

Level: master				
Course title: Sporting events management				
Status: elective for all modules				
ECTS: 6				
Requirements: none				
Learning objectives To introduce students to the concepts, processes and activities in the field of management and organization of sporting events which will enable them to gain theoretical and practical knowledge necessary for successful planning, organization, realization and control of sporting events, as well as help them see their importance for tourism development.				
Learning outcomes Based on the presented and received content from the field of management and organization of sporting events, students should develop basic and specific capabilities: critical thinking processes, mastering the analysis of treated topics on academic level, finding suitable solutions for specific problems and deficiencies in the organization and management of sporting events thus enabling students for participation in planning and organization processes as well as carrying out sporting events.				
Syllabus <i>Theoretical instruction</i> Concept, role and importance of sporting events. Historical development of sporting events. Interest groups in sporting events. International sports organizations and their role in managing sporting events. Sporting events planning process. Impact of sporting events on the local surroundings. Applying for the organization of sporting events. Applying for the organization of large sporting events (Olympics, world and European championships). Hosting of sporting events. Marketing plans. Communication mix. Sponsorship of sporting events. Effect control of a sporting event. Sporting events and tourism. <i>Practical instruction</i> Analysis of the aforementioned problems through statistical and graphical indicators and specific examples (case studies), which can imply the writing of essays or papers and their oral presentation.				
Weekly teaching load				Other: -
4 (60)				
Lectures: 2	Exercises: 2	Other forms of teaching: -	Student research: -	