



POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION

1.1 Course name	Sports management			
1.2 Study program/s	Undergraduate professional study Management of tourism and sports			
1.3 Course status (O,E)	Obligatory	1.6 Mode of instruction (number of hours)	Lectures	30
1.4 Course code			Exercises	30
1.5 Course abbreviation	HOS		Seminars	
1.6 Semester	VI		E-learning	
1.7 ECTS	4	1.7 Place and time of instruction	The premises of Polytechnic of Međimurje in Čakovec, according to schedule published on web pages	

2. TEACHING STAFF

2.1 Course leader/s-title	Tomislav Hublin, Senior Lecturer	contact	thublin@mev.hr
		contact	
2.2 Assistant/s- title		contact	
		contact	
2.3 Instruction held by- title		contact	

3. COURSE DESCRIPTION

3.1 Course goals	To enable students to manage certain areas and activities in sports on the basis of knowledge in the field of economics, management and entrepreneurship of sports, and to be able to start a business in the field of sports on their own.
3.2 Prerequisites	There are no conditions
3.3 Course outcomes	After successfully completing the course, students will be able to: O1 Interpret the role of economics and sports management and sports manager O2 Evaluate the purpose and social and economic effects of sport in modern society O3 Analyze the possibilities of managing resources and finances in the field of sports O4 Plan business in sports based on market analysis O5 Start projects and business in the field of sports
3.4 Course content	The areas of economics, management and entrepreneurship in sports are covered. Areas are divided into the topics of resource management in sports, performance valorization, financing in the field of sports, management of sports organizations and strategic thinking and starting entrepreneurial ventures in sports.

3.5 Types of coursework	x	Lectures	x	Exercises		Blended e-learning	x	Individual activities		Laboratory																																																						
		Seminars and workshops		Distant learning		Field classes		Multimedia and network		Mentorship																																																						
		Other																																																														
3.6 Language of instruction	Croatian/English.																																																															
3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	2	Class attendance			Seminars			Essay																																																								
		Class activity		1	Project			Report/paper																																																								
	2	Midterm exams			Practical task			Continuous knowledge check																																																								
		Written exam			Experimental work																																																											
		Oral exam			Research																																																											
3.8 Assessment and evaluation of students' work during classes and at the final exam	<table><tr><th>Activity specification</th><th>Percent %</th><th>Points</th></tr><tr><td colspan="3">Assessment during instruction</td></tr><tr><td>Class attendance</td><td>5%</td><td>5</td></tr><tr><td>Class activity</td><td>5%</td><td>5</td></tr><tr><td>Seminars/Practical task/Project</td><td>30%</td><td>30</td></tr><tr><td>Midterm exam 1</td><td>30%</td><td>30</td></tr><tr><td>Midterm exam 2</td><td>30%</td><td>30</td></tr><tr><td colspan="3">Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester</td></tr><tr><td>Written exam</td><td>60%</td><td>60</td></tr><tr><td>Total:</td><td>100%</td><td>100</td></tr></table>										Activity specification	Percent %	Points	Assessment during instruction			Class attendance	5%	5	Class activity	5%	5	Seminars/Practical task/Project	30%	30	Midterm exam 1	30%	30	Midterm exam 2	30%	30	Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester			Written exam	60%	60	Total:	100%	100																								
	Activity specification	Percent %	Points																																																													
	Assessment during instruction																																																															
	Class attendance	5%	5																																																													
	Class activity	5%	5																																																													
	Seminars/Practical task/Project	30%	30																																																													
	Midterm exam 1	30%	30																																																													
	Midterm exam 2	30%	30																																																													
	Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester																																																															
	Written exam	60%	60																																																													
	Total:	100%	100																																																													
3.9 Assessment criteria – analysis per learning outcomes	<table><tr><th colspan="6">Ways of evaluating learning outcomes</th></tr><tr><th></th><th>Class attendance and activity</th><th>Project</th><th>Mid-term exam 1</th><th>Mid-term exam 2</th><th>Total</th></tr><tr><td>Outcome 1</td><td></td><td></td><td>10</td><td></td><td>10</td></tr><tr><td>Outcome 2</td><td></td><td>5</td><td>10</td><td></td><td>15</td></tr><tr><td>Outcome 3</td><td></td><td>5</td><td>10</td><td>10</td><td>25</td></tr><tr><td>Outcome 4</td><td></td><td>10</td><td></td><td>10</td><td>20</td></tr><tr><td>Outcome 5</td><td></td><td>10</td><td></td><td>10</td><td>20</td></tr><tr><td>Outcome not-related</td><td>10</td><td></td><td></td><td></td><td>10</td></tr><tr><td>Total</td><td>10</td><td>30</td><td>30</td><td>30</td><td>100</td></tr></table>										Ways of evaluating learning outcomes							Class attendance and activity	Project	Mid-term exam 1	Mid-term exam 2	Total	Outcome 1			10		10	Outcome 2		5	10		15	Outcome 3		5	10	10	25	Outcome 4		10		10	20	Outcome 5		10		10	20	Outcome not-related	10				10	Total	10	30	30	30	100
	Ways of evaluating learning outcomes																																																															
		Class attendance and activity	Project	Mid-term exam 1	Mid-term exam 2	Total																																																										
	Outcome 1			10		10																																																										
	Outcome 2		5	10		15																																																										
	Outcome 3		5	10	10	25																																																										
	Outcome 4		10		10	20																																																										
	Outcome 5		10		10	20																																																										
	Outcome not-related	10				10																																																										
	Total	10	30	30	30	100																																																										
	Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)																																																															
	Points Grade																																																															
	89 – 100 excellent (5)																																																															
	76 – 90 very good (4)																																																															
	63 – 80 good (3)																																																															
	50 – 65 pass (2)																																																															
	0 – 49 fail (1)																																																															
3.10 Specific features related with taking the course	If a student collects 50% of the points of each outcome, he/she directly takes the exam, under condition that he/she has submitted a project paper. A student cannot access the exam if he/she has not submitted a project paper. Project paper is made according to the instructions published on the Merlin and is																																																															

