

Purpose, structure and goals of the study program

Sports management encompasses the educational domain focused on the business aspects of sport. Its reach extends beyond professional leagues to include school and university athletics, recreational sports, sports marketing, event organization, facilities management, and the administration of sports organizations.

The structure of the study program contains the following elements:

a. Study program Sports Management is an undergraduate study program seeking the first accreditation. The core objectives of this program are to equip students with comprehensive expertise, specialized skills, and competencies essential for executing professional responsibilities within the social studies and humanities sectors, particularly in the field of Sports Management.

b. The learning outcome of undergraduate studies Sports Management is mastery of advanced applied managerial knowledge within the sports domain, alongside interdisciplinary academic insights. By developing skills and capabilities specific to Sports Management, students are empowered to adeptly navigate intricate challenges within the field. They become adept problem solvers who are able to innovate and undertake enterprising approaches to address both conventional and unconventional demands, risks, and challenges encountered within sports organizations and teams across various operational contexts. The accredited Sport Management study program caters to several categories of individuals: aspiring professionals seeking employment and career advancement within the dynamic sports industry; active athletes keen on enhancing their understanding of the sports sector to boost their career prospects; retired athletes aiming to transition into roles within sports and its associated industries; professionals desiring a shift towards managerial roles in sports following their academic pursuits.

c. Upon completion of the study program, students are conferred the title **Bachelor of Management**.

d. Candidates who have completed four-year secondary education are eligible to enroll in the OAS Sports Management study program. Admission entails taking an entrance exam, specifically the General Knowledge Test in Sports Management. The ranking of applicants is determined by both their high school average grade and their performance in the General Knowledge Test, with detailed guidelines outlined in the Faculty Statute and Regulations on Study Enrollment.

e. The structure of the OAS Management in Sport study program places special emphasis on providing students with a comprehensive understanding of the practical knowledge they acquire. The curriculum is designed to ensure that students gain mastery in various areas of sports management, including management and marketing strategies, legal frameworks, facility management, organizational dynamics, competitive events, recreational activities, leadership principles, economic principles, financial considerations, entrepreneurship, safety protocols, and other modern sports management topics. The curriculum comprises 27 compulsory subjects and 12 elective subjects, categorized into six elective blocks. Additionally, students engage in internship during the eighth semester of study. The detailed list and structure of both compulsory and optional subjects, along with their outlined content, are delineated in Table 5.2.

Compulsory subjects: Introduction to Management, Theory of Sports, Fundamentals of Economics, English Language 1, Statistics, Ethics in Sports, Fundamentals of Information Technology, English Language 2, Sports Management, Communications in Sport, Law in Sport, Management in Sports Organizations, Marketing in Sport, Olympic Education, English Language 3, Human Resource Management, Entrepreneurship in Sport, Security Management in Sport, Leadership in Sport, Business Finance, Sports Recreational Tourism, Management of Sports Facilities, Strategic Management in Sports, Sports Organization Management, Work Placement, subject of the final paper and final paper.

Elective subjects 1: Management of Sports Events, Sport and Business, Crisis Management in Sport, Business Decision Making, Teams and Team Work, Sport Scouting.

Elective subjects 2: Business Skills, Public Relations, Organizational Behaviour, Service Management in Sports Organizations, Journalism in Sport, and Fitness and Wellness Program

Management.

f. The Sports Management study program is conducted over 8 semesters, following a structured curriculum. The teaching process spans the entire academic year and is divided into two semesters, each comprising 15 teaching units. The delivery method includes a traditional approach, incorporating lectures, practical exercises, diverse teaching methodologies, research work, and supplementary classes.

g. Table 5.2 shows the credit distribution for each subject. ECTS credits are allocated based on the workload and required engagement level of each subject. Compulsory subjects are allocated 3, 4, 6, 7, and 8 ECTS points, while elective courses carry 7, 8, and 9 ECTS points. Work placement is credited with 3 ECTS points and entails 6 hours per week, categorized under additional hours during the eighth semester of study.

h. The final paper holds a value of 4 ECTS, while within the study program, it accounts for 7 ECTS, summing up to a total of 11 ECTS.

i. Prerequisites for enrollment into certain subjects are specified in **Table 5.2**. The specification is attached to this standard.

j. The Sports Management study program a wide variety of elective courses, enhancing the program's overall quality. The selection of subjects from alternate study programs is guided by several criteria: alignment with the content and objectives of the study programs with an 80% match; comparison of program value and extent based on the load measured by ECTS points; assessment of the total workload for students opting for subjects from other study programs. Additionally, considerations extend to factors such as weekly class schedules, lecture hours, practical exercises, and other teaching methodologies.

k. Students can transfer to Sports Management study program from related programs within the same field, provided they have successfully completed exams aligned with this curriculum and have attained the requisite number of ECTS points for the corresponding academic year. The scientific-teaching council of the faculty, upon recommendation from a commission designated by the dean or council, determines the relevance of the field and assesses the compatibility of subjects for transfer.

l. The study program Sports Management is aligned with related study programs in the social sciences and humanities at state and private universities in Serbia and the surrounding area, but it also has certain specificities. It is performed only in the Serbian language.

The scope of the study program of undergraduate academic studies is 240 ECTS credits.