

Subject card

Subject name and code	Diploma Seminar 1, PG_00195003						
Field of study	Sport Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2028/2029		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Faculty of Management -> 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	0.0	0.0	0.0	0.0	30.0	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		3.0		42.0	75
Subject objectives	The aim of the seminar is to prepare students for the independent writing of a bachelors thesis in the field of sports management by formulating a research problem, selecting appropriate research methods, conducting research, and analysing and interpreting the results. The seminar develops the ability to critically analyse academic literature, formulate conclusions, and present research findings in accordance with academic standards and research ethics, and prepares students for the diploma examination.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_U02] Can identify problems related to the functioning of an organisation, especially the sports market, the processes carried out within it, and its relations with the environment, and propose appropriate solutions.	Is able to identify managerial problems in sports organisations and formulate conclusions and recommendations based on conducted research.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[ZSSML3_U07] Can prepare written papers, presentations, and oral speeches on management issues, especially in the context of the sports market.	Is able to prepare an academic written thesis in the field of sports management and present its assumptions and results.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[ZSSML3_U01] Can analyse and interpret socio-economic processes and phenomena in the context of business decision-making, especially in the sports market, using knowledge and tools from management and quality sciences, as well as economics and finance.	Is able to analyse and interpret processes and socio-economic phenomena occurring in the sports market in relation to a defined research problem and managerial decision-making.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[ZSSML3_K01] Is ready to acquire the knowledge needed to solve cognitive and practical problems, particularly in the field of management and quality sciences and the specifics of the sports market, as well as to evaluate their knowledge and the content they receive critically, and to seek expert advice when they have difficulty solving a problem on their own.	Is ready to independently expand knowledge, critically analyse academic literature and consult research problems with the supervisor and experts.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work
	[ZSSML3_U10] Can convey information and present their opinions clearly and effectively, using terminology from management and quality sciences, and sports across various communication channels.	Is able to clearly and effectively present research findings using terminology from management and quality sciences as well as sport studies.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[ZSSML3_W05] Has advanced knowledge and understanding of methods and techniques for obtaining, processing, and using data in decision-making and management processes, especially those undertaken by entities in the sports market.	Knows and understands research methods and data collection and analysis techniques used in sports management studies and is able to select them appropriately for a defined research problem.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work

Subject contents	<p>1. Ethical principles and academic standards in the preparation of the diploma thesis. 2. Research issues in the field of sports management - identification and conceptualisation of the research problem. 3. Formulation of the thesis objective and research questions. 4. Critical analysis of the relevant academic literature. 5. Development of the structure of the diploma thesis. 6. Design of the research process - selection of appropriate research methods and techniques. 7. Development of the empirical research concept.</p> <p>Sample topics of bachelors theses: Department of Investment and Real Estate Profitability and risk of sports investments, Management of sports infrastructure, Tangible investments in the sports sector, Business plan as a tool for planning sports projects, Financial investments in sport, Economic aspects of player transfers, Life cycle of sports infrastructure, Risk in sports infrastructure management.</p> <p>Department of Marketing Consumer behaviour in the sports market, Market segmentation in sport, Customer experience management in the sports market, Creating and delivering value in the sports market, Brand strategy in the sports market, Sports brand image, Personal branding in sport, Marketing communication of sports facilities and sports clubs, Sports sponsorship, Public relations in the sports market, Social media in the activities of sports facilities, sports clubs and athletes, Competitive analysis in the sports market, Marketing strategy of entities operating in the sports market.</p> <p>Department of Organisation and Management Strategic management (all sectors), Process and project management, Innovation management, Inter-organisational relationship management, Public management, Development strategies of cities and regions, Management concepts (e.g. Lean management, outsourcing), Leadership and strategic paradoxes, Strategic analysis and strategy design, Organisational effectiveness, Analysis and design of organisational systems and business models, Organisational restructuring, Design Thinking, Blue Business Management, Inter-organisational networks, AI in organisational management, Research methods in management, Business plan, Designing incentive systems, Job evaluation.</p> <p>Departments of Strategic Development & Quality Sciences Legal status of amateur and professional athletes in national and international regulations, Forms of employment of professional athletes, Sport as a market, Athlete as a product legal and ethical implications, Sources of revenue in sport, Rights and obligations of athletes arising from sports contracts, Disciplinary liability of athletes within sports association systems, Relationship between disciplinary, civil and criminal liability in sport, Procedural standards in disciplinary proceedings in sport, Liability for sports injuries, Liability of event organisers for participants safety, Anti-doping system in sport, Specificity of sport in European Union law, Commercialisation of an athletes image, Protection of an athletes image in the media.</p> <p>Department of Organizational Behaviour Human capital management in sports organisations, Compensation systems in sports organisations, Intergenerational management, Talent management in knowledge-based organisations, The role of a leader in team building, Hybrid and remote work organisation, Strategic management in sports organisations, Use of AI in sports organisations.</p>											
Prerequisites and co-requisites	Subject-specific knowledge related to the thematic area of the seminar.											
Assessment methods and criteria	<table border="1" data-bbox="450 1339 1489 1442"> <thead> <tr> <th data-bbox="450 1339 794 1375">Subject passing criteria</th> <th data-bbox="794 1339 1139 1375">Passing threshold</th> <th data-bbox="1139 1339 1489 1375">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="450 1375 794 1442">submission of the agreed part of the diploma thesis</td> <td data-bbox="794 1375 1139 1442">51.0%</td> <td data-bbox="1139 1375 1489 1442">100.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	submission of the agreed part of the diploma thesis	51.0%	100.0%			
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Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> 1. Development of the diploma thesis concept. 2. Formulation of the research problem, thesis objective and research questions. 3. Preparation of the literature review. 4. Presentation of the thesis assumptions during the seminar. 											
Work placement	Not applicable											

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