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| **Lecturer** | Dr. Jinhee Yoo |
| **PJO\* Offer** | YES |
| **PJOE\*Offer** | YES |
| **Major, year, level of studies for PJO (\*required)** | Undergraduate/Graduate |
| **Semester of 2022/2023** | Summer |

\* PJO – course in foreign language for Polish students / PJOE – course in foreign language for Polish and Erasmus+ students  
\*\* leave appropriate

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

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| **Module name** | Sport Management |
| **Erasmus code** |  |
| **ISCED code** |  |
| **Language of instruction** | English |
| **Website** | <https://www.umcs.pl/en/courses-in-english-2021-2022,21582.htm>  (for PJOE) |
| **Prerequisites** | N/A |
| **ECTS points hour equivalents** | Contact hours (work with an academic teacher): 15  Total number of hours with an academic teacher: 20  Number of ECTS points with an academic teacher: 1,5 Non-contact hours (students' own work): 20 Total number of non-contact hours: 20 Number of ECTS points for non-contact hours: 1,5  Total number of ECTS points for the module: 3 |
| **Educational outcomes verification methods** | Case study  Final paper and presentation |
| **Description** | The intention of this course is to cover, in detail, the business of sport. Topics to be addressed include but are not limited to: Ethics in Sport Management, Organizational Theory and the Study of Sport, Sport Governance, International Sport Governance, Basic Law Applied to Sport, Economics and Sport, Accounting and Budgeting, Financing Sport, Sponsorship, Group Decision Making and Problem Solving, Managing Employee Diversity in the Sport Industry, and others. |
| **Reading list** | 1. Recommended text:   Masteralexis, L.P., Barr, C.A., Hums, M.A. (2018). *Principles and practice of sport management* (6th ed.). Jones & Bartlett Publishers.   1. Additional/Required readings will be provided. |
| **Educational outcomes** | KNOWLEDGE   1. The various aspects and current events of the sport industry 2. The management process in the sport setting   SKILLS   1. Critical thinking, analytical, and problem-solving skills 2. Oral and written communication skills   ATTITUDES   1. Readiness/Willingness to learn 2. Responsibility and accountability |
| **Practice** | n/a |

INFORMATION ABOUT CLASSES IN THE CYCLE

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| **Website** | <https://www.umcs.pl/en/courses-in-english,21103.htm>  (dla PJOE) |
| **Educational outcomes verification methods** | Case study  Final paper and presentation |
| **Comments** |  |
| **Reading list** | 1. Recommended text:   Masteralexis, L.P., Barr, C.A., Hums, M.A. (2018). *Principles and practice of sport management* (6th ed.). Jones & Bartlett Publishers.   1. Additional/Required readings will be provided. |
| **Educational outcomes** | KNOWLEDGE   1. The various aspects and issues present in the sport industry 2. The management process in the sport setting   SKILLS   1. Critical thinking, analytical, and problem-solving skills 2. Oral and written communication skills   ATTITUDES   1. Readiness/Willingness to learn 2. Responsibility and accountability |
| **A list of topics** | 1. Management principles applied to sport management 2. Marketing principles applied to sport management 3. Financial and economic principles applied to sport management 4. Ethical principles applied to sport management 5. Collegiate sport 6. International sport 7. Professional sport 8. Facility management 9. Event management 10. Amateurism in college sport 11. Sport sponsorship 12. Sports gambling 13. Sport communications/Broadcasting 14. The sporting goods and licensed products industries |
| **Teaching methods** | Lectures, Discussions, Class Activities |
| **Assessment methods** | Attendance/Participation (30%)  Case study (20%)  Sports Facility Public Funding Debate Paper (40%)  Sports Facility Public Funding Debate Presentation (10%) |