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