




**Ministry of Education and Science of Ukraine
Petro Mohyla Black Sea National University**

SYLLABUS OF THE ACADEMIC DISCIPLINE

“Modern Trends in Professional Activity of Specialists in Physical Culture and Sports”

Degree level: Third	Doctor of Philosophy / Educational and Scientific Level
Speciality:	A7 “Physical Culture and Sports”
Field of study:	
ECTS credits	3 credits / 90 hours
Classes:	Lectures / Practical classes
Language of instruction:	Ukrainian
Department:	Department of Olympic and Professional Sports
Lecturer: 	Dovhan Nadiia Yuriivna, Doctor of Pedagogical Sciences, Professor, Head of the Department of Olympic and Professional Sports dovgan.nadia@chmnu.edu.ua

1. Course Annotation

The academic discipline “Modern Trends in Professional Activity of Specialists in Physical Culture and Sports” is aimed at forming a systematic understanding among PhD-level students of the ongoing transformations in the professional activity of specialists in the field of physical culture and sports.

The course reveals current trends in professional development, including the digitalization of the sports sector, implementation of innovative technologies, personalization of training processes, and the development of sports science, management, and educational practices.

Special attention is given to modern models of professional competence, interdisciplinary integration of knowledge, the application of scientific approaches in practice, and international standards of professional training.

The discipline develops the ability to analyze contemporary challenges and trends in physical culture and sports, forecast the development of professional activity, and implement innovative approaches into practice.

2. Course Aim

To develop students' ability to critically analyze current trends in professional activity in the field of physical culture and sports and to prepare them for implementing innovative approaches in scientific, pedagogical, and practical activities.

3. Course Objectives

1. To investigate current trends in the development of professional activity in physical culture and sports.
2. To analyze the transformation of professional roles in the field.
3. To study innovative approaches to organizing training and educational processes.
4. To develop understanding of digitalization and technologization in sports activities.
5. To develop skills of critical analysis of professional practices and industry trends.

4. Competencies

Integral Competence

Ability to generate new ideas, solve complex problems in research and innovation within physical culture and sports, and conduct scientific research with academic novelty.

General Competencies

- GC01. Abstract thinking, analysis, and synthesis
- GC02. Solving complex problems and academic integrity
- GC03. Work in an international context

Special (Professional) Competencies

- SC01. Conducting original scientific research
- SC02. Solving scientific problems and ensuring research quality
- SC03. Interdisciplinary approach
- SC04. Use of modern technologies and databases
- SC05. Development of scientific and innovative projects
- SC06. Academic and pedagogical activity

5. Learning Outcomes

Knowledge

The student should know:

1. Current trends in professional activity in physical culture and sports.
2. Transformation of professional roles in sports, education, and recreation.
3. Innovative models of training and educational processes.
4. Digital technologies in sports.
5. International standards of professional training.
6. Current directions of sports science and practice development.

Skills

The student should be able to:

1. Analyze current trends in professional activity in physical culture and sports.
2. Evaluate effectiveness of professional practices and models.
3. Apply innovative approaches in scientific and practical activity.
4. Forecast the development of professional activity.
5. Integrate modern technologies into professional practice.
6. Justify scientific and practical decisions.

Practical Skills / Competencies

The student should be able to:

1. Analyze professional trends in physical culture and sports.
2. Use forecasting methods for industry development.
3. Apply tools of critical analysis of professional activity.
4. Work with scientific and analytical sources.

5. Integrate innovations into professional practice.
6. Prepare analytical and scientific materials.
7. Present scientific results effectively.
8. Follow principles of academic integrity.

6. Course Content

Module 1. Theoretical Foundations of Professional Activity in Physical Culture and Sports

- Structure and content of professional activity
- Evolution of professional roles
- Modern competence models
- Interdisciplinary approach in professional practice

Module 2. Current Trends in Industry Development

- Digitalization in physical culture and sports
- Innovative training approaches
- Personalization of sports training
- Global trends in the sports industry

Module 3. Professional Activity in Scientific and Educational Context

- Innovations in sports education
- Research activity of professionals
- Data and analytics in professional practice
- Academic integrity and professional ethics

Module 4. Management and Innovation in Sports Practice

- Sports management systems
- Innovative models of sports organization
- Marketing and digital platforms in sports
- Strategic development planning

Module 5. Future Development of the Profession

- Future of professional activity in sports
- Artificial intelligence and digital technologies in sports
- Globalization of the sports industry
- New professional roles and competencies

7. Teaching Methods

- Problem-based lectures
- Scientific seminars and discussions
- Case study analysis
- Project-based learning
- Research-based learning
- Presentation method
- Independent study and literature review

8. Assessment Methods

Current Assessment

- Oral questioning and participation in discussions
- Analytical tasks
- Presentations
- Individual assignments
- Essays / literature reviews
- Case study participation

Final Assessment

- Examination (oral or written)
- Defense of an individual research/analytical project

9. Grading Criteria

Assessment is based on a 100-point ECTS scale.

Distribution:

- 70 points – current performance
- 30 points – final exam

Current Assessment (70 points):

- Participation in seminars and discussions – up to 15 points
- Analytical tasks – up to 15 points
- Presentations – up to 20 points
- Essay / literature review – up to 10 points
- Individual project – up to 10 points

Final Assessment (30 points):

- Theoretical questions – up to 20 points
- Project defense – up to 10 points

Grading Scale:

- 90–100 – Excellent (deep understanding, independence, analysis)
- 74–89 – Good (solid knowledge, minor inaccuracies)
- 60–73 – Satisfactory (basic understanding)
- 0–59 – Unsatisfactory (insufficient knowledge)

10. Course Policy

- Academic integrity is mandatory
- Plagiarism is not allowed
- All assignments must be original or properly referenced
- Active participation is required
- Late submissions reduce grades

11. Recommended Literature

Basic

1. ACSM. Guidelines for Exercise Testing and Prescription
2. Bailey R. Physical Activity and Sport in Contemporary Society
3. European Commission. EU Guidelines on Physical Activity
4. WHO. Global Recommendations on Physical Activity
5. Bompa T., Buzzichelli C. Periodization Training for Sports

Additional

1. Kenney W., Wilmore J., Costill D. Physiology of Sport and Exercise
2. McKenzie T. Physical Activity and Public Health
3. Reiner M. Sports Science and Coaching Trends
4. Journal of Sports Sciences (Scopus / WoS)
5. Medicine & Science in Sports & Exercise

Information Resources

- Scopus: <https://www.scopus.com>
- Web of Science: <https://www.webofscience.com>
- WHO: <https://www.who.int>
- ACSM: <https://www.acsm.org>
- ResearchGate: <https://www.researchgate.net>

