

Characteristics of the field of study Management in sport

Full-time, first degree studies with a practical profile

Specializations:

Manager of sports organisations

Manager of sports and leisure facilities

Management in Sport is aimed in particular at people who would like to become managers in sports organisations and sports and leisure facilities in the future, or who already hold such positions and would like to broaden their scope of competence and obtain formal certification and higher education in this area.

You will learn:

- To manage a sports organisation or a sports and leisure facility
- To apply methods and techniques for managing sports organisations
- To create, promote and distribute sports products and services
- To manage a sports brand (in relation to a sports organisation and/or a sports event)
- The organisation's communication with its environment, contributing to the development of a good image for the organisation in its near and distant surroundings
- To efficiently plan, organise and evaluate sporting events
- Legal and financial aspects of sports organisations and to increase the efficiency of their operation and development

Career prospects are linked to managerial roles, including:

- Sport clubs operating as commercial companies
- Sports clubs operating as associations
- Sports associations
- Provincial sports federations
- Municipal (or community) Sports and Leisure Centres
- Projects (events) carried out in sport
- Companies working in and for sport
- Local government institutions (e.g. Department of sport at the City Hall) and state institutions (e.g. Ministry of Sport and Tourism)
- Student internships will be carried out in sports and recreation organizations and institutions (sports clubs, sports and recreation centres, sports associations).  
The nature of the internship performed will be in accordance with the internship programme (physical participation in the daily work of the organisation).  
Internship dimension: 4<sup>th</sup> semester of studies – 3 months and 6<sup>th</sup> semester of studies – 3 months. Example subjects: sport and leisure events, public relations

in sport, European sport management systems, marketing strategies, human resource management in sport.

- Possibility to continue studies on second degree studies (Master's degree) at the Faculty of Physical Culture and Health (in the fields of sports diagnostics, public health and other fields of study at the University of Szczecin and other domestic and foreign universities.