

## DESCRIPTION OF DEGREE PROGRAMME (admission year: 2021-2022)

1.

Title of the degree programme	National Code
Sports Industry Management Master`s Degree Programme (in English)	6211LX070

2.

Official name of the awarding institution(s)	Language of instruction
Mykolas Romeris University	Lithuanian

3.

Kind of study	Cycle of studies	Level of qualification
University studies	II cycle	VII level

4.

Mode of study and length of programme in years	Length of the degree programme in ECTS credits	Student's workload	Contact work hours	Independent work hours
Full-time study 1,5 years	90	2430	364	2066

5.

Group of Study Fields	Field of the programme
Business and Public Administration	Management

6.

Degree and/or qualification awarded
Master of Business Management

7.

Programme Director	Contact information
Prof. Dr. Vilma Čingienė	v.cingiene@mruni.eu

8.

Accreditation organization	Period of reference
Centre for Quality Assessment in Higher Education	2022.12.31

9.

Purpose of the programme
To provide strong fundamental knowledge required for qualitative development of sports and physical activity industry as well as practical sporting services development and management skills necessary to meet the needs of contemporary global market. This program will equip students with entrepreneurship, innovation, creativity and research skills and will facilitate their expression in the local and international sports and physical activity context.

10.

<b>Profile of the programme</b>		
<b>Study content: discipline(s)/subject area(s)</b>	<b>Orientation of the programme</b>	<b>Distinctive features</b>
<p>60 credits program volume consists of compulsory subjects and 30 credit dedicated for final master's thesis.</p> <p>24 credits foreseen for business and management skills formation, e.g. Business Strategies, Business Project Management, Quality Management, Marketing and Communications.</p> <p>30 credits designated for the realization of the specific content of the program and necessary competencies: Sports Industries Theory and Practice, Sports Industry Resource Management, Sports Legal Relationship, Value Management in Sports, International Sports Industries Market.</p> <p>For successful master thesis preparation a subject Research Methodology (6 cr.) and three working stages of are dedicated.</p>	<p>The program is application-oriented and more focused on practical work, preparing the specialists able to understand the bussiness of sport and physical activity organizations, aiming for qualitative advances and results-oriented.</p>	<p>This is the first study programme in Lithuania integrating the dimensions of sport and business. Programme is based on interdisciplinary approach comprising several sciences: management, business, law, marketing and ethics. The best global practice will be accumulated in the programme while analysing the possible sport industries development opportunities at national and regional levels. Programme content will be concentrated on the scientific excellence and seek to elaborate complex scientific investigations according to the current societal evolution and market needs, thus forming the abilities of graduates to develop their professional activities and knowledge on evidence based policy.</p>
<b>Qualification requirements and regulations</b>		
<p>According to the Description of the Lithuanian Qualifications Framework, level VII qualifications are acquired through graduate university (II cycle) studies.</p> <p>The qualification provides for complex activities consisting of different interrelated tasks which may cover several related areas of professional activities. That is the reason why the performance requires expert evaluation of the most recent knowledge in the close and more distanced areas of activities; discovery of new facts in applied research of the professional activity area, creative theoretical knowledge and application of the results of scientific research.</p> <p>The activities are performed independently, by way of setting prerogatives of an activity area, making independent decisions, which are oriented towards improvement and perfection of the activities. The activities imply managing the activities of other employees, thus qualifications of this level include abilities to independently carry out applied research, to provide consultations in an area of activities, to coordinate projects related to the upgrading of other individuals' qualifications and implementation of innovations, to analyse and present activity results.</p> <p>As the technological, management and organizational progress is witnessed in all areas of activities, the activities and their environment are subject to constant change, the changes are difficult to anticipate, the activities consist of volatile combinations of tasks. The activity change requires the ability to make innovative decisions based on research results, to assess alternative solutions and possible social and ethic consequences of the activities.</p>		

11.

<b>Admission requirements</b>	<b>Specific arrangements for recognition of prior learning</b>	<b>Specific requirements for graduation</b>
<p>Applicants to Sports Industries Management program have normally obtained undergraduate degree in public administration, management and business administration or economics. Applicants holding</p>	<p>Procedure for Recognition of Academic Credits at Mykolas Romeris University  <a href="https://intranet.mruni.eu/mru_lt_dokumentai/centrai/akademiniu_reikalu_centras/teises_aktai/Studiju%20kredit">"https://intranet.mruni.eu/mru_lt_dokumentai/centrai/akademiniu_reikalu_centras/teises_aktai/Studiju%20kredit</a></p>	<p>Collect 90 ECTS credits and to develop and defend a Master's thesis</p>

degrees in engineering field of technology sciences area, mathematics and computer science fields of physical sciences area, public health field of biomedicine sciences area are also eligible. However, students who do not hold a bachelor's degree in management and business administration field of study will have two extra disciplines, namely Management and Fundamentals of Entrepreneurship, in the first semester to acquire the necessary management and business administration competencies.	u%20prip.tv._ENG%20porfolio.pdf" establishes the principles and procedure for the recognition of learning outcomes achieved by a person in other Lithuanian and foreign higher education institutions and in the non-formal and informal learning competencies, related to higher education, and the recognition of study credits at Mykolas Romeris University.
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12.

#### Access to further studies

Graduates holding business and management master's degrees will be able to continue doctoral studies in management field of study and conduct research in Lithuanian and foreign science institutions.

13.

#### Occupational profiles of graduates with examples

Upon completion the programme graduates will be able to create own business or work in sports and physical activity industry team managerial, administrative, expert-consultative work in public institutions: physical education and sports department, municipality physical education and sport divisions, athletes training centres; non-governmental sport organizations: associations, unions, public establishments, federations, clubs, foundations, etc.; private sport enterprises: fitness centres, studios, clubs, event management companies and organizations, consultancy agencies, etc. Top level athletes are promoted to choose a study program and use own skills, experience and image forming the future professional career and seeking for personal development.

14.

Teaching and learning methods	Assessment methods
Students will gain communication, collaboration, consulting skills through participatory learning in discussions and debates, individual and group reflections, critical essay writing and self-study assignments. Students will acquire learning and research skills by applying different research methods (search for information sources, analysis, comparison, systematization, qualitative and quantitative surveys, data analysis etc.) in their self-study tasks and visualizations of obtained results.	The main methods of assessment of students' studies results: <ul style="list-style-type: none"> <li>• □ oral or written exam;</li> <li>• □ theory test to check students' theoretical knowledge (open-ended test questions of multiple-choice questions);</li> <li>• □ mid-term test;</li> <li>• □ written or oral presentation of course papers, reports, case analysis, project presentations;</li> <li>• □ self and/or peer assessment.</li> </ul>

15.

Generic competences		Programme learning outcomes	
1.	Ability to continuously learn and improve in accordance with the policies of sport and physical activity in Lithuania and the EU	1.1	Demonstration of actual knowledge of policy making and implementation, modern management skills and strive for continuous professional development
		1.2	Ability to identify operation problems and make adequate decisions based on available science and market research findings

2.	Ability to start, lead and develop own business by using existing resources and joining the interests of stakeholders	2.1	Ability to find and initiate the realization of private business ideas on national and international levels
		2.2	Ability to lead the development of new business areas by exploring available resources and finding potential resources of stakeholders
3.	Ability to lead the project and communicate with different target groups on all levels of the partnership	3.1	Ability to initiate and appropriately implement sports business projects aimed at specific outcomes and qualitative changes in the sector
		3.2	Ability to communicate and realistically evaluate operation possibilities in line with national and transnational trends of sports activities development
4.	Ability to independently conduct scientific research in the areas of sports industry service development by applying modern management science paradigms and appropriate scientific methods	4.1	Ability to conduct specific sports industries management research collaborating with appropriate partners
		4.2	Ability to apply scientific research findings in decision making process and introduce innovations in the company
<b>Subject specific competences</b>		<b>Programme learning outcomes</b>	
5.	Ability to plan and apply modern business management science knowledge in the operations of the sport business enterprise/organization	5.1	Understanding the principles of strategic management of the economy and business of sports industries in the general economic structure and is able to adapt them in the development of the company's activities
		5.2	Understanding of the theories of sports industry development and ability to apply them in national and transnational environment
6.	Ability to design, create and offer sports services in order to enhance active participation of population in health improvement, entertainment and recreation activities	6.1	Ability to appropriately manage processes and information in order to accept, support and realize new sports business development ideas
		6.2	Ability to develop and effectively manage human, financial, infrastructure and information resources of the sports sector
7.	Ability to manage and coordinate the organization's activities in order to achieve professionalism-oriented results	7.1	Ability to apply knowledge of law science, analyze practical situations in national and international sports industry
		7.2	Understanding of the principles of sports marketing and communication and ability to apply them in sports product development and sale processes
8.	Ability to develop a market of sports services responsibly, based on honest business practices	8.1	Understanding of the importance of social corporate responsibility in modern world of sport and business and ability to develop operations based on management integrity concept
		8.2	Ability to apply the values in the activities, ensuring national and international ethical standards implementation process



	Data Analytics in Sport Business	6	162	34	128										x	x					
	Management Values Management in Sport	6	162	34	128								x							x	x
	Master Thesis	18	486	0	486																

\* - Course units are compulsory for students who have not studied it during their bachelor's studies.

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