

NAME OF THE COURSE		Sports management				
Code	119367	Year of study	1 st graduate			
Course teacher	Assistant professor, Eli Marušić, PhD Katija Kovačić, MSc.	Credits (ECTS)	3			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			30	15		
Status of the course	Elective	Percentage of application of e-learning				
COURSE DESCRIPTION						
Course objectives	Qualify the students for: <ol style="list-style-type: none"> 1. Understanding the roles, goals and functions of sport management; 2. Analysing the managerial success as an integral part of sport organisations; 3. Applying the fundamental sport management methods and techniques; 					
Course enrolment requirements and entry competences required for the course	No prerequisites.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	At the completion of this course, students will be able to do the following: <ul style="list-style-type: none"> - to define both the purport and managerial operational capabilities, within the framework of all the managerial functions - to explain all the management activities within the process of managing sport events and facilities - to analyse the performance measurement methods (Balanced Scorecard and EFQM) - to evaluate the financial performance of sport organisations, based on available financial results - to formulate a business plan for a specific sport organisation 					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Teacher			
	Sport management and sport industry. The role and goals of sport management within the sport organization business. The educational system and the competence of professional sport managers. The challenges and threats to the professional sport managers' business (2 hours).		Katija Kovačić, MSc.			
	Introduction to basic management functions (2 hours).		Assistant professor, Eli Marušić, PhD			
	Sport management planning. The concept, purpose and planning stages of management. Vision, mission and business goals. SWOT and GAP analysis. Business plan of the sport industry organisations (2 hours).		Assistant professor, Eli Marušić, PhD			
Organisation within sport management: Types of organisational structures. The advantages and disadvantages of various structures. Organisational structure formation for sport organisations. Organisational culture (2 hours).		Assistant professor, Eli Marušić, PhD				

	Human resource management in sports: both identifying the available and determining the new needs for personnel. Recruiting new staff. Selection and professional orientation. Carrere planning and development. Compensation policies (2 hours).	Assistant professor, Eli Marušić, PhD
	Motivation as both a theory and practice within the human resource management. Communicating with shareholders. Group and conflict dynamics (2 hours).	Assistant professor, Eli Marušić, PhD
	The sport management controlling process. Measuring the achievement degree of organisation's financial and sport goals (2 hours).	Assistant professor, Eli Marušić, PhD
	Knowledge assessment through the 1 st midterm exam (2 hours).	Katija Kovačić, MSc.
	Financial management within the sport industry: Financial statement preparation and evaluation, calculation and report of financial indicators, budget creation (4 hours).	Katija Kovačić, MSc.
	Managing the sport production activities, quality and performance. Designing organisational products, services and processes. Measurement of both the quality and performance. Performance indicators (Balanced Scorecard and EFQM) (2 hours).	Katija Kovačić, MSc.
	Managing sport events and facilities. Event planning. Managing and motivating the staff and volunteers. Managing and advertising the events. Event logistics. Managing facilities. Planning, designing and constructing sport facilities. Employing the facilities' staff. Financial management of sport facilities. Risk management (4 hours).	Katija Kovačić, MSc.
	Sport entrepreneurship: The role of entrepreneurship within the economy and the society at large. Specific characteristics of entrepreneurship. Risk assessment when realising entrepreneurial projects. The path from idea to innovation (2 hours).	Katija Kovačić, MSc.
	Knowledge assessment through the 2 nd midterm exam (2 hours).	Katija Kovačić, MSc.
Seminars	Teacher	
Strategic planning for both profit and non-profit sport organizations: Shaping the vision and mission of a sport organization. Setting the goals utilizing both the bottom-up and top-down methods. SWOT analysis, GAP analysis and the choosing of business strategies for sport organizations (4 hours).	Katija Kovačić, MSc.	

