



Syllabus

Term: 2025/26/2 **Subject name:** Sportmanagement **Subject code:** ENAEDZN2901

Unit (Unit code) (TESTNEV)

Lecturer responsible for the course: Dr. MARTON Gergely

Requirement: Exam

Classes per week : 2/0/0

Classes per term:

Purpose of education:

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.

Contents:

1. Sport management elements and its environment. Three sector of sport.
2. The role of state in sport development. Reason and effect of state intervention. 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.



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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.

System of examing and valuation:

Individual and Group presentations

Individual and Group case studies

Oral examination

Bibliography:

Byers, Terry (2011): Key Concepts of Sport Management. SAGE Publications. Los Angeles, CA, USA

Bibliography: