### Course Information Sheet

<table>
<thead>
<tr>
<th>Code:</th>
<th>Name: Foundations of Sport Management</th>
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<td>FTVŠ.KŠK/2-03TR-070/15</td>
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**Type of course:** obligatory

**Guaranteed by:** Doc. PaedDr. Branislav Antala, PhD.  
**Tuition provided by:** PaedDr. Libor Duchoslav.

**Degree:** Bc, MSc.  
**Semester:** WS/SS  
**Form of education:** seminars  
**Contact teaching hours:**  
  - per week: 2  
  - per semester: 24

**Number of credits:** 3

**Prerequisites:** None

**Method of evaluation and completion of the course:** seminar work, written examination

**Course objectives:**

**Brief course overview:**
- History of sport management.  
- Sport industry and gross domestic sport product.  
- Contemporary sport management.  
- Administration and management in sport.  
- SWOT and PEST analysis in sport.  
- Marketing mix in sport.  
- Marketing of sport and marketing through sport.

**Bibliography:**

**Language of course:** English  
**Updated:** 27.04.2017