



UNIVERSITY
OF LJUBLJANA

SEB

School of Economics
and Business

Presentation document

Master in Sport management

Academic year 2026/2027



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INFORMATION ABOUT THE STUDY PROGRAMME

SPORT MANAGEMENT

General information

Programme	Sport management
Programme characteristics	Interdisciplinary
Level of the qualification	Second cycle - Master's study programme SQF level: 8 EQF level: 7 Q F-EHEA level: Second cycle
Name of qualification	Diploma druge stopnje / Master's degree Second cycle master's study programme in Sport management
Field(s) of study:	KLASIUS-SRV: Master's education (second Bologna cycle)/Master (second Bologna cycle) (17003) ISCED: Business and administration (34) KLASIUS-P-16: Management and administration (0413) Frascati: Social Sciences (5)
Duration of study	2 years (4 semesters)
Scope of ECTS	120 ECTS
UL member	<ul style="list-style-type: none"> • School of Economics and Business, Kardeljeva ploščad 17, 1000 Ljubljana, Slovenija - coordinator • Faculty of Sport, Gortanova ulica 22, 1000 Ljubljana, Slovenija

Study programme learning outcomes

The key objective of the Sport management second-cycle master's study programme is to thoroughly develop students' knowledge and abilities in sport management and thereby train them for further expert, development and research work in this field. The programme aims to:

- train graduates to critically think about relevant business developments in the area of sport;
- develop graduates' behavioural and communication skills that facilitate their effective individual and team work;
- train graduates to use modern research, analytical and information tools for solving problems and thus develop their analytical (quantitative and qualitative) skills for business decision-making;
- train graduates to make rational business decisions that take account of special facets of sport organisations' operations, sustainability aspects and appropriate economic principles;
- train graduates to solve different functional (HR, marketing, financial etc.) problems facing profit and non-profit sport organisations;
- train graduates to take on responsible work tasks of middle and senior managers in profit and non-profit sport organisations;
- train graduates to take on responsible functions in different sport associations as they will understand the organisation of sport as an activity, the connection between sport and the economy, the legal aspects and frameworks of sport activities as well as the connection between sport and politics; and
- train graduates for further in-depth expert and research work in the field of sport management.



General competencies (learning outcomes)

The Sport management second-cycle master's study programme is designed to provide graduates with the following general competencies:

- knowledge of the interdisciplinarity of this field (business/economic and sport sciences);
- the ability to connect business/economic, broader social-science and humanist discoveries in the area of sport;
- understanding of the ethical and moral principles of the profession, especially while improving organisational culture in sport;
- understanding of the environmental and social responsibility of organisations and how that affects their strategic decision-making;
- the ability to apply the organisation theory, the management theory and the theory of individual business-functional areas within the business sciences to the field of sport organisations;
- the ability to apply theoretical knowledge concerning sports management to real-life cases;
- the ability to effectively perform the role of manager in a sport organisation;
- the ability to effectively manage people on different hierarchical levels in organisations engaged in sport, tourism, healthcare etc. (e.g. in sports clubs and societies, sport associations, public institutions in sport, companies operating in sport, tourism, healthcare etc.);
- the ability to manage sport-recreational programmes in the areas of tourism, wellness programmes and other products and services in the field of sport;
- the ability to appropriately structure a business problem, develop and assess alternative solutions, and select the most appropriate one;
- the ability to search for information and access relevant and reliable information sources;
- the ability to engage in interpersonal communication and cooperation that facilitate creative, effective and successful teamwork;
- the ability to effectively engage in written communication and prepare high-quality written materials;
- the ability to draw up and present an oral report (presentation); and
- the ability to effectively use communication and information technology.

Subject-specific competencies (learning outcomes)

Among the many subject-specific competencies relevant for individual programme courses, the following are the most important:

- the acquisition and understanding of the basics of sport organisation economics;
- understanding of the organisation theory, the general management structure, and the interconnectedness of different business areas;
- the identification and understanding of differences between the management of profit and non-profit sport organisations;
- understanding of the management process in sport organisations and those operating in areas closely connected with sport (tourism, healthcare etc.);
- knowledge and understanding of the functioning of sport organisations, both integrally and in terms of individual business functions;
- knowledge and understanding of different theories in the humanities and social sciences related to sport (anthropology, philosophy, psychology, sociology and sport history);



- knowledge and understanding of the theory of law in the field of sport (e.g. the role of the legal system in society, laws, regulation, rules, politics, legal order and legal hygiene, sport legislation, the international Court of Arbitration for Sport, legal aspects of the status of athletes and sport officials, doping and other violations of sport rules etc.);
- the ability to autonomously resolve complex problems in specific business/functional fields in sport organisations;
- the ability to integrate knowledge from specific business-functional fields into business decisions in sport organisations;
- understanding of the specifics of working with people in sport organisations and sport in general;
- the ability to resolve concrete problems while working with people in sport organisations;
- understanding of marketing theory, including the design of a commercially attractive product, price setting, creating sales channels and market communications;
- knowledge and practical use of different ways and types of promotion and advertising in the area of sport in domestic and foreign markets;
- knowledge and understanding of the theory of business finance (in terms of both investment decisions and decisions on the financing of sport organisations) as well as sport accounting;
- the ability to think strategically while decision-making on the operations and organisation of companies, societies, institutions and other organisations in the field of sport;
- the ability to identify market opportunities, analyse the resources available for their realisation, set strategic goals as well as formulate and implement sport organisations' strategies;
- knowledge and understanding of the theoretical and practical aspects of sport infrastructure management;
- knowledge and understanding of the infrastructure and tools in sport (sport technology, material conditions of sport, didactic and ethical aspects of the use of equipment and tools, management of existing facilities and surfaces, planning of new facilities and surfaces, environmental issues in relation to sport facilities, sport development trends in relation to sport facilities etc.);
- knowledge and understanding of the theory and practical aspects of sports event management;
- the ability to effectively organise big sport shows and events, organise meetings and gatherings as well as engage in business cooperation in the field of sport;
- knowledge and understanding of qualitative and quantitative research methodology (research types, research phases, data collection and processing, explanation of results etc.);
- the ability to select a suitable statistical tool for data analysis;
- the ability to conduct statistical analysis and interpret the results obtained; and
- the ability to conduct autonomous and team research and consulting in sport organisations and organisations related to sport.

