

Subject card

Subject name and code	Sustainable Development and Quality in Sports Organizations , PG_00195018						
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	4	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 introduce students to issues related to two areas: 1) sustainable and responsible management of organizations operating in the broadly defined sports market, and 2) quality management in such entities. During the course, students will become familiar with the assumptions behind both concepts and the tools for their implementation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_W07] Has advanced knowledge and understanding of legal, organisational, and ethical regulations and standards, including those relating to intellectual property protection, which are essential for business decision-making and operating in the sports market.	The student explains the essence, lists, and describes the principles of sustainable development and responsible and sustainable management of organizations operating in the sports market. The student defines concepts related to the concept of sustainable development and responsible and sustainable management in sports organizations. The student lists and describes activities related to responsible and sustainable management applicable to organizations operating in the sports market.	[SW4] test/exam - oral or written
	[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 analyzes and evaluates responsible and sustainable management practices in sports organizations. The student proposes responsible and sustainable management practices.	[SU2] presentation/project/paper/report
	[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.	The student recognizes the responsibilities of people functioning in sports organizations in the context of the requirements of sustainable development and quality management.	[SK2] presentation/project/paper/report
[ZSSML3_W06] Has advanced knowledge and understanding of the principles of rational decision-making in relation to specific resources, functional areas within an organisation, processes, and levels of management, particularly in the context of the sports market organisation.	The student lists and explains quality management instruments and selected quality management approaches and solutions that can be applied in sports organizations.	[SW4] test/exam - oral or written	
Subject contents	1. The concept of sustainable development - origins, essence, initiatives. The role of sport in achieving sustainable development goals; 2. Sustainable management - essence, connections with related concepts, and conditions for implementation in sports market organizations; 3. Implementing the principles of sustainable and responsible management at various management levels and in various areas of an organization's operation; 4. Communicating and reporting on activities related to sustainable organizational management; 5. The quality of sports services and its dimensions. Quality and safety culture; 6. Quality management in sports organizations - role, importance, quality management instruments.		
Prerequisites and co-requisites	Basic knowledge of the functioning of organizations, with particular emphasis on the organization of the sports market.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Projects and tasks completed during tutorials and laboratories	51.0%	40.0%
	Written exam	51.0%	60.0%
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. Mazur A., Gołaś H., Zasady, metody i techniki wykorzystywane w zarządzaniu jakością, Wyd. Politechniki Poznańskiej, Poznań 2010. Wiśniewska M. Z., Grudowski P., Zarządzanie jakością i innowacyjność w świetle doświadczeń organizacji Pomorza, Innobaltica, Gdańsk 2014. Wiśniewska M. Z., Malinowska E., Płoska R., Szymańska-Brałkowska M., Zrównoważony rozwój, zrównoważona konsumpcja i zrównoważona organizacja, Wydawnictwo UG, Gdańsk 2025. 	

	Supplementary literature	<ol style="list-style-type: none"> 1. Aktualne polskie i unijne akty prawne dotyczące raportowania z zakresu zrównoważonego zarządzania przedsiębiorstwem. 2. Botwina G., Społeczna odpowiedzialność przedsiębiorstw sportowych na przykładzie klubów Ekstraklasy w piłce nożnej, Wydawnictwo Naukowe Wydziału Zarządzania UW, Warszawa 2020, r. 3 i 4. 3. Gołaszewska-Kaczan U., Społeczna odpowiedzialność przedsiębiorstwa działania w obszarze wewnętrznym, Wydawnictwo Uniwersytetu w Białymstoku, Białystok 2020. 4. Mazurowska M., Płoska R., Sprawozdawcza i pozasprawozdawcza komunikacja w zakresie społecznej odpowiedzialności biznesu, CMS, Sopot 2022, r. 1-3. 5. Valeri M., Corporate Social Responsibility and Reporting in Sports Organizations, Springer 2019, r. 4-6.
	Resources addresses	<p>Basic</p> <p>https://fem.put.poznan.pl/poli-admin/didactics/36112287ZASADY%20METODY%20TECHNIKI%20WYKORZYSTYW/ - Mazur A., Gołaś H., Zasady, metody i techniki wykorzystywane w zarządzaniu jakością, Wyd. Politechniki Poznańskiej, Poznań 2010</p> <p>https://wzr.ug.edu.pl/nauka/upload/files/Zarz%C4%85dzanie%20jako%C5%9Bci%C4%85%20i%20innowacyjn - Wiśniewska M.Z., Grudowski P., Zarządzanie jakością i innowacyjność w świetle doświadczeń organizacji Pomorza, Innobaltica, Gdańsk 2014</p> <p>https://www.iso.org/iso-26000-social-responsibility.html ISO - ISO 26000</p> <p>https://www.un.org/pl/ - Sustainable Development Goals</p> <p>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.</p> <p>Supplementary</p> <p>https://fundacjacms.pl/wp-content/uploads/2022/03/Sprawozdawcza-i-pozasprawozdawcza-komunikacja-zewn%C4%99trzna-wersja-elektroniczna.pdf - Mazurowska M., Płoska R., Sprawozdawcza i pozasprawozdawcza komunikacja w zakresie społecznej odpowiedzialności biznesu, CMS, Sopot 2022, r. 1-3.</p> <p>https://press.wz.uw.edu.pl/monographs/181/ - Botwina G., Społeczna odpowiedzialność przedsiębiorstw sportowych na przykładzie klubów Ekstraklasy w piłce nożnej, Wydawnictwo Naukowe Wydziału Zarządzania UW, Warszawa 2020, r. 3 i 4.</p>
Example issues/ example questions/ tasks being completed		<p>Dimensions of sustainable development.</p> <p>Areas of organizational responsibility according to ISO 26000.</p> <p>Non-reporting instruments used to communicate sustainable development activities.</p> <p>Characteristics of sports service quality.</p> <p>Instruments supporting the improvement of sports service quality.</p>
Work placement		Not applicable

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