



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	189	B	118	Accredited until			Renewal date		
	Branch of Science		Progr.	Registr. №.						

Entitlement

Strategic management of sports organizations

Prerequisites

Fundamentals of management, microeconomics, macroeconomics.

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	Will be able to work in a team or take a leadership role in organizing its activities, encouraging change or solve complex tasks	Group work	Individual work
2	Will be able to think creatively and apply innovative methods at work .	Creativity workshops	Individual work
3	Will be able to communicate and collaborate with specialists of different disciplines and cultures individually and working in a team	Group work	Individual work
4	Will be able to use verbal and non-verbal communication methods promoting positive communication and cooperation in accordance with ethical principles	Case analysis (Case study), Discussion	Individual work
5	Will be able to use modern communication tools and social networks conveying professional and other information	Case analysis (Case study), Discussion	Individual work
6	Will be able to demonstrate personal position on professional issues, understand different arguments and make independent decisions as well as assess their impact in a defined situation	Case analysis (Case study), Discussion	Individual work
7	Will know and understand the functioning, design and management of different types of sports or tourism organizations as well as their determining circumstances	Debates, Group work	Individual work
8	Will be able to highlight problems in the sports or tourism sector and manage risks	Case analysis (Case study), Discussion	Individual work
9	Will be able to analyse and evaluate events and processes taking place in a sports or tourism organization and in the business environment	Case analysis (Case study), Discussion	Individual work
10	Will be able to apply interdisciplinary scientific knowledge in the management of resources and processes of sports or tourism organizations	Case analysis (Case study), Discussion	Individual work
11	Will be able to identify problems in their own and other human resources activities, find solutions and ways of improvement, and delegate tasks to achieve strategic goals of a sports or tourism organization	Case analysis (Case study), Group work	Individual work
12	Will be able to apply modern management science theories in the management of sport or tourism organization	Case analysis (Case study), Discussion	Examination, Individual work

Main aim

To reveal the essence and content of strategic management in the global sports business environment, to acquaint with the strategic orientation of a sports organization, to know how to manage strategic decisions, to reveal the methods and tools of strategic planning and control.

Summary

The module reveals the essence and content of strategic management in the global sports business environment, introduces the strategic orientation of the sports organization, management of strategic decisions, reveals the methods and tools of strategic planning and control of the sports organization.

Level of module

Level of programme		Subject group (under the regulation of the area)
Cycle	Type	
First	Bachelor	Bendrojo universitetinio lavinimo

Group under financial classification

4.Socialinių mokslų studijos (išskyrus politikos mokslus, sportą ir studijas, nurodytas 8 punkte)

Syllabus

№.	Sections and themes	Responsible lecturer
1.	Introduction to the strategic management of sports organizations	
2.	The essence and content of strategic management	
3.	Strategic management and the global sports business environment.	
4.	Strategic orientation of a sports organization	
5.	Intersection between Strategic management and HRM in sports organization	
6.	Procedures of strategic Human resources management system	
7.	Business ethics in strategic management	
8.	The importance of organizational culture to organizational strategy	
9.	Strategic decisions and their management	
10.	Strategy planning and control	

Evaluation procedure of knowledge and abilities:

References

№.	Title	Edition in Lithuanian Sports University library		In Lithuanian Sports University bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
1.	Mikalauskas, R., Šimkus, A., Brusokas, A. (2016). Sporto vadyba: nuo sportinės veiklos teorinės paradigmos iki savanoriškos veiklos. Monografija. Kauno kolegija. Kaunas: „Arx reklama.“		1	Yes	
2.	Tjounndal, A. (2016). Sport, Innovation and Strategic Management: A Systematic Literature Review. Brazilian Business Review, p.38-56.		1	No	
3.	Taylor, T., Doherty, A., McGraw, P. (2015). Managing People in Sport Organizations. A. Strategic Human Resource Management Perspective. Routledge, p.236.		1	Yes	
4.	Crawshaw, J., Budhwar, P., & Davis, A. (Eds.). (2020). Human resource management: Strategic and international perspectives. SAGE Publications Limited.		1	No	
5.	Mikalauskas, Rimantas; Gajda, Valdemar; Navickas, Valentinas. Employess assessment strategic management opportunities in sport federation.			No	
6.	EU Sports Policy and the Sport Matters Strategy			No	

№.	Title	Edition in Lithuanian Sports University library		In Lithuanian Sports University bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
7.	Strategic Planning at Sports Organizations			No	
8.	Strategic Planning in Sport Sector			No	
9.	Strategic management in Sport Organization			No	