	submitted by placing it on the Merlin. Project work is submitted at least 3 days before the exam deadline. If a student does not achieve a sufficient number of points on the midterm exam, he/she cannot take the next midterm exam. Once achieved points in the midterm exams for each learning outcome are no longer deleted unless the student decides to correct the result for a particular learning outcome, whereby the previous points are then deleted and newly achieved points for that learning outcome are entered. The final grade is obtained on the exam period and is the sum of points earned during classes. Students who did not take the midterm exams access the written part of the exam where all learning outcomes are checked and are required to submit a project paper before taking the exam. If the students collect 50% of each learning outcome and have not yet collected the minimum number of points for a positive grade, it is possible to orally test the knowledge around each learning outcome.	
3.11 Students obligations	Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam. Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.	
3.12 Written assignments		
3.13 Required reading	1.	Bartoluci, M. and Škorić, S. (2009). Sports management. Faculty of Kinesiology, University of Zagreb, Zagreb
	2.	Beech J., and Chadwick, S. (2010): Sports Management. Zagreb School of Economics and Management. MATE d.o.o., Zagreb
3.14 Additional reading	1.	Professional and scientific papers
4 ADDITIONAL COURSE INFORMATION		
4.1 Quality control	The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.	
4.2 Contact the teacher	Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day during working hours by coming in person or by landline. It is also possible to	

	ask questions by e-mail, which will be answered in 48 hours at the latest. It is desirable for students to come as often as possible for any possible questions during the teacher's office hours.			
4.3 Information about the course	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.			
4.4 Course contribution to the study program	O1 Present information, ideas, problems and solutions to the professional and general public; O3 Critically evaluate arguments, assumptions and data in order to create opinions and contribute to the solution to the problem; O9 Create a business plan of entrepreneurial ideas; O10 Analyze the performance of the business of the organization and the company; O16 Interpret human resources management activities aimed at achieving the strategic objectives of the business.			
5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)				
LECTURES				
Hours	Topic and description	Method • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes...	Learning outcomes	Course outcome
1., 2.	Introduction to the content of the course; Economics of sport	Direct teaching, learning by discovering	Describe the subject matter and tasks of the economics of sport and the role of economics of sport in the economic structure of the	O1
3., 4.	The role of management and managers in sport	Direct teaching, learning by discovering	Explain the specifics and functions of sports management	O1
5., 6.	Valorisation of social effects in sport	Direct teaching, learning by discovering	Discuss the impact of sport on society from the aspect of health, political, educational, competitive and sociocultural effects	O2
7., 8.	Valorisation of economic impacts in sport	Direct teaching, learning by discovering	Evaluate the microeconomic and macroeconomic effects of sport	O2

