

Subject card

Subject name and code	Fundamentals of Sports Business, PG_00156123						
Field of study	Sport Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
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	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		5.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Zakład Zrównoważonego Rozwoju i Nauk o Jakości -> Katedra Strategicznego Rozwoju -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Joanna Sadkowska				
	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		4.0		61.0	125
Subject objectives	The aim of the subject is to acquire a structured knowledge of the principles and mechanisms of an enterprise in the sports market						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_W11] The student knows and understands the principles of acquiring and using various types of resources in achieving the development objectives of the enterprise and other entities of the sports market.	Knows and understands the principles of sourcing and using different types of resources in achieving the company's development goals in the sports market	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[ZSSML3_W03] The student has advanced knowledge of the organisational and legal forms of establishment and operation of enterprises and sports clubs and the development of various forms of individual entrepreneurship in Poland. The student knows and understands the legal concepts, principles, norms and regulations governing business entities and other entities related to the sports market.	Has advanced knowledge of the organisational and legal forms of establishing and operating enterprises and sports clubs, as well as the development of various forms of individual entrepreneurship	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
	[ZSSML3_U01] The student is able to correctly interpret socio-economic phenomena, current events in economic policy, economics, as well as independently formulate his own opinions in this area and propose adequate solutions for changes occurring in these areas.	Can correctly interpret socio-economic phenomena, current events in the sports business	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[ZSSML3_K03] The student knows the need to identify important problems, including economic and social issues, and plan ways to solve them.	Is aware of the need to identify important issues concerning the operation of a company in the sports market	[SK1] oral statement/conversation/ discussion
	[ZSSML3_K05] The student is ready to correctly evaluate phenomena and clearly justify his position through rational, logical and entrepreneurial use of knowledge - basing his assertions and decisions on the analysis of received information.	Is ready to make a proper assessment of the phenomena in sports business	[SK1] oral statement/conversation/ discussion
	[ZSSML3_U08] The student correctly uses terminology from the social sciences, especially from the discipline of management and quality studies, and clearly and communicatively expresses his point of view.	Correctly uses terminology from the discipline of management and quality sciences and the area of business	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[ZSSML3_W04] The student has advanced knowledge of the enterprise's environment, its factors and changes occurring in this area, and the relationship, importance and impact of the environment and stakeholders on the operation of the enterprise and sports club. The student knows advanced methods of diagnosing macro- and micro-environment.	Has an advanced knowledge of the business environment, its factors and the changes taking place in this area, as well as the relationship, importance and influence of the environment and stakeholders on the functioning of the business and the sports club	[SW4] test/exam - oral or written
	[ZSSML3_W08] The student has advanced knowledge of enterprise and entrepreneurship, as well as other subjects of the sports market, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.	Has advanced knowledge of the company and other sport market players, determinants shaping business efficiency	[SW4] test/exam - oral or written

Subject contents	Lectures - The nature of enterprise and entrepreneurship - Classifications of an enterprise - Business objectives, mission and vision, essence of business activity - Organisational and legal forms - Sports and leisure activities, basic characteristics and specifics - basics of cultural and leisure time economy - Resources as carriers of value - key resources, objectives of resource management, optimisation criteria (assets, fixed, current, intangible resources, human resources) - Project and business life cycle - Growth and development in business - basic methods - Business environment - Competitiveness of the company - The concept and importance of innovative activity - Internationalisation in business - opportunities and threats - Risks in business - The ethical, social and environmental dimension of business operations Classes Attributive and functional approach to entrepreneurship Criteria for the choice of organisational and legal forms Establishment decisions and procedures, registration Analysis of resource management - key resources, resource management objectives, optimisation criteria (assets, fixed, current, intangible resources, human resources) Macro and micro environment and stakeholder analysis Sources of business financing Assessment of the economic and financial situation of the company Business planning, role of the business plan Concept and construction of a business model		
Prerequisites and co-requisites	not applicable		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	75.0%
	classroom activities	0.0%	25.0%
Recommended reading	Basic literature 1. M. Brzeziński (red.), Wprowadzenie do nauki o przedsiębiorstwie, Difin, Warszawa 2007. 2. J. Cieślik - Przedsiębiorczość dla ambitnych, jak uruchomić własny biznes (pdf). 3. Ryba B., Podstawy organizacji i zarządzania instytucjami sportowymi, Warszawa 2000 4. Łasiński G., Sprawność zarządzania organizacją sportową, Wrocław 2003. 5. Klisiński J., Finanse i marketing w sporcie, Poznań 2009. 6. Klisiński J., M. Szwaja, Wybrane aspekty zarządzania klubem sportowym jako przedsiębiorstwem, Zeszyty Naukowe Uniwersytetu Szczecińskiego. Finanse, Rynki Finansowe, Ubezpieczenia nr 55/2012.		

	Supplementary literature	1. Hoye, R., Smith, A., Nicholson, M., Stewart, B. Sport management: Principles and applications. Routledge Taylor; Francis Group (2018). 2. Sznajder, Sport jako biznes w czasach globalizacji, PWE, Warszawa 2017 3. Bohdanowicz L., Praktyka zarządzania klubem piłkarskim. Strategia, struktura, tożsamość, CeDeWu, 2022 4. Kuźbik P., Moterski F. (red.), Zarządzanie w sporcie: organizacje, ludzie, marketing, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2015 5. Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020.
	eResources addresses	
Example issues/ example questions/ tasks being completed	The life cycle of a sports enterprise Types of risk in the operation of a sports enterpris	
Work placement	Not applicable	

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