

Subject card

Subject name and code	The Sports Market, PG_00156139						
Field of study	Sport Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group 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		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Zakład Rozwoju i Restrukturyzacji Przedsiębiorstw -> Katedra Strategicznego Rozwoju -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jędrzej Siciński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	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	30		9.0		36.0	75
Subject objectives	The aim of the course is to provide students with practical knowledge in the methodology of analyzing the potential of the sports market, taking into account the analysis of the competitive environment and development potential (life cycle stages of the sector). Students will become familiar with selected tools of strategic analysis focused on the sports market. The application of these tools and the implementation of analysis results in various areas differ from managing a traditional entity, which is why it is essential to learn how to adapt selected analytical methods to the needs of the sports sector.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	The student understands that relational capital and effective ways of interacting with the environment are key factors in achieving success in the sports business.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[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.	The student has knowledge of resource classification, particularly the importance of their proper allocation in the sports business.	[SW2] presentation/project/paper/ report [SW3] text preparation/written work
	[ZSSML3_U05] The student can correctly select and apply methods and tools used in management and quality sciences.	The student has the ability to select appropriate methods for the issue at hand, particularly in assigning strategic tools to the relevant level of the environment.	[SU1] oral statement/conversation/ discussion
	[ZSSML3_W01] The student as advanced knowledge in the discipline of management and quality sciences and understands its interrelationship with other social sciences.	The student knows advanced areas of management and quality sciences and is aware of the usefulness of selected solutions in running an organization on the sports market.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
	[ZSSML3_K03] The student knows the need to identify important problems, including economic and social issues, and plan ways to solve them.	The student is able to solve organizational problems typical of the sports business based on the identify-organize-manage.	[SK3] text preparation/written work
	[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.	The student is familiar with strategic diagnostic tools and has knowledge of their adaptation to the specific conditions of the sports market.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
	[ZSSML3_K08] The student is aware of and understands the need to act in an ethical, sustainable and socially responsible manner in professional life.	The student is aware that an inherent factor in the success of a business in the sports market is conducting operations in an ethically acceptable manner for stakeholders.	[SK3] text preparation/written work
	[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.	The student skillfully interprets socio-economic phenomena that may be important for the sports business. The ability to selectively identify relevant phenomena and trends leads to the formulation of opinions and initiatives that contribute to maintaining competitive advantages in the dynamic sports market.	[SU3] text preparation/written work
Subject contents	FIRST BLOCK PEST FACTORS IN THE SPORTS MARKET 1. Methodology for sector analysis using the PEST model assumptions + case study 2. Identification of variables for the PEST model for the sports and recreation market (group work) 3. Assessment of variables in the accepted time intervals + determination of variable weights 4. Trend analysis + forecasting 5. Conclusions for the sector and evaluation of prospects (life cycle phases) 6. MS Excel spreadsheet and rules for building subsequent parts of the PEST analysis; 7. Independent work project groups (case study). SELECTED METHODS OF STRATEGIC ANALYSIS AT THE SECTOR AND ORGANIZATIONAL LEVEL IN SPORTS 1. Strategic management and planning corporation versus sports entity (mission, vision, institutions, and main organizational goals) 2. Selected methods of sector potential analysis 3. Selected methods of organizational potential analysis 4. Selected elements of strategic development management for organizations in the sports market 5. Megatrends and market challenges in sports in the 21st century and strategic planning		

Prerequisites and co-requisites	n/a		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	colloquium	51.0%	50.0%
	written project	51.0%	50.0%
Recommended reading	Basic literature	1. Antonowicz P., Antonowicz A., (2014), Jakościowe metody ekonomicznej analizy otoczenia dalszego w projektach inwestycyjnych ramowy układ sił i ocena atrakcyjności sektora, Sadkowska J., Chmielewski M. (red.), Zarządzanie projektami wybrane aspekty, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk, s. 35-49. 2. Antonowicz P., Antonowicz A., (2014), Jakościowe metody ekonomicznej analizy otoczenia bliższego w projektach inwestycyjnych ocena szans powodzenia projektu z mikroperspektywy, Sadkowska J., Chmielewski M. (red.), Zarządzanie projektami wybrane aspekty, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk, s. 51-76. 3. Antonowicz P. (2020), <i>Analiza makrootoczenia organizacji z wykorzystaniem modelu PEST - metodyka cyklicznego monitoringu otoczenia organizacji</i>, [w:] Antonowicz Paweł (red.): Zarządzanie rozwojem przedsiębiorstwa: interaktywny podręcznik z zakresu zarządzania: repozytorium case study dla studentów, Gdańsk. 4. Antonowicz P., Antonowicz A., Skrzyniarz P., Pusiewicz M. (2018), <i>Integracja metodyczna PEST i SWOT w przeglądzie pakietu strategicznego na przykładzie spółki z sektora gazu ziemnego w Polsce - perspektywa strategiczna</i>, Zarządzanie i Finanse, Tom 4/2, s. 5-21.	
	Supplementary literature	1. Jedel J., Antonowicz P. (2018), <i>Evaluation and development prospects of the sports and recreation market in Poland in 2000-2030. PEST analysis from a legal, economic, socio-cultural and technological perspective</i>, Baltic Journal of Health and Physical Activity, vol. 10, nr 4, s.202-212. 2. Antonowicz P., Kędzierska E., Pusiewicz M., (2017), <i>Model PEST uwarunkowań rozwoju rynku gazu w Polsce - benchmarking międzynarodowy</i>, [w:]: Zarządzanie wartością w warunkach zmiany / Antonowicz P., Pisarewicz P., Nogal-Meger P. (red.), Gdańsk ; Sopot, Wydawnictwo Uniwersytetu Gdańskiego, s. 215-228. 3. Hoyer, R., Smith, A., Nicholson, M., & Stewart, B. (2018). Sport management: Principles and applications. Routledge Taylor & Francis Group. 4. Berrett, T., & Slack, T. (2001). A framework for the analysis of Strategic Approaches employed by non-profit sport organisations in seeking corporate sponsorship. Sport Management Review, 4(1), 2145.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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