9., 10.	Resource Management - Sports Asset Management	Direct teaching, learning by discovering	Define the specifics of sports asset management and facility financing options	O2, O3
11., 12.	Human resources management	Direct teaching, learning by discovering	Explain theories of motivation and key functions of human resources within a sports organization	O3
13., 14.	Management of costs and financial performance in sports organisations	Direct teaching, learning by discovering	Distinguish types of costs in sport	O3
15.,16.	Midterm exam 1			
17.,18.	Funding in sport	Direct teaching	Distinguish between ways to finance sport at local, national and international level	O3
19.,20.	Management of small, medium and non-profit sports organizations	Direct teaching, group learning	Identify a range of operational issues contributing to the effective management of SMEs and non-profit sports organisations	O3
21.,22.	Strategy and analysis of the environment in sport	Direct teaching, learning by discovering	Explain the need for a strategic process and the value of the strategic process in sports management	O4
23.,24	Entrepreneurial programs in sport	Direct teaching, group learning	Explain methods for assessing the economic efficiency of investment and entrepreneurial projects in sport	O4 and O5
25.,26.	Starting a business in sport	Direct teaching, learning by discovering	Critical judgment on business start-up options in the Republic of Croatia in the field of sport	O4, O5
27.,28.	Project management in sport	Direct teaching, learning by discovering	Explain the application and implementation processes of projects	O4, O5
29.,30	Midterm exam 2			
EXERCISES/ SEMINARS				
Hours	Topic and description	Method	Learning outcomes	Course outcome

		• Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes...		
1., 2.	Introduction to the content of the course; The economics of sport and the context of sport in modern society	Learning by discovery	Explain research methods in the economics of sport and the context of sport in modern society	O1
3., 4.	The role of management and managers in sport	Learning by discovery, group learning	Explain the levels of management in sport and the abilities and characteristics of successful sports managers	O1
5., 6.	Valorisation of social effects in sport	Learning by discovery, group learning	Evaluate the causal links between sport and modern society	O2 and O3
7., 8.	Valorisation of economic impacts in sport	Learning by discovery, group learning	Compare the economic effects of sport in the Republic of Croatia with other countries of the world	O2
9., 10.	Resource Management - Sports Asset Management	Learning by discovery, field teaching	Apply theoretical knowledge in asset management in practical tasks and situations	O3
11., 12.	Human resources management	Learning by discovery, field teaching	Apply motivational theories in different scenarios in competitive sport	O3
13., 14.	Management of costs and financial results in sports organizations - calculations	Learning by discovery, group learning	Calculate costs and carry out basic calculations and distributions	O3
15.,16.	Midterm exam 1			
17.,18.	Funding in sport	Learning by discovery, group learning	Predict revenues and expenses when organising sporting events	O3 and O5
19.,20.	Management of small, medium and non-profit sports organisations	Learning by discovery, group learning	Describe the strategic problems faced by sports organisations	O4 and O5

21.,22.	Developing strategies and analysing the environment in sport	Learning by discovery, group learning	Analyse the sports industry and its associated environment using different methods and frameworks	O5
23.,24	Entrepreneurial programs and business plans in sport	Learning by discovery, group learning	Create entrepreneurial programs and business plans in the field of sport	O4 and O5
25.,26.	Starting a business in sport – setting up a virtual sports organisation	Learning by detecting	Choose a form of business to perform certain sports activities	O5
27.,28.	Search and apply to competitions in sport	Learning by detecting	Choose application options for sports projects	O5
29.,30	Midterm exam 2 Analysis of student work	Direct learning, learning by discovering	Critically judgment your own success in the course	