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| 1. **Course Title**:Sportmanagement | | | | |
| 2. Course Title in Hungarian:Sportmenedzsment | | | | |
| 3. Code: | | 4. Type (lecture, practice etc.):lecture | | |
| 5. Contact hours:2 hours/ week | | 6. Number of credits:2 | | |
| 7. Preliminary requirements (max 3): - | | | | |
| 8. Offered:annually, 5. semester | | | | |
| 9. Maximum number (if relevant): | | | | |
| 10. Responsible instructor (Faculty, Institute and Department):  Gábor Pauler PhD**,** Faculty of Sciences, Institute of Mathematics and Informatics, Deparment of Informatics and General Technology | | | | |
| 11. Instructor(s): | | Name | | Percentage (%) |
| Attila Kajos MSc | | 90 |
| Gábor Pauler PhD | | 10 |
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| 12. Language:English | | | | |
| 13. Learning outcomes:  The course offers the opportunity for the student to gain information and understanding of the various practices and procedures associated with sport management. The course goals to introduce the field of sport management to students and introduce the concepts, scope, and common practices in the sport management industry. To identify major issues in sport management and provide students with the intellectual tools to analyze those issues. | | | | |
| 14. Short description:  1. Sport management elements and its environment. Three sector of sport.  2. The role of state in sport development. Reason and effect of state intervetion. State finance of sport.  3. Non-profit sector society and sport. The sports club environment.  4. Professional sport. Media, sponsorship, player management.  5. Basics of organizational structures. Types, models, functioning.  6. Strategic of sport management. Strategic analysis and direction. Strategic process of sport.  7. The human resource management of sport.  8. The structural models of sport clubs.  9. Event Management.  10. Tasks of managers and administrative staff in different sport organizations.  11. Performance of management.  12. The main governing bodies of sport, the role and structure of International and National Olympic Committees. Organizing the Olympic Games. The build up and activities of National Sport Federations.  13. The arrangement and background of International and National leagues. | | | | |
| 15. Evaluation**:**  Individiual and Group presentations  Individual and Group case studies  Oral examination | | | | |
| 16. Literature:  Beech, John and Chadwick Simon (2013): The Business of Sport Management. Pearson Publishing  Bill, Karen (2009): Sport Management. Learning Matters, Exeter, England  Byers, Terry (2011): Key Concepts of Sport Management. SAGE Publications. Los Angeles, CA, USA | | | | |
| **Date:** | 2017. május |  | Gábor Pauler PhD | |
| responsible instructor | |
| **Approved by:** | | | Dr. Márk Váczi  program supervisor | |