**COURSE DESCRIPTION**

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| **Course code** | **Course group** | **Volume in ECTS credits** | **Course valid from** | **Course valid to** |
| VAD2012 | C | 6 | 2022 04 15 | 2025 02 01 |

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| **Course type** | Compulsory |
| **Course level** | First cycle |
| **Semester the course is delivered** | 4 |
| **Face-to-face, distance or blended studies** | Face-to-face / Distance |

**Course title in Lithuanian**

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| **SPORTO VERSLO VADYBOS PAGRINDAI** |

**Course title in English**

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| **FUNDAMENTALS OF SPORTS BUSINESS MANAGEMENT** |

**Short course annotation in Lithuanian**

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| Dalyko paskirtis – suteikti studentams žinių ir gebėjimų sporto industrijos ir organizacijų verslo vadybos srityje. Išklausę šį dalyką studentai išmanys profesionalių sporto klubų ir palaikančiųjų organizacijų veiklos principus ir modelius, profesionalių sporto lygų struktūrą ir įvairovę, sporto klubų nuosavybės modelius, naujos vertės kūrimo galimybes šiuolaikiniame sporto versle. |

**Short course annotation in English**

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| The aim of the course is to provide students with knowledge and skills in managing the business of sports industry and organization. Upon completion of this module students will know the principles and models of activity of sports clubs and supporting organizations, the structure and diversity of professional sports league, the ownership models of sports clubs, and the opportunities for new value creation in the contemporary business of sports. |

**Prerequisites for entering the course**

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| Introduction to Management / Management |

**Course aim**

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| To develop students' skills in managing the sports business organizations, designing their value propositions and business models in the context of contemporary trends in sports and entertainment. |

**Links among study programme outcomes, course outcomes, content, study and assessment methods**

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| **Study programme: *Business* *Administration* Programme outcomes** | **Course outcomes** | **Content (topics)** | **Study methods** | **Assessment methods** |
| 1.Identify and explain the main theoretical approaches, concepts and factors of the internal and external business environment in different business contexts in the fields of business management and science. | 1. Identify and define the main concepts of sports business management  2. Understand the key models and principles of professional sports leagues.  3. Recognize the key governance structures of sports business  4. Be capable of creating new value in sports organizations  5. Be able to design the innovative business models of leagues and sports clubs  6. Understand the business models of different sports organizations  7. Be able to design innovative value propopsitions in sports business.  8. Recognize the key factors of competitiveness of sports business organizations | 1. Sports business management: key concepts and structures  2. Professional sports leagues: key models  3. Institutional governance structures of sports business  4. Value creation in business of sports  5. Revenue streams of professional leagues and clubs  6. Business models of sports organizations  7. Innovative approaches in sports business  8. Competitiveness of sports business organizations: key factors | Provision of information using visual aids; explanation of practical examples; explanation of case analysis; moderation of discussion; consulting.  searching for and analysis of information presented in educational literature, periodicals, statistical literature, on internet, etc.; analysis of practical examples and cases; preparation of practical tasks; discussion; oral self reflection.  Performing a team task in a group; presentation of team assignments orally and in writing; public presentations, evaluations and discussions of teamwork | Written assessment (during colloquium and examination); assessment of lecture tasks  Assessment of the oral presentation of seminar tasks; assessment of the group work preparation in progress and its final oral presentation. |

**Criteria of learning achievement evaluation**

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| 1. Students are able to identify and define the main concepts of sports business management (at least half of cases)  2. Students understand the key models and principles of professional sports leagues (at least half of presented cases).  3. Students recognize at least half of the elements in the governance structures of sports business  4. Students are capable of creating new value in sports organizations (at least half of presented cases).  5. Students are able to design at least one innovative business model of leagues and sports clubs for the presented situation.  6. Students understand the business models of different sports organizations  7. Students are able to design innovative value propopsitions in sports business based on at least half of the presented principles.  8. Students recognize the key factors of competitiveness of sports business organizations and envisage the measures for strengthening them. |

**Distribution of workload for students (contact and individual work hours)**

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| **Study forms** | **Hours in face-to-face studies** | **Hours in online studies** |
| Lectures | 30 hours | 30 hours |
| Seminars | 30 hours | 30 hours |
| Contact work hours in total | 60 hours | |
| Individual student work | 100 hours | |
| **Total** | **160 hours** | |

**Structure of cumulative score and value of its constituent parts**

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| Mid-term – 20%  Seminars – 30%  Independent group work – 20%  Exam – 30 % |

**Recommended reference materials**

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| **No.** | **Publication year** | **Authors and title of publication (e-source)** | **Number of copies in University libraries or link to e-source** |
| ***Basic materials*** | | | |
| 1. | 2019 | Johnson, G., Whittington, R., Scholes, K. Exploring Strategy: Text & Cases. Pearson Prentice Hall | [1](http://84.240.30.143/knygos/Verslas/Verslo%20Etika%20(Pruskus).pdf) |
| 2. | 2014 | P. M. Pedersen, L. Thibault „Contemporary Sport Management“, Human Kinetics | 1 |
| 3. | 2004 | J. Beech, Business of Sport Management. Financial Times Management | 1 |
| ***Supplementary materials*** | | | |
| 1. | 2011 | A. Osterwalder, Y. Pigneur. Business Model Generation | 1 |
| 2. | 2017 | Ch. Kim, R. Mauborgne. Blue Ocean Shift. | 1 |
| 3. | 2015 | M. Nagel, R. Southall. Introduction to Sport Management: Theory and Practice, 2nd Edition. | 1 |
| 4. | 2018 | L. P. Masteralexis, C. A. Barr, M. Hums. Principles And Practice of Sport Management, 5th Edition. | 1 |

**Course description designed by**

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| Prof. dr. Giedrius Jucevičius |