

Subject card

Subject name and code	Diploma Seminar 2, PG_00195004						
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	6	ECTS credits			5.0		
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	35.0	35
	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	35		3.0		87.0	125
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_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 present research results clearly and communicatively, using terminology from management and quality sciences as well as sport studies.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[ZSSML3_K02] Is ready to perform professional roles responsibly, adhere to professional ethics and require the same of others, and care for the achievements and traditions of professions related to management and the sports market.	Is ready to conduct the research process responsibly, comply with academic ethics principles, and ensure the reliability and quality of the bachelor's thesis.	[SK1] oral statement/conversation/discussion [SK3] 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_U03] Can obtain data from appropriately selected and verified sources and use it to analyse and evaluate economic processes and phenomena, especially those related to the sports market.	Is able to obtain data from reliable and verified sources and use them for the analysis and interpretation of phenomena occurring in the sports market within the bachelor's thesis.	[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
	[ZSSML3_U04] Can correctly select and appropriately apply methods and tools from the fields of management and quality sciences, as well as economics and finance, for decision-making, especially in the sports market.	Is able to select and properly apply research methods and tools from the field of management and quality sciences as well as economics and finance, appropriate to the adopted research problem in the bachelor's thesis.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work

Subject contents	<p>1. Conducting empirical research. 2. Processing and analysing research data. 3. Interpretation of research results in relation to the relevant literature and the thesis objective. 4. Formulation of conclusions and recommendations for sports management practice. 5. Editing and finalisation of the diploma thesis in accordance with formal requirements. 6. Preparation for the diploma examination.</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. Completion of Bachelors Seminar 1.								
Assessment methods and criteria	<table border="1" data-bbox="450 1415 1489 1480"> <thead> <tr> <th data-bbox="450 1415 794 1447">Subject passing criteria</th> <th data-bbox="794 1415 1139 1447">Passing threshold</th> <th data-bbox="1139 1415 1489 1447">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="450 1447 794 1480">submission of the diploma thesis</td> <td data-bbox="794 1447 1139 1480">51.0%</td> <td data-bbox="1139 1447 1489 1480">100.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	submission of the diploma thesis	51.0%	100.0%
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submission of the diploma thesis	51.0%	100.0%							
Recommended reading	Basic literature	Literature used by the student in the preparation of the diploma thesis, approved by the supervisor.							
	Supplementary literature	1. W. Czakon (red.), Podstawy metodologii badań w naukach o zarządzaniu, Wolters Kluwer, Warszawa 2015.							
	eResources addresses								

Example issues/ example questions/ tasks being completed	1. Conducting empirical research. 2. Processing and analysing research results. 3. Formulating conclusions and recommendations.
Work placement	Not applicable

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