Additional literature

№.	Title
1.	Jasinskas, Edmundas; Švagždienė, Biruta; Mikalauskas, Rimantas. Darbuotojų vertinimo įtaka organizacijos mokymuisi laisvalaikio sporto klubuose // Economics and management = Ekonomika ir vadyba [elektroninis išteklius] / Kaunas University of Technology. Kaunas : Technologija. ISSN 1822-6515. 2012, vol. 17, no. 4, p. 1357-1364. [Business Source Complete (EBSCO); Central & Eastern European Academy
2.	Mikalauskas, Rimantas. Key aspects of forming and understanding a sport club strategy // Mokslas ir praktika: aktualijos ir perspektyvos : mokslinių straipsnių rinkinys = Theory and practice: problems and prospects : scientific articles. Kaunas : Lietuvos sporto universitetas. ISSN 2345-007X. 2020, p. 117-123.
3.	Mikalauskas, Rimantas. Pagrindiniai konkurencingumo veiksniai futbolo sporto klubuose: teorinis požiūris // Sportininkų rengimo valdymas ir sportininkų darbingumą lemiantys veiksniai: sporto forumas – tarptautinė mokslinė konferencija : programa ir pranešimų tezės, 2020 gruod. 3–4 d., Kaunas, Lietuva. Kaunas: Lietuvos sporto universitetas. eISSN 2538-7952. 2020, p. 52-53.
4.	Malakauskė, Karolina; Mikalauskas, Rimantas. Strateginio valdymo aspektai sporto organizacijoje //Theory and practice: problems and prospects : international scientific-practical conference, Kaunas, Lithuania, 2019 May 9–10th: book of abstracts = Mokslas ir praktika: aktualijos ir perspektyvos : tarptautinės mokslinės praktinės konferencijos tezių rinkinys, Kaunas, Lietuva, 2019 m. gegužės mėn. 9–1
5.	Wheelen, T.L., Hunger, D.J., Hoffman, N.A., Bamford, E.Ch. (2015). Strategic Management and Business Policy: Globalization, Innovation and Sustainability. Prentice Hall. ISBN-10: 0133254186.
6.	Barney, J.B., Hesterly, W.S. (2015). Startegic Management and Competitive Advantage: Concepts and Cases. Prentice Hall, ISBN-10: 0133127400.

Coordinating lecturer

Position	Degree, surname, name	Schedule №.
Associate Professor		76

Subdivision

Entitlement	Code
a	1007

Study module teaching form №. 1

Semester	Mode of studies	Structure				Total hours	Credits	
		Theory	Seminars	Lab Works	Ind. work			
A	S	D	30	30	0	200	260	10

Languages of instruction:

Lithuanian	L	English	E	Russian	R	French	F	German	G	Other	Oth.
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Plan of in-class hours

№. of Themes	Academic hours			№. of Themes	Academic hours		
	Theory	Seminars	Lab Works		Theory	Seminars	Lab Works
1.	1	0	0	6.	4	4	0
2.	2	2	0	7.	2	2	0
3.	4	4	0	8.	1	2	0

№. of Themes	Academic hours			№. of Themes	Academic hours		
	Theory	Seminars	Lab Works		Theory	Seminars	Lab Works
4.	4	4	0	9.	4	4	0
5.	4	4	0	10.	4	4	0
Total:					30	30	0

Schedule of individual work tasks and their influence on final grade

	№. of syllabus	Total hours	Influence on grade, %	Week of presentment of task (*) and reporting (o)																
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17-20
				Individual Homework	1-4; 9-10	40	25	*												
Exam	1-10	130	50	*														0		
Individual Homework	5-8	30	25				*											0		
Total:		-	200	100																

Study module teaching form №. 2

Semester		Mode of studies	Structure				Total hours	Credits
			Theory	Seminars	Lab Works	Ind. work		
A	S	N	30	30	0	200	260	10

Languages of instruction:

Lithuanian	L	English	E	Russian	R	French	F	German	G	Other	Oth.
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Plan of in-class hours

№. of Themes	Academic hours			№. of Themes	Academic hours		
	Theory	Seminars	Lab Works		Theory	Seminars	Lab Works
1.	1	0	0	6.	4	4	0
2.	2	2	0	7.	2	2	0
3.	4	4	0	8.	1	2	0
4.	4	4	0	9.	4	4	0
5.	4	4	0	10.	4	4	0
Total:					30	30	0

Schedule of individual work tasks and their influence on final grade

	№. of syllabus	Total hours	Influence on grade, %	Week of presentment of task (*) and reporting (o)																
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17-20
				Individual Homework	1-4;9-10	40	25	*												
Exam	1-10	130	50	*														0		
Individual Homework	5-8	30	25				*		0											
Total:		-	200	100																