

# EDUCATIONAL PROGRAM

**PERIOD OF STUDY: 1 YEAR**

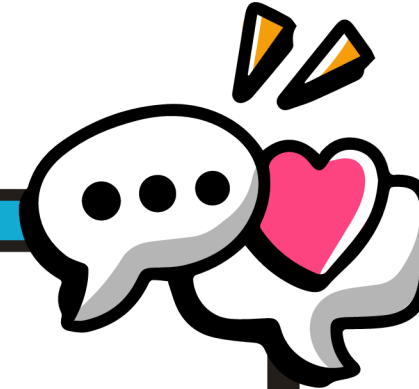




# | **7M04102 « SPORTS MANAGEMENT »**

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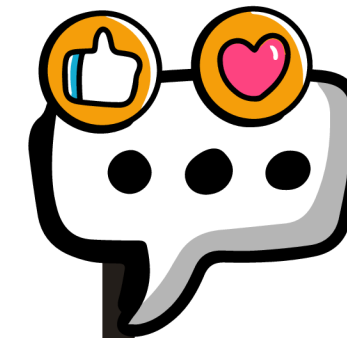
# Description of the educational programme



The Master's programme in 'Sport Management' is designed to train highly qualified specialists capable of effectively managing organizations within the fields of physical education, sports projects, and events. The curriculum focuses on developing competencies in strategic management, marketing, sports economics, legal regulations, sponsorship, and public relations. Emphasis is placed on modern approaches to managing sports organizations, the digital transformation of sports, the development and implementation of sports programmes, managing sports facilities, promoting sports brands, and shaping sports policies. The programme combines theoretical learning with practical projects and internships in leading sports institutions. Graduates will be equipped with the professional skills to work in sports federations, clubs, government bodies, commercial and non-profit organizations, as well as in international sports projects.



**is to train highly qualified specialists in sport management, equipped with modern knowledge, managerial competencies, and practical skills necessary for effective performance in organizations within the field of physical education and sport, both at national and international levels**



# **The aim of the educational programme**



# The main modules

- Strategic Management in Sports;  
Economics and finance in sports;  
Legal support of sports activities;  
Project management in the sports industry;  
Digital technologies in sports management;  
Management of sports facilities and events





# Targets Specific Audiences



**Identify and target your ideal audience on social media. Tailor your content and messaging to their interests and preferences. Utilize platform-specific targeting tools to reach the right people at the right time.**





**a graduate of a specialized master's degree in Sports Management, it is a new generation specialist with modern managerial knowledge and practical skills for effective work in the sports industry. He is able to think strategically, develop and implement successful projects, manage sports organizations, run marketing campaigns and establish communication with stakeholders.**



## **The graduate model of the educational program**





• Knows modern theories and practices of management marketing, economics and law in the sphere of sport.

Able to develop strategies for the development of sports organisations, promote sports events and projects.

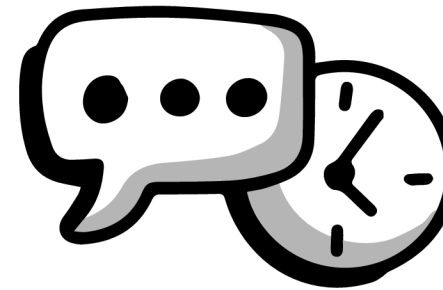
Can effectively manage financial and human resources of sports organisations.

Uses digital technologies to promote and manage sports projects.

Understands the specifics of international sports activities and is able to work in a multicultural environment

# Graduate of the programme





**The graduate's field of professional activity includes sports clubs and federations, sports complexes, public and private structures involved in the development of physical education and sports, as well as international sports organizations**

