



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	190	M	019	Accredited until				Renewal date		
	Branch of Science		Progr.	Registr. №.							

Entitlement

Strategic management of sports organizations and events

Prerequisites

Bachelor's degree or equivalent is required

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	Understand and systematically and creatively apply modern management theories in a global, in a complex environment, in conditions of uncertainty to improve business and management practices.	Discussion, Problem-based learning	Case analysis (study),
2	Communicate in business, make decisions based on ethics and sustainable development	Discussion, Problem-based learning	Case analysis (study),
3	Lead the work of other employees in a diverse global context	Discussion, Problem-based learning	Case analysis (study),
4	Integrate knowledge from different fields in professional activities	Discussion, Problem-based learning	Case analysis (study),
5	Apply strategic, critical and constructive thinking when making managerial decisions in complex and uncertain situations	Discussion, Problem-based learning	Case analysis (study), Individual work
6	Understand the organizations in the sports / tourism sector and their stakeholders, the external context and how to manage them from a long-term and sustainable perspective	Discussion, Problem-based learning	Case analysis (study), Individual work
7	Communicate effectively, fluently and persuasively, in writing and orally in at least one foreign language, discuss current issues in management practice and theory, including presentation of business ideas, preparation of business reports, consulting and peer review.	Discussion, Problem-based learning	Case analysis (study), Mid-term examination
8	Lead the team creatively and effectively and be responsible for its results	Discussion, Problem-based learning	Case analysis (study), Individual work
9	Innovate, initiate and properly implement new sports / tourism business projects to achieve concrete performance and qualitative changes in the sector	Case analysis (Case study), Discussion	Case analysis (study), Mid-term examination

Main aim

To acquaint students with strategic management of sports organizations and events, who would be able to evaluate and forecast the management of sports organizations and proper organization of events, creatively develop sports organizations, carry out sports events effectively and apply the results properly in daily organization and strategic decision making.

Summary

The module reveals the strategic management mechanism of sports organizations and events, assessing and forecasting the management of sports organizations and events, creatively developing the activities of sports organizations and the management of sports events in a daily, constantly changing environment.

Level of module

Level of programme		Subject group (under the regulation of the area)	Subject level
Cycle	Type		
Second	Master	Bendrojo universitetinio lavinimo	Deepening

Group under financial classification

Syllabus

№.	Sections and themes	Responsible lecturer
1.	Introduction to the module. The essence and content of strategic management	
2.	Strategic orientation of the organization	
3.	External and internal factors of strategic management	
4.	Strategic planning	
5.	Strategy implementation, monitoring and control	
6.	Sporting event: essence and content	
7.	Planning of Sport Events	
8.	Organization of sporting events in times of crisis	
9.	Organization and management of traditional sports and recreational events	
10.	Content and planning of leisure events	

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, Rimantas - Sporto vadyba: nuo sportinės veiklos teorinės paradigmos iki savanoriškos veiklos : monografija. Antrasis, papildytas leidimas / Rimantas Mikalauskas, Audrius Šimkus, Andrius Brusokas ; Kauno kolegija. Kaunas : UAB "Arx reklama", 2016			No	1
2.	Mikalauskas, Rimantas - Sporto vadyba: nuo sportinės veiklos teorinės paradigmos iki savanoriškos veiklos : monografija. Antrasis, papildytas leidimas / Rimantas Mikalauskas, Audrius Šimkus, Andrius Brusokas ; Kauno kolegija. Kaunas : UAB "Arx reklama", 2021			No	5
3.	Yuan Y., Louise, Y. L., Gaoliang T., Yangxin, Y., (2018). Business Strategy and Corporate Social Responsibility. Journal of Business Ethics (2020) 162:359–377 https://doi.org/10.1007/s10551-018-3952-9 (IF 3.796)			No	0
4.	Valikangar, L., Gibbert, M. (2016). Strategic Innovation: The Definitive Guide to Outlier Strategies, Cloth.ISBN-10: 0133989445			No	1
5.	Barney, J.B., Hesterly, W.S. (2015). Startegic Management and Competitive Advantage: Concepts and Cases. Prentice Hall, ISBN-10: 0133127400			No	1
6.	Tjounndal, A. (2016). Sport, Innovation and Strategic Management: A Systematic Literature Review. Brazilian Business Review, p.38-56.			No	0

№.	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.	Dowson, R., Basset, D. (2015). Event planning and management: a practical handbook for PRand events professionals. London.			No	0
8.	Česnulaitytė, I., Juodokaitė, G. (2016). Viešojo sektoriaus renginių vertinimas. Renginių vertinimo įrankiai. Prieiga per internetą: http://kurkl.lt/wp-content/uploads/2016/10/Vie %C5%A1ojo-sektoriaus-rengini%C5%B3-vertinimo- %C4%AFrankiai.pdf			No	0
9.	Maditinos, Z.Vassiliadis, Ch.,Tzavlopoulos, Y. and Vassiliadis,S.A.(2021). Sports events and the COVID-19 pandemic: assesing runners intentions for future participation in running events – evidence from Greece. Tourism Recreation Research, 46(2), 276-287			No	0

Additional literature

№.	Title
1.	Strategic management in Sport Organization. www.conferinte-defs.ase.ro/2015/pdf/03 Sport...
2.	Fundamentals of Strategic Management. www.managementmarketing.ro/pdf/articole/226.pdf
3.	Strategic Management in Football. www.diva_portal.org/smash/get/diva2:632963/FULLTEXT01.pdf
4.	Ferenc, P., Varmus, M. (2018). Public security in field of sport. Žilina: University of Žilina.
5.	Parent., M., Chapplet, J. (2017). Routledge handbooks of sport event management. Oxon: Routledge
6.	Parent, M., Reutsch, A. (2020). Managing major sport events – theory and practice. New Yourk, United States: Routledge
7.	Gobikas, M., Kamarūnas, Z. (2006).Sporto renginių vadybos ypatumai. Kaunas.

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	20	10	0	230	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.	3	1	0	6.	2	1	0
2.	2	1	0	7.	2	1	0
3.	1	1	0	8.	1	1	0
4.	4	1	0	9.	2	1	0
5.	1	1	0	10.	2	1	0
Total:					20	10	0

