
Sport Management – Master’s programme



- Master Degree (2 years full-time)
- no entry exam

Graduate profile

Graduates of this study programme have the necessary prerequisites to conduct business independently in the field of sports to obtain **top management positions** in all types of sports organizations. They are equipped with **key expertise** to manage sports organizations, sports facilities and sporting events. They demonstrate deep knowledge and understanding of current theoretical concepts and methods in the field of sports management. They can independently

identify and define research problems in the field of sports, and use **scientific methods** to obtain the new, necessary data needed to solve these problems. They can apply the acquired skills in for-profit and non-profit sports organizations, or public institutions to improve the conditions for professional and amateur sport.

Programme characteristics

The Master's degree program aims to provide students with an in-depth understanding of the latest **sport management strategies** and develop the skills needed for the **professional management** of sport organizations and projects. The graduates will be able to perform activities such as planning, organizing, directing, controlling, budgeting, and evaluating in contexts related to all types of sports. The graduates will be able undertake **systematic research** into **sport-related business** and management issues, making selective and critical use of a range of business data, research sources and appropriate methodologies.

Sample of selected compulsory courses

Strategic Management, Management of Sport Organisations, Sport Event Management, Leadership in Sport Organisations, Sport Marketing, Public Relations of Sport Organisations, Social skills and psychology of coaching, Sport Economics

Core learning outcomes:

- independently determine and define the nature of sport problems and, on the basis of mastering and applying research methods, obtain new original information for solving sport management problems
- solve independently defined problems using professional knowledge, methodological apparatus and research techniques of marketing, behavioural and sociological research
- prepare marketing plans and strategy for the sport business sector
- conceive and solve projects in the field of sport management, proposing innovative procedures

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