



Subject card

Subject name and code	Sports management, PG_00072179						
Field of study	Management, Management						
Date of commencement of studies	February 2026	Academic year of realisation of subject			2026/2027		
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 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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. inż. Krystian Zawadzki				
	Teachers						
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						
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	to familiarize students with the theory and practice of management in broadly understood sport, and to develop their skills in analyzing, planning, organizing, leading, and controlling processes related to sports activities. Students will acquire knowledge about the specific nature of how sports organizations operate from economic, legal, organizational, and marketing perspectives, as well as develop competencies necessary for effective managerial decision-making in both professional and amateur sports environments.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K7_U02] presents logical and well-founded arguments regarding obtained results through the analysis and synthesis of information in various business contexts, critically evaluating their interpretation.	is able to analyze and interpret the performance results of sports organizations (e.g., clubs, federations, sporting events) using diverse data sources (financial, marketing, and sports-related), and to formulate logical and coherent arguments regarding their effectiveness. The student synthesizes information within various business contexts of sport and critically evaluates its reliability and relevance for managerial decision-making.	[SU1] Assessment of task fulfilment [SU4] Assessment of ability to use methods and tools
	[K7_K03] responsibly fulfills professional roles, demonstrating the ability to identify ethical dilemmas and recognize and evaluate alternative courses of action.	is prepared to perform professional roles responsibly in the field of sports management, demonstrating the ability to identify ethical dilemmas and to recognize and critically evaluate alternative courses of action. The student considers the social, organizational, and commercial implications of decisions and acts in accordance with principles of professional ethics and responsibility.	[SK1] Assessment of group work skills
[K7_W01] "demonstrates in-depth knowledge and understanding of contemporary management problems, and selects methods for resolving them while taking into account the complex interrelationships among the phenomena being analyzed.	has in-depth knowledge and understanding of contemporary management issues in sport and is able to select appropriate methods for solving them, taking into account the complex relationships between economic, social, and organizational phenomena. The student understands the conditions of functioning of sports organizations and identifies interdependencies between their environment and managerial decision-making.	[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects	
Subject contents	<p>Course content – lecture</p> <ol style="list-style-type: none"> 1. Introduction to sports activity management 2. Organization of the sports industry and its diversity 3. Measurable effects of sports activity at national and international levels 4. Intangible (hard-to-measure) effects of sports activity 5. Economic aspects of sports infrastructure operation 6. The professional sports market 7. Labor economics in sport 8. Types of sporting events and their impact on the economy 9. The e-sports market 10. The sports betting market 11. Pathological phenomena in the sports industry and their consequences 12. Financial management in sport 13. Working capital management in sport 14. Leverage in the operations of sports clubs <p>Course content – exercises</p> <ol style="list-style-type: none"> 1. Introduction to sports activity management 2. Organization of the sports industry and its diversity 3. Measurable effects of sports activity at national and international levels 4. Intangible (hard-to-measure) effects of sports activity 5. Economic aspects of sports infrastructure operation 6. The professional sports market 7. Labor economics in sport 8. Types of sporting events and their impact on the economy 9. The e-sports market 10. The sports betting market 11. Pathological phenomena in the sports industry and their consequences 12. Financial management in sport 13. Working capital management in sport 14. Leverage in the operations of sports clubs 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final assessment paper	60.0%	60.0%
	case studies	60.0%	40.0%

Recommended reading	Basic literature	<p>Burdzy, K., & Górski, J. (2019). <i>Zarządzanie w sporcie</i>. Warszawa: PWN.</p> <p>Dąbrowski, M. (2013). <i>Zarządzanie strategiczne w sporcie</i>. Warszawa: Difin.</p> <p>Zawadzki, K. (2016). <i>Ekonomiczne efekty organizacji wielkoformatowych wydarzeń sportowych</i>, Wydawnictwo Politechniki Gdańskiej</p>
	Supplementary literature	<p>Andreff, W., & Szymanski, S. (2006). <i>Handbook on the Economics of Sport</i>, Cheltenham: Edward Elgar Publishing.</p> <p>Bauer, H. H., Stokburger-Sauer, N. E., & Exler, S. (2008). <i>Brand Image and Fan Loyalty in Professional Team Sport</i>, Wiesbaden: Gabler.</p> <p>Fried, G. (2015). <i>Sport Finance</i>, Champaign, IL: Human Kinetics.</p> <p>Gratton, C., & Taylor, P. (2000). <i>Economics of Sport and Recreation</i>, London: Spon Press.</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>Among Polish sports clubs listed on the stock exchange (NewConnect) are:</p> <p>a) Ruch Chorzów b) Górnik Zabrze c) Wisła Kraków d) GKS Katowice</p> <p>The most spectacular collapse of a Polish top-division team caused by financial liquidity problems concerned:</p> <p>a) Wybrzeże Gdańsk (handball) b) Radomiak Radom (football/soccer) c) Stocznia Szczecin (volleyball) d) Anwil Włocławek (basketball)</p>	
Practical activities within the subject	Not applicable	

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