



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	181	B	012	Accredited until			Renewal date		
	Branch of Science		Progr.	Registr. №.						

Entitlement

Sports market and finance

Prerequisites

High school education

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	Will be able to use modern communication tools and social networks conveying professional and other information	Case analysis (Case study), Discussion, Formal lecture	Individual work, Mid-term examination
2	Will strive for lifelong learning needed for sports and tourism management specialist's analytical applied activities	Discussion, Group work, Literature analysis	Individual work, Mid-term examination
3	Will be able to demonstrate innovative, creative, science-based decision-making skills in solving practical tasks	Formal lecture, Seminar	Individual work, Mid-term examination
4	Will be able to highlight problems in the sports or tourism sector and manage risks	Discussion, Practical exercises (tasks)	Individual work, Mid-term examination
5	Will be able to analyse and evaluate events and processes taking place in a sports or tourism organization and in the business environment	Discussion, Formal lecture, Practical exercises (tasks)	Individual work, Mid-term examination
6	Will be able to apply interdisciplinary scientific knowledge in the management of resources and processes of sports or tourism organizations	Formal lecture, Literature analysis, Seminar	Individual work, Mid-term examination
7	Will be able to prepare and implement various projects contributing to the improvement of sports or leisure infrastructure and the organization of events	Formal lecture, Literature analysis	Individual work, Mid-term examination
8	Will be able to independently develop and implement consumer-oriented innovative business ideas and develop business plans for sports or tourism sector	Practical exercises (tasks), Seminar	Individual work, Mid-term examination

Main aim

The aim is to develop special competencies as the ability to understand the sports market, financial peculiarities, future sports trends same as abilities to recognize, analyze and manage opportunities in sports market and finance.

Summary

The aim is to develop diverse knowledge and management of ideas about the principles of the functioning of the sports market, finance, while at the same time developing specific competences such as the ability to understand the economic environment, financial flows, predict future sports and financial trends. Students are introduced to the concept of sports market and finance, processes and basic methods, and provide analytical skills to analyse the external and internal environment of existing business and to make decisions. Students are introduced to the financial growth of the sports market, the impact of sports markets on the local and international economies.

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.	Introductory lecture	
2.	Sports Market Analysis	
3.	Analysis of sports finance	
4.	Management of sports teams	
5.	Distribution of sports markets	
6.	The Importance of sports markets for the international economy	
7.	The importance of sports markets for the local economy	
8.	Financial distribution in the sports market	
9.	Future financial resources in sport	
10.	Future sports markets	

Evaluation procedure of knowledge and abilities:

Ten grade criterion scale and summative evaluation system are applied. The semester's individual work tasks are evaluated by grades; the final grade is given during the examination session while multiplying particular grades by the lever coefficient and summing up the products.

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.	Leeds, M. A., & Von Allmen, P. (2016). The economics of sports. Routledge. <i>Comment:Provides in e-learning</i>			No	
2.	Winfree, J. A., Rosentraub, M. S., & Mills, B. M. (2011). Sports finance and management: Real estate, entertainment, and the remaking of the business. CRC Press. <i>Comment:Provides in e-learning</i>			No	
3.	Hoye, R., Smith, A. C., Nicholson, M., & Stewart, B. (2015). Sport management: principles and applications. Routledge. <i>Comment:Provides in e-learning</i>			No	
4.	Alekrinskis, A., Bulotienė, D., Fominienė, V. B., Grigaitė, K., Jasinskas, E., Komskienė, D., ... & Navickienė, R. (2017). <i>Laisvalaikio pagrindai: vadovėlis/sudarytojas Rimantas Mikalauskas.</i>			Yes	
5.	Hallmann, K., & Petry, K. (Eds.). (2013). Comparative sport development. Heidelberg, Germany: Springer. <i>Comment:Provides in e-learning</i>			No	
6.	Madura, J. (2020). International financial management. Cengage Learning. <i>Comment:Provides in e-learning</i>			No	

