. - Satisfactory (21-23): the student does not have full command of the main teaching subjects but he/she knows the satisfactory dominance of language, poor ability to independently apply the knowledge acquired. - Sufficient (18-20): minimum basic understanding of the main topics and technical language, very low ability to independently apply the knowledge. - Insufficient does not possess an acceptable knowledge of the contents of the topics dealt with in the lectures.</p>
EDUCATIONAL OBJECTIVES	<p>The main educational objectives of the course are: -give students an adequate basic understanding of businesses as institutions in the sports sector, the glossary of business administration, the basic governance principles, Profit and Loss statement, balance sheet, and cost configurations; -provide students with the background necessary to interact properly with experts in the different areas of business administration and understand the contribution offered by sport businesses to society and the world of economics and finance; -provide students with the background necessary to read and correctly understand business administration, public policies and applied economics.</p>
TEACHING METHODS	Lectures, practices
SUGGESTED BIBLIOGRAPHY	Sorci C., Lezioni di Economia Aziendale, Giuffrè, Milano 2014. Materiale didattico predisposto dal docente.

SYLLABUS

Hrs	Frontal teaching
6	The notion of business and business administration. The governance principles for businesses. Profitability and solvency. Business entities in the sports sector.
6	The entrepreneurial formula. Basic knowledge of organization. Groups.

SYLLABUS

Hrs	Frontal teaching
12	The financial statement of a business entity: objectives, structure, postulates and principles. The principle of accrual. Balance sheet, P&L, Note to accounts. The financial statements according with EU norms. Limitations of financial statements, the principle of prudence. The financial statement of business entities in the sports sector.
6	Ratio analysis of the balance sheet. Ratio analysis of P&L and of profitability. Ratio analysis of business entities in the sports sector. Uefa financial fair play.
4	Self-financing. The notion of equity.
6	Direct and indirect costs. Cost configurations and the methods to calculate different cost configurations. Fixed and variable costs. The determination of Break Even Point.
2	The budget. Gap analysis. Notes on management control of sport businesses.