

Subject card

Subject name and code	Career Management, PG_00156168						
Field of study	Sport Management						
Date of commencement of studies	October 2025		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	3		Language of instruction			Polish	
Semester of study	6		ECTS credits			1.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Tomasz Kawka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		4.0		6.0	25
Subject objectives	Familiarization with the assumptions of contemporary HR knowledge enabling students to understand the connections and assumptions occurring between the elements of the employee development system and to develop the skills of designing ones own career, planning investments in employee potential, selecting methods and forms of training for career development and talent management, taking into account the companys strategic assumptions, cultural conditions and employee needs.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_W14] The student has a structured, detailed knowledge of the operation of companies and other entities in the sports market.	Has knowledge of the specifics of development and sports career management models	[SW4] test/exam - oral or written
	[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 the conditions and needs of professional career development	[SK1] oral statement/conversation/discussion
	[ZSSML3_W05] The student knows the relationships that occur between organizations of the sports market (including forms of interaction between business entities in the market) and between the organization and the individual, in particular the employee and the customer.	Is familiar with the relationships between concepts such as improvement, development, training, career management	[SW1] oral statement/conversation/discussion
	[ZSSML3_U05] The student can correctly select and apply methods and tools used in management and quality sciences.	Is able to correctly select and apply methods and tools for personal development planning	[SU2] presentation/project/paper/report
	[ZSSML3_U03] The student is able to take into account ethical, social and environmental consequences in the decision-making process.	Is able to take into account the ethical and social consequences of planning one's own professional career in the decision-making process	[SU1] oral statement/conversation/discussion
	[ZSSML3_W07] The student advanced knowledge of the evolution of views on the role of enterprise in society, the place of man in the organisation, and his role in social, economic, and administrative activities.	Has advanced knowledge of the evolution of career management approaches and methods in business and sports organizations	[SW2] presentation/project/paper/report
Subject contents	[ZSSML3_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily.	Is aware of the need to supplement and expand acquired knowledge and skills in planning development paths for employees and athletes both during the active period of practicing sports and after its completion	[SK1] oral statement/conversation/discussion
	1. The essence of employee competencies (competencies and qualifications, types, identification of organizational needs) 2. Employee training (concept, process, types, entities involved in implementation, principles of conducting training) 3. The essence of talent and talent management in a knowledge-based economy (definition, characteristics, assumptions/philosophy of talent management, factors conducive to talent development, entities participating in talent management) 4. Acquiring and retaining talent in the organization (employer branding focused on talent recruitment, talent identification within the organization, ensuring employment conditions that minimize talent fluctuation) 5. Designing and applying a talent development system (ensuring optimal conditions for developing competencies and gaining experience, creating development programs and providing support, measurement and evaluation in talent management) 6. The essence of career management (definition, determinants, types of careers) 7. Career development stages 8. Planning an employee's career path (arrangements between the organization and the employee, tools career support, diagnosis of employee's professional potential/predispositions AC/DC and tests, assessment of employee development effectiveness)		
	Prerequisites and co-requisites		
	None		
	Assessment methods and criteria		
	Subject passing criteria	Passing threshold	Percentage of the final grade
	the test	51.0%	70.0%
	the presentation	51.0%	30.0%

Recommended reading	Basic literature	1. Poczowski A., Zarządzanie talentami w organizacji, Wolters Kluwer, Kraków 2008. 2. Sołtysińska I, Kossowska M., Szkolenie pracowników a rozwój organizacji, Oficyna Ekonomiczna, Kraków 2006 3. Zarządzanie szkoleniami. Jak skutecznie realizować politykę szkoleniową w firmie, Wolters Kluwer Polska, Kraków 2016 4. Mayo A., Kształtowanie strategii szkoleń i rozwoju pracowników, Oficyna Ekonomiczna, Kraków 2002 5. Piątkowska A., Zarządzanie karierą w świecie VUCA. Jak skutecznie pokierować własną karierą w niepewnym środowisku, Onepress, 2023
	Supplementary literature	1. Głowacka-Stewart K., Zarządzanie talentami. Wyzwania, trendy, przykłady rozwiązań, Warszawa 2006. 2. Kopeć J., Zarządzanie talentami w przedsiębiorstwie, Wyd. Uniwersytetu Ekonomicznego w Krakowie, Kraków 2012 3. Miś A., Koncepcja rozwoju kariery zawodowej w organizacji, Wyd. UE Kraków 2007 4. Rozwój pracowników, red. A. Szalkowski, Poltext Warszawa 2002
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. What are the conditions for effective sports career management 2. What is the talent management methodology - advantages and disadvantages 3. Main techniques for planning an individual career path in the environment of a modern sports club 4. Career problems of players after completing sports activity	
Work placement	Not applicable	

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