

Establishing and Managing Sports Organisation

Study subject code:

- 1. Abstract:** The module aim is to provide information that includes sufficient conceptual detail for students to grasp the essentials of management while highlighting the unique aspects of strategy management in the business system. Especially suitable for students seeking an overview of sport strategy management principles and methods and their application in sport, highlighting the unique features of how sport organizations is strategically managed comparing to other industrial sectors operating at the community, state/provincial, national and professional levels.

2. Volume in credits and hours:

Volume in credits	Lectures	Practical work, (classes, seminars) hours	Tutorials, hours	Self-study, hours	Total hours	Assessment
5	16	24	6	88	134	Case analysis (project)

3. Study subject topics:

No	Course content: the topics	Contact work hours			Self-study	Total hours of academic load
		Lectures	Practical work (classes and seminars)	Tutorials		
1	The place of a sports organisations in the business system	2	-	-	6	8
2	Sports business environment, functions	2	2	-	6	10
3	Forms of organising sports business and ways of its establishment	2	2	-	6	10
4	Planning and organising sports activities. The provision of human, material and financial resources	-	4	-	6	10
5	Strategic decisions and management of a sports organisation	2	2	2	8	12
6	Mission	-	4	-	6	10
7	Vision	-	4	-	6	10
8.	Strategic goals	-	4	-	6	10
9.	Analysis of internal environment	-	2	-	6	8
10.	Strategic alternatives, their assessment	2	-	2	8	12
11.	Implementation of the strategy	2	-	-	8	10
12.	Assessment of the strategy	2	2	-	8	12
13.	Monitoring of the strategy	2	-	2	8	12
	Total:	16	24	6	88	134

4. Topics of practical-laboratory work:

- Comparative analysis of basic forms of establishing business;
- Management of change in an X sports organisation;
- Planning material resources;
- Customer service;
- Management of orders;
- Programming strategic directions of an X sports organisation.

Educational Institution: KAUNO KOLEGIJA, University of Applied Sciences

Study programme: Sports Management

5. Self-study assignment: Establishment of a sports enterprise (organisation) and its strategic management (Integrated project).

6. Assessment system of the learning achievements – summative assessment:

Assessment criteria			
Mid-semester tests		Case analysis (project)	
%	Grade/points	%	Grade/points
50	5.0	50	5.0
Total: 100% = 10 points (final grade)			

7. Language of instruction: English.

Lecturer coordinating the subject

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