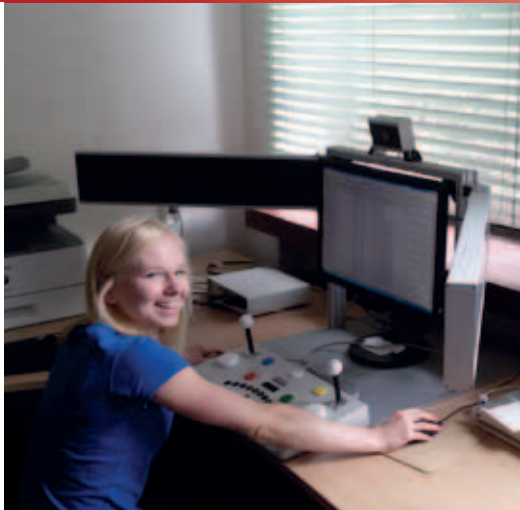


## Active lifestyle and quality of life



### Our mission

Research of the Social Sciences Section of the Faculty focuses on two basic areas connected with the role of various forms of sport and movement activities in influencing psycho-social dimensions of quality of life. It deals with the individual and micro-social level (the individual, family, school class; research on the influence of movement on mental processes, self-concept, values, moral development, motoric performance, etc.) as well as the macro-social level (the analysis of the role of sport as a social phenomenon, the organizational governance and ethics and integrity of sport, researching relationships of social stratification and participation in various kinds of movement activities). Special emphasis is put on disadvantaged groups in the population, such as children and youth, children with ADHD, persons with special needs, minorities and seniors, in relation to possible social exclusion.

Further, this area studies the meaning of movement for the formation of lifestyle and for the development or preservation of movement and psychosocial skills that are necessary for the adequate adaptation of various groups in the population to changing conditions in society

(e.g. the creation of positive value orientation in children and enhancing of quality of life of seniors) and creating a cooperative environment and the stimulation of social capital.

### What we offer

- Psychological counselling in the field of sport.
- Diagnostics of cognitive abilities.
- Monitoring of psychic feedback to load.
- Evaluation of features such as current biological maturation, physical fitness and somatotype with respect to a) a person's current morphofunctional state and b) the influence of those aspects on selected aspects of sport performance.
- Lecture series: Myth and reality in sport – historical changes.
- Counselling courses focussed on management functions (e.g. planning, organization, leadership), with respect to the sport environment.
- Counselling courses oriented on the development of marketing thinking in the areas of product strategy, pricing, advertising instruments and strategies, customer relations and quality management, with examples from sport.