



## Syllabus of Module

# 6. Management in Sports

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### Module Annotation

The text material for teaching Sport Management is based on a few basic theses that emphasise the following:

- the economic and social importance of sport for contemporary society,
- the current development of sports management,
- the requirements for the personality of a sports manager to perform the profession,
- the growing demand for managers, specialists in the field of sports management,
- development of marketing strategies in sports clubs, with an emphasis on offering advertising services,
- the business activities of sports clubs,
- the main problems of the current sports environment,
- the principles of sports ethics.

## Module Objective

The aim of the module is for students to complete obtained knowledge:

- on sports management and marketing
- on the economic contribution of sport to the national economy,
- on the management of physical education, sport and physical recreation in the Czech Republic,
- on the field of business in sport, including basic legal aspects,
- on marketing communication in sport,
- on managerial functions transformed to a specific sports environment,
- on knowledge of the negative phenomena of the current sports environment,
- on working with human factor in sport, people management, human resource management,
- on the management of sports clubs, granting of competences,
- on motivating co-workers, coaches and athletes,
- on properly managed communication,

understand the following principles:

- strategic planning,
- drawing up long-term, medium-term and short-term plans leading to the fulfilment of the sporting, economic and social objectives of the sports club,
- the determination of an appropriate marketing concept for the sports club,
- fundraising for the sports club and business opportunities in sport,

oriented in the following:

- in the main issues of contemporary sports management,
- in the area of the occurrence of negative phenomena in contemporary sport and their possible solutions.

## Literature

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