

Subject card

Subject name and code	Sports Hospitality, PG_00177349						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish polish		
Semester of study	3		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Dariusz Tłoczyński				
	Teachers		dr hab. Dariusz Tłoczyński				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The aim of the course "Hospitality in the Sports Business" is to familiarize students with the principles, strategies, and practices related to the creation and management of hospitality offerings in the sports sector. Zapytaj ChatGPT						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_K08] prepares responsibly for his/her work; is able to set priorities and to plan work appropriately considering changing social needs	He/she prepares for work responsibly and is able to set priorities in order to acquire new business partners.	[SK2] presentation/project/paper/report
	[EKONMU2_W04] knows different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	He/she is familiar with various types of social bonds and the patterns that occur between them, particularly in the context of acquiring business partners.	[SW1] oral statement/conversation/discussion
	[EKONMU2_W03] has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	He/she has in-depth knowledge of relationships and cultural aspects in the behaviour of partners operating in international markets.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[EKONMU2_W02] has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions	He/she has in-depth knowledge of various types of existing entities and business organisations in order to establish cooperation.	[SW1] oral statement/conversation/discussion
	[EKONMU2_U03] can analyse causes and course of economic and social processes and phenomena, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification	He/she is able to analyse the causes and course of market processes and phenomena in order to acquire business partners.	[SU1] oral statement/conversation/discussion
	[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	He/she possesses the ability to apply various forms and scopes of acquired knowledge in economics, finance, and management in practice in order to acquire business partners.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[MSGMU2_U01] can creatively interpret and explain complex and atypical economic phenomena and the relations occurring between them, using the acquired knowledge in economics, finance and international economic relations	He/she is able to creatively interpret and explain complex and unusual economic phenomena in order to overcome challenges in the sports market.	[SU2] presentation/project/paper/report
	[MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment	He/she is able to identify and analyse the relationships between entities operating in the sports market, both at the national and international level.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	He/she knows and understands the types of economic and social relationships between stakeholders in the sports market.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[MSGMU2_W01] has an in-depth and structured knowledge of economic sciences, in particular economics, its place in the system of sciences, its relations with other sciences and fields of knowledge	He/she has in-depth and structured knowledge in the fields of economics and management, aimed at building positive relationships with stakeholders.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[EKONMU2_K06] is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing social needs.	He/she is prepared to uphold and promote the principles of business ethics and corporate social responsibility in professional life, and to show respect towards others in relations with business partners.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task

. Introduction to Hospitality in Sports

- Definition and scope of hospitality services in the sports sector
- History and development of hospitality services in the sports market
- The role of hospitality in the marketing and branding strategy of a club or event

2. Types of Hospitality Services in the Sports Business

- VIP packages and premium seating formats, standards, expectations
- Hospitality zones: boxes, skyboxes, corporate/business lounges
- Additional services: catering, concierge, dedicated customer service

3. Organisation and Management of Hospitality Offerings

- Event planning with hospitality services (logistics, scheduling)
- Managing B2B and B2C customer relationships
- Guest service standards, personnel, communication

4. Marketing and Sales of Hospitality Services

- Customer segmentation and offer personalisation
- Promotion tools and sales channels for hospitality packages
- Building loyalty and long-term partnerships

5. Economic and Legal Aspects

- Financial models and revenue streams from hospitality
- Sponsorship agreements and legal regulations
- Risk management and organisers liability

6. Hospitality in Practice Case Studies

- Examples of sports clubs and event organisers (e.g. UEFA, F1, NBA)
- Analysis of hospitality offerings in stadiums and sports arenas
- Innovations and new trends (e.g. e-sports, VR hospitality, event experience)

7. Social Responsibility and Service Quality

	• CSR in hospitality environmental and social initiatives • Quality standards and customer satisfaction metrics • Business ethics and inclusiveness in hospitality offers															
Prerequisites and co-requisites	The student must be familiar with basic economic concepts, possess the ability to verify and assess research problems, and be able to present their position both individually and as part of a team.															
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Group project (design of a hospitality offer)</td><td>51.0%</td><td>30.0%</td></tr><tr><td>Case study analysis</td><td>51.0%</td><td>20.0%</td></tr><tr><td>report</td><td>51.0%</td><td>40.0%</td></tr><tr><td>n-class participation</td><td>51.0%</td><td>10.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Group project (design of a hospitality offer)	51.0%	30.0%	Case study analysis	51.0%	20.0%	report	51.0%	40.0%	n-class participation	51.0%	10.0%
	Subject passing criteria	Passing threshold	Percentage of the final grade													
	Group project (design of a hospitality offer)	51.0%	30.0%													
	Case study analysis	51.0%	20.0%													
	report	51.0%	40.0%													
n-class participation	51.0%	10.0%														
Recommended reading	Basic literature	G. Masterman , Strategic Sports Event Management, Routledge, 2009														
	Supplementary literature	M. Parent , Routledge Handbook of Sports Event Management, Taylor & Francis Ltd 2017														
	eResources addresses															
Example issues/ example questions/ tasks being completed	sport, business, enterprise, stakeholders															
Work placement	Not applicable															

Document generated electronically. Does not require a seal or signature.