

Subject card

Subject name and code	Basics of sports management - lecture, PG_00189536						
Field of study	Law in Sport						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Faculty of Law and Administration -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Liwia Delińska				
	Teachers						
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		2.0		45.0	77
Subject objectives	The aim of the course is to introduce students to the fundamental issues related to the functioning of sports organizations and the principles of their effective management. The course enables students to understand the specificity of the sports sector, its structure, key stakeholders, and the decision-making processes occurring in clubs, federations, and other sports institutions.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[PSPORTL3_U06] Is able to plan and organise his/her own work and is prepared to participate in the work of teams performing tasks related to legal, organisational or administrative activities in sport, as well as to co-organise and coordinate simple team activities.		The student is able to plan and organize basic tasks related to the functioning of a sports organization and cooperate within a team carrying out simple organizational or administrative activities in the sports sector.		[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work		
	[PSPORTL3_W05] Possesses structured knowledge of the economic, financial and organisational conditions of activity in sport, including in particular the main mechanisms of sports financing, forms of economic activity in sport, employment in sport, and the protection of intellectual property and image rights of participants in sport.		The student demonstrates basic knowledge of the economic, financial, and organizational conditions underpinning the functioning of sports organizations, including the main sources of sports financing, principles of sports entities' activities, basic forms of employment in sport, and the importance of image protection and other elements of intellectual property in the sports sector.		[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion		

Subject contents	<ol style="list-style-type: none"> 1. Introduction to sport management 2. Stakeholders of a sports organization 3. Management functions in sports organizations 4. Strategic management in sport 5. Operational management in sport 6. Human resource management in sport 7. Marketing management in sport 8. Organization of sports events 9. Social responsibility and ethics in sport management 10. Trends and challenges in sport management 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Kuźbik, P., & Moterski, F. (Eds.). (2015). Zarządzanie w sporcie: Organizacje ludzie marketing. Wydawnictwo Uniwersytetu Łódzkiego 2. Bednarczyk, M., & Nessel, K. (Eds.). (2016). Przedsiębiorczość w sporcie: Zasady i praktyka. CeDeWu 3. materials prepared by the lecturers 	
	Supplementary literature	<ol style="list-style-type: none"> 1. Sznajder, A. (2021). Marketing sportu 2.0 w erze cyfrowej. Wydawnictwo Nieoczywiste 2. Killian, J. J. (2021). Its your club!: The management of sports clubs. Oak Tree Press 3. articles published in Journal of Sport Management and Sport Management Review 	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> 1. Types of stakeholders in a sports organization and their importance in the management process. 2. Differences between strategic management and operational management in sport. 3. Classical management functions in the context of sports organizations. 		
Work placement	Not applicable		

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