



Subject card

Subject name and code	, PG_00069575						
Field of study	Zarządzanie w sporcie						
Date of commencement of studies	February 2025		Academic year of realisation of subject		2025/2026		
Education level	second-cycle studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		3.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Finance -> Faculty of Management and Economics -> Wydziały Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. inż. Krystian Zawadzki				
	Teachers		dr hab. inż. Krystian Zawadzki				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	E-learning hours included: 0.0						
	eNauczanie source addresses: Moodle ID: 46752 Zarządzanie w sporcie ZII MSU4 sem 3 i MSU 3 sem.2 stacjonarne https://enauczanie.pg.edu.pl/moodle/course/view.php?id=46752						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	45		4.0		26.0	75
Subject objectives	The aim of the course "Sports Management" is to familiarize students with the theory and practice of management in widely understood sports and to develop their ability to analyze, plan, organize, lead, and control processes related to sports activities. Students will acquire knowledge of the specific economic, legal, organizational, and marketing aspects of sports institutions, and will develop the competencies necessary to make effective managerial decisions in both professional and amateur sports environments.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U02] presents logical and solid arguments about the obtained results, by analyzing and synthesizing information in various business contexts, approaching their interpretation critically		The student is able to analyze and interpret data concerning the functioning of sports organizations, applying strategic and financial analysis methods, and presents logical, evidence-based arguments regarding the effectiveness of sports management.		[SU4] Ocena umiejętności korzystania z metod i narzędzi [SU1] Ocena realizacji zadania		
	[K7_W01] identifies in-depth the phenomena related to the studied field and the theories describing them as well as possible concepts and methods of management		The student knows and understands the phenomena occurring in sports organizations, as well as management theories and concepts, including development strategies, sports marketing, and finance management, in the context of the specific characteristics of the sports sector and its market environment.		[SW1] Ocena wiedzy faktograficznej [SW2] Ocena wiedzy zawartej w prezentacji		

Subject contents	Introduction to Sports Management
	Organization and Diversity of the Sports Industry
	Measurable Outcomes of Sports Activities on the National and International Scale
	Hard-to-Measure Outcomes of Sports Activities
	Economic Aspects of Sports Infrastructure Operation
	Professional Sports Market
	Labor Economics in Sports
	Types of Sporting Events and Their Impact on the Economy
	E-sports Market
	Sports Betting Market
	Pathological Phenomena in the Sports Industry and Their Consequences
	Financial Management in Sports
	Working Capital Management in Sports
	Leverage in the Operations of Sports Clubs
	Introduction to Sports Management
	Organization and Diversity of the Sports Industry
	Measurable Outcomes of Sports Activities on the National and International Scale
	Hard-to-Measure Outcomes of Sports Activities
	Economic Aspects of Sports Infrastructure Operation
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	Financial Management in Sports Working Capital Management in Sports Leverage in the Operations of Sports Clubs		
Prerequisites and co-requisites	finance management		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	case study analysis	0.0%	10.0%
	thematic presentations	0.0%	30.0%
	final asesment	60.0%	30.0%
	groups' projects	0.0%	30.0%
Recommended reading	Basic literature	Burdzy, K., & Górski, J. (2019). <i>Zarządzanie w sporcie</i>. Warszawa: PWN. podstawowe wprowadzenie do teorii i praktyki zarządzania organizacjami sportowymi. Dąbrowski, M. (2013). <i>Zarządzanie strategiczne w sporcie</i>. Warszawa: Difin. strategie rozwoju organizacji sportowych i planowanie strategiczne w polskich realiach. Zawadzki, K. (2016). <i>Ekonomiczne efekty organizacji wielkoformatowych wydarzeń sportowych</i>, Wydawnictwo PG, Gdańsk.	
	Supplementary literature	Zawadzki, K. (2013). <i>Euro 2012 economic impact on host cities in Poland</i> . LAP Lambert Academic Publishing. Content available on the YT channel: https://www.youtube.com/@Sport3ScienceFinance	
	eResources addresses	Supplementary https://www.youtube.com/watch?v=XQgA6Qkao74 - the pay gap in sports https://www.youtube.com/watch?v=yMcwAtHltNs - sportwashing https://www.youtube.com/watch?v=xliNay0U5_g&t=2s - is it appropriate to earn so much?	
Example issues/ example questions/ tasks being completed	What is sports tourism, and what is its significance as a part of the tourism sector? What relationships exist between athletes earnings and their sports performance statistics? What are the problems with the finances of the Polish Ekstraklasa football league?		
Practical activites within the subject	Not applicable		

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