

## **Sports Management**

1. Sports Management (7. 4.) (1)
  - Defining,
  - Manager: work, function, roles
2. Sport industry (7. 4.) (2)
3. Managers personality and competence (3)
  - personality
  - Abilities Conception
  - Skills Conception
  - Manager Competences
  - Manger's Work Performance Effectiveness
  - Manager in the Field of Physical Education and Sports
4. Managing and Leading Sport Organizations (2)
5. Sociological Aspects of Sport and Physical Activity (2)
6. Psychology of Sport Consumer Behavior (1)
7. Sport Marketing, Public Relations (3)
8. Sport Facility and Event Management (1)
9. Professional Sport (2)
10. Sport tourism (2)

### ***Literatura***

Parks, B. Jane et al. ***Contemporary sport management***

Dvořáková, Š. ***Marketing in sport***

### ***Úkoly***

Překlad

Vypsat slovní zásobu

3 body do diskuse

Elektronicky odevzdat týden před

2 neúčasti

Ústní projev 15 – 20 min, 4 strany textu