

# Faculty of Sports Management:

- 1. Management of sports organization and club**
- 2. Fitness and leisure management**

## Opis i nastavni plan i program:

The mission of the Faculty of Sports Management includes the development of the entrepreneurial and sports spirit, the development of the psycho-philosophy of sports and business, the development of awareness of the importance of management in sports and its importance for global economic and overall social development. In other words, it is in line with the basic vision that the UDG student should be a capable and responsible citizen of the global world. The ultimate goal of the study program is to achieve optimal competence of students in the field of management in sports, enabling students to acquire basic theoretical and practical professional knowledge, as well as training for the permanent acquisition of new knowledge and technologies and managerial skills.

The main goal of the applied master's study program "Management of Sports Organizations and Clubs" is to educate students to successfully manage the business of an organization/club/institution/company and be a business-entrepreneurial leader in the global world.

The studies allow the student to acquire highly specialized theoretical and practical knowledge that integrates the main areas of fitness and leisure management including lifestyle management, management of special groups, specialized programs in wellness and fitness and new trends in training technology.

## Management of sports organization and club

**Module A: SPORTS AND BUSINESS**

**Module B: MANAGEMENT IN SPORTS**

**Module C: MEDIA AND SPORTS**

I semester	II semester
<ol style="list-style-type: none"><li>1. History of ideas</li><li>2. Research methodology</li><li>3. Psychophilosophy of business - a common subject for the major</li></ol>	<ol style="list-style-type: none"><li>1. Philosophy of globalization</li><li>2. Technology and innovation – common subject for the major</li><li>3. Research project</li></ol>

<p>4. Research project (seminar)</p> <p>5. Sports industry - Module A</p> <p>Event Management - Module B</p> <p>Media History - Module C</p> <p>6. Business ethics - Module A</p> <p>7. Safety and sport – Module B</p> <p>8. Sports journalism – Module C</p> <p>Tribunes of postgraduate studies</p>	<p>4. Digital marketing – Module A</p> <p>Management of sports infrastructure - Module B</p> <p>Media and Communication - Module C</p> <p>5. Psychology of sport 2 – Module A</p> <p>Law and sport - Module B</p> <p>Digitization of media - Module C</p> <p>Scientific conference of postgraduate studies (all majors)</p>
<p>III semester</p> <p>1. Philosophy of digitization</p> <p>2. Startup sport - a common subject for the major</p> <p>3. Finances and new business models - common subject for the major</p> <p>4. Project management – Module A</p> <p>Sports Diplomacy - Module B</p> <p>Public relations and sports – Module C</p> <p>5. E-sport – Module A</p> <p>Project management - Module B</p> <p>E-sport – Module C</p> <p>Scientific conference of postgraduate studies (all majors: mini-theses)</p>	<p>IV semester</p> <p><i>MASTER THESIS</i></p>

## Fitness and leisure management – Plan of Study

**Module A: FITNESS MANAGEMENT**

**Module B: LEISURE MANAGEMENT**

<p>I semester</p>	<p>II semester</p> <p>1. 1. Philosophy of globalization</p>
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<ol style="list-style-type: none"> <li>1. History of ideas</li> <li>2. Research methodology</li> <li>3. Psychophilosophy of business - a common subject for the major</li> <li>4. Research project (seminar)</li> <li>5. Fitness 2 – Module A</li> </ol> <p>Event Management - Module B</p> <ol style="list-style-type: none"> <li>6. Wellness &amp; spa – Module A</li> </ol> <p>Lifestyle management - Module B</p> <p>Tribunes of postgraduate studies</p>	<ol style="list-style-type: none"> <li>2. 2. Technology and innovation – common subject for the major</li> <li>3. 3. Research project</li> <li>4. 4. Applied physiology – Module A</li> <li>5. Sport, culture and society – Module B</li> <li>6. 5. Sports medicine – Module A</li> <li>7. Sales and Revenue Management - Module B</li> <li>8. Scientific conference of postgraduate studies (all majors)</li> </ol>
<p>III semester</p> <ol style="list-style-type: none"> <li>1. Philosophy of digitization</li> <li>2. Startup sport - a common subject for the major</li> <li>3. Finances and new business models - common subject for the major</li> <li>4. New trends in the requested technology - Module A</li> </ol> <p>Psychology of sport 2 - Module B</p> <ol style="list-style-type: none"> <li>5. Management of specialized programs in sports, fitness and wellness - Module A</li> </ol> <p>Nutrition management - Module B</p> <p>Scientific conference of postgraduate studies (all majors: mini-theses)</p>	<p>IV semester</p> <p><i>MASTER THESIS</i></p>

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