

Sport management

MASTER'S PROGRAMME



Faculty of Physical Education and Sport



2 years



English



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OUTCOME

Qualification in the form of a fully trained professional for leading roles in the management of sports organisations.



LEARNING OUTCOMES

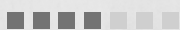
Independently determine and define the nature of sport problems, and on the basis of mastering and applying research methods, obtain contemporary information for solving sport management problems.



Solve independently defined problems using professional knowledge, methodological approaches and research techniques of marketing, behavioral and sociological research.



Prepare marketing plans and strategies for the sport business sector.



Conceive and solve projects in the field of sport management, proposing innovative solutions.



ACADEMIC QUALIFICATIONS

Master's degree



TEACHING AND LEARNING METHODS

Theoretical and Practical Background
Practices and Internship
Project-based Learning
Teamwork on Learning Activities



APPLICATION

Application submission date: 30.7.



FUTURE CAREER

- Managers of non-profit organizations, sport federations, organizations and clubs
- Leading positions in professional sport clubs
- Marketing and personal department managers in commercial companies linked to sport