	Organization, staffing, leadership and the control of business outcomes within profita and non-profit sport		Katija Kovačić, MSc.			
	Financing and budgeting within the sport industry: DCF analysis, financial statements and financial indicators, optimal capital structure for sport organizations and companies. Creating a budget (2 hours).		Katija Kovačić, MSc.			
	Management of sport events and facilities: planning, constructing and utilising sport facilities, planning and the realization of sport events (2 hours).		Katija Kovačić, MSc.			
	Creating and presenting a sport organization's business plan (4 hours).		Katija Kovačić, MSc.			
Format of instruction	x lectures x seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work		x independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)			
	Student responsibilities					
Screening student work <i>(name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)</i>	Class attendance	1.0	Research		Practical training	
	Experimental work		Report		(Other)	
	Essay		Seminar essay	1.0	(Other)	
	Tests	1.0	Oral exam		(Other)	
	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	The final grade for the Sport Management course is determined by several combined factors: the attendance and student participation at the lectures and seminars, the creation and presentation of seminar paper, as well as the achievement in the midterm exams or the final oral exam.					
	Class attendance Grading the level of acquired knowledge, skills and competencies will be done through evaluation of the students' participation level at both the lectures and seminars, especially with regard to the individual and group student assignments during both the seminars and workshops.					
	Midterm exams Two midterm exams will be held during the duration of the Sport Management course. Each of the midterm exams will feature questions regarding the curriculum subjects that were previously analysed, up to that particular date. The exact term of the exam will be defined in accordance to the agreement made between the professor and the students enrolled, announced at least one week before the exam is to take place. The student has earned a passing grade at the midterm exam only in case he/she answered at least 50% of the questions correctly. All the students who fail a midterm exam will be given the opportunity to retake it, at the time and place agreed on with the course professor. The students who successfully pass both the midterm exams are exempted from taking the final oral exam.					
	Oral exam Students who do not attend one or both midterm exams or fail to achieve at least 50% of the correct answers at each of the midterm exams have to take the final oral exam. The					

	<p>final oral exam will be held at the end of the semester.</p> <p>Seminar paper At the seminars, the students will, after acquiring practical knowledge in various sport management areas (vision and mission statements, SWOT analysis, business goals and strategies, organization dynamics, HRM, financing and budgeting), create a product / service / organization business plan. The choice will be up to them, based on their own personal preferences. The students need to submit the business plan to the professor, in accordance with the given schedule and then present it to the whole class at the last term scheduled for seminars.</p> <p>For each of the aforementioned evaluation categories, the student is entitled to a certain number of points. The categories are evaluated according to the following ratios: Class attendance: 33% Midterm exams or the final oral exam: 34% <u>Seminar paper: 33%</u> Total: 100%</p> <p>Based on all of the above, the final grade for the course will be determined as follows:</p> <ul style="list-style-type: none"> • grade 2 (sufficient) for 55% to 63% of the total points; • grade 3 (good) for 64% to 74% of the total points; • grade 4 (very good) for 75% to 89% of the total points; • grade 5 (excellent) for 90% to 100% of the total points. 		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Beech J. & Chadwick S. (2010): Sportski menadžment, Prentice Hall, Financial Times, Mate d.o.o. Zagreb.	1	
	Course lessons, presentations, pptx format.		20
Optional literature (at the time of submission of study programme proposal)	Bartoluci, M. (2003). <i>Ekonomika i menedžment sporta</i> . Informator, Kineziološki fakultet, Zagreb, 2003. Parks, B. J. & Quarteman, J. (2003). <i>Contemporary Sport Management</i> . Human Kinetics. Deželjin, J., Deželjin, J., Dujanić, M., Tadin, H., & Vujić, V. (1999). <i>Poduzetnički menedžment</i> . Alinea, Zagreb.		
Quality assurance methods that ensure the acquisition of exit competences	<ol style="list-style-type: none"> 1. Class attendance 2. Class participation 3. Seminar paper 4. Midterm exams 5. Exam 6. External evaluation of teaching quality through 'Questionnaire for student's evaluation of teaching'. 		
Other (as the proposer wishes to add)	http://moodle.kifst.hr/course/view.php?id=493		