Admissions Criteria

First-year enrolment is open to:

Graduates of first-level programmes from any area of study with at least 180 ECTS or from an equivalent study programme obtained under current regulations in Slovenia or abroad.



In cases where available spots are limited:

In cases where available spots are limited, candidates are ranked based on their first cycle GPA (70%) and the elective exam results conducted by the Selection committee (30%).

Enrolment by transition criteria:

Candidate, who passes from one programme to the other, must meet the enrolment requirements of the other. Commission for Academic Affairs of the UL SEB defines possible additional study obligations if the study content of previous studies does not cover the content of the chosen master's study programme.

Title conferred in the original language: magister managementa v športu/ magistrica managementa v športu

Title conferred in the original language (abbreviated): mag. manag. šp.

Title conferred in English language (and title abbreviated): Master of Arts (M.A.)

STUDY PROGRAMME CURRICULUM SPORT MANAGEMENT

Year 1

				Contact hours									
	University Course Code	Course title	Lecturers	Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study	Individual student work	Total hours	ECTS	Semesters	Elective
1.	0090839	Management in Sport	TOMAŽ ČATER	36	0	0		15	249	300	10	1st semester	no
2.	0090841	Ethical and Social Issues in Sport	SAMO RAUTER, TANJA KAJTNA	25	0	0		15	140	180	6	1st semester	no
3.	0090840	Organizational and Legal Issues in Sport	IGOR IVAŠKOVIĆ	30	0	0		15	195	240	8	1st semester	no
4.	0094029	Research Methodology	IRENA OGRAJENŠEK	25	0	0		15	140	180	6	1st semester	no
5.	0090842	Human Resource Management in Sport	IGOR IVAŠKOVIĆ	30	0	0		15	195	240	8	2nd semester	no
6.	0090844	Marketing in Sport	MAJA ZALAZNIK	30	0	0		15	195	240	8	2nd semester	no
7.	0090843	Finance and Accounting in Sport	MARKO HOČEVAR, MATJAŽ ČRNIGOJ	30	0	0		15	195	240	8	2nd semester	no
8.	0097263	Specialised programme course		30	15	15		15	105	180	6	2nd semester	yes
Total				236	15	15	0	120	1414	1800	60		

Year 1, Specialised programme course

				Contact hours									
	University Course Code	Course title	Lecturers	Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study	Individual student work	Total hours	ECTS	Semesters	Elective
1.	0090852	Agency, Networks and Support Systems in Sport	TOMAŽ ČATER	30	0	0		15	135	180	6	2nd semester	yes
2.	0643603	Sport and Media	KAJA POTEKO, MATEJA KOS KOKLIČ	25	0	0		15	140	180	6	2nd semester	yes
Total				55	0	0	0	30	275	360	12		

Student selects one of the two offered courses. There is the possibility of circular implementation every two years.

Year 2

				Contact hours									
	University Course Code	Course title	Lecturers	Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study	Individual student work	Total hours	ECTS	Semesters	Elective
1.	0090849	Strategic Management in Sport	TOMAŽ ČATER	30	0	0		15	195	240	8	1st semester	no
2.	0090847	Management of Sport Facilities	MARTA BON	25	0	0		15	140	180	6	1st semester	no
3.	0090850	Management of Sport Events	JANEZ VODIČAR, MATEJ ČERNE	25	0	0		15	140	180	6	1st semester	no

				Contact hours									
University Course Code	Course title	Lecturers	Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study	Individual student work	Total hours	ECTS	Semesters	Elective	
4.	0090848	Research-Consulting Project in a Sport Organization	TOMAŽ ČATER	36	0	0		15	249	300	10	1st semester	no
5.	0097264	Elective course		30	30	0		27	93	180	6	2nd semester	yes
6.	0094035	Master thesis		0	10	0		15	695	720	24	2nd semester	no
Total				146	40	0	0	102	1512	1800	60		

Year 2, Elective course

				Contact hours									
University Course Code	Course title	Lecturers	Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study	Individual student work	Total hours	ECTS	Semesters	Elective	
1.	0090855	Economics of public enterprises and non-profit organizations	METKA TEKAVČIČ	25	0	0		65	90	180	6	2nd semester	yes
2.	0643604	History and Philosophy of Sport	BOJAN JOŠT, TOMAŽ PAVLIN	25	0	0		65	90	180	6	2nd semester	yes
3.	0090854	Sociology of sport	MOJCA DOUPONA TOPIČ	25	0	0		65	90	180	6	2nd semester	yes
4.	0090853	Sport psychology	MATEJ TUŠAK	25	0	0		65	90	180	6	2nd semester	yes
Total				100	0	0	0	260	360	720	24		

Students may choose any elective course within the UL SEB or any other UL higher education institution which is properly accredited and has at least 7 ECTS and it is a course within second cycle programme.