

## 102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	運動政策專題研究	Serial No. / ID	1626 / BSR5054
Dept.	運動事業管理學系碩士班	School System / Class	研究所碩士班2年1班
Lecturer	許立宏	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(一)ABC / C504	Language	Chinese

### Introduction

Sport has become an industry in Taiwan in recent years. It also brings potential future for government policy makers to plan and implement various projects. Thus, sports management students shall understand the current sports affairs in Taiwan and evaluate the current policies for a better future in sports clubs, professional sports, sports marketing, sports tourism, etc.

### Outline

1. Welcome
2. Sports Industry
3. PE/Sports policies and sports industry
4. Human resource and sports industry
5. Sports events
6. Sports facilities
7. Sports Sponsorship
8. Sports and socialization
9. Sports industry - challenge and future

### Prerequisite

N/A