

Subject card

Subject name and code	Sports and Leisure Markets, PG_00195012						
Field of study	Sport Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study 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	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			5.0		
Learning profile	academic	Assessment form			exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Ewa Malinowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	0.0	0.0	60
	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	60		2.0		63.0	125
Subject objectives	The aim of this course is to familiarize students with the specifics of the sports and leisure markets (i.e., tourism, recreation, catering, and entertainment sectors) and the entities operating within them. Students will learn the tools for market potential analysis and strategic analysis, and will acquire practical skills in using them to manage sports market organizations.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_W02] Has advanced knowledge and understanding of the nature and functioning of various types of organisations (with particular emphasis on sports-market organisations), their attributes, functional areas, and processes, as well as their links with the environment.	The student defines concepts related to the functioning of entities in the sports and leisure markets. The student identifies and describes the specific functioning of the sports and leisure markets, as well as the entities operating within them.	[SW4] test/exam - oral or written
	[ZSSML3_U12] Can use IT tools to enhance professional tasks related to management, including in sports market organisations.	The student applies IT tools that are appropriate to the needs of the analysis of operating conditions and the development potential of the sports and leisure markets.	[SU2] presentation/project/paper/report
	[ZSSML3_U06] Can use and integrate knowledge in management and quality sciences, as well as in economics and finance, to resolve dilemmas and solve complex management problems arising in professional work, primarily in the sports market.	The student acquires, selects, analyzes and interprets data for the purpose of assessing the operating conditions and development potential of the sports and leisure markets, as well as the organizations operating within them.	[SU2] presentation/project/paper/report
	[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.	The student identifies and explains methods and techniques useful in the process of analysing the operating conditions and development potential of the sports and leisure markets, as well as the organisations operating within them.	[SW4] test/exam - oral or written
Subject contents	<p>1. The Sports Market Concept, Structure, and Importance. 2. Leisure Concept and Place in Consumer Behavior Models. 3. The Specificity and Functioning of Leisure Markets (Tourism, Food Services, Recreational Services, Culture, Entertainment and Media, and Trade). The Connections Between Sport and Selected Leisure Markets. 4. Challenges and Trends in the Sports and Leisure Markets. 5. Business Models of the Sports and Leisure Markets Diagnosis and Design. 6. Selected Strategic Analysis Tools in the Sports and Recreation Sector.</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Projects and tasks carried out as part of the exercises	51.0%	50.0%
	Written exam	51.0%	50.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. Kolny B., Rynek usług zagospodarowujących czas wolny - diagnoza i perspektywy rozwoju, Wydawnictwo UE w Katowicach, Katowice 2013, r. 1. Grabowski, A. (2019). Ekonomia sportu. Zagadnienia metodologiczne i wybrane doświadczenia. Wydawnictwo Naukowe PWN. ISBN 978-83-01-20914-8. 	
	Supplementary literature	<ol style="list-style-type: none"> Czerwiński J., Podstawy turystyki, CeDeWu, Warszawa 2023. Dzierżyńska-Mielczarek J., Rynek mediów w Polsce : zmiany pod wpływem nowych technologii cyfrowych, Oficyna Wydawnicza ASPRA, Warszawa 2018, r. 2. Gołuchowski J., Spyra Z. Zarządzanie w kulturze, sztuce i turystyce kulturowej, CeDeWu, Warszawa 2014, r. 1. Noga M., Kultura a ekonomia, CeDeWu, Warszawa 2021, r. 4. Panasiuk A. (red.), Ekonomia turystyki i rekreacji, PWN, Warszawa 2020, r. 2 i 8. Płoska R., Accessible Cruise Tourism - a Case Study of Carnival Corporation & plc, Annales Universitatis Mariae Curie-Skłodowska, Sectio H Oeconomia 59(1), 2025, s. 153-171. Śledzik K., Płoska R., Chmielewski M., Barenbruch A., Calm before the Storm in the European Tourism Sector: Pre-COVID-19 Multivariate Competitive Position Analysis in the 2011-2019 Period, Journal of Environmental Management and Tourism, Volume XII, Fall, Nr 6(54), 2021, s. 1676 1686. 	

	eResources addresses	Basic https://old.wzr.ug.edu.pl/nauka/index.php?str=1900 - Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, Wydawnictwo UG, Gdańsk 2020.
Example issues/ example questions/ tasks being completed	Sport as a tourism product. The essence and sectors of the wellness economy. Designing a business model in the sports industry.	
Work placement	Not applicable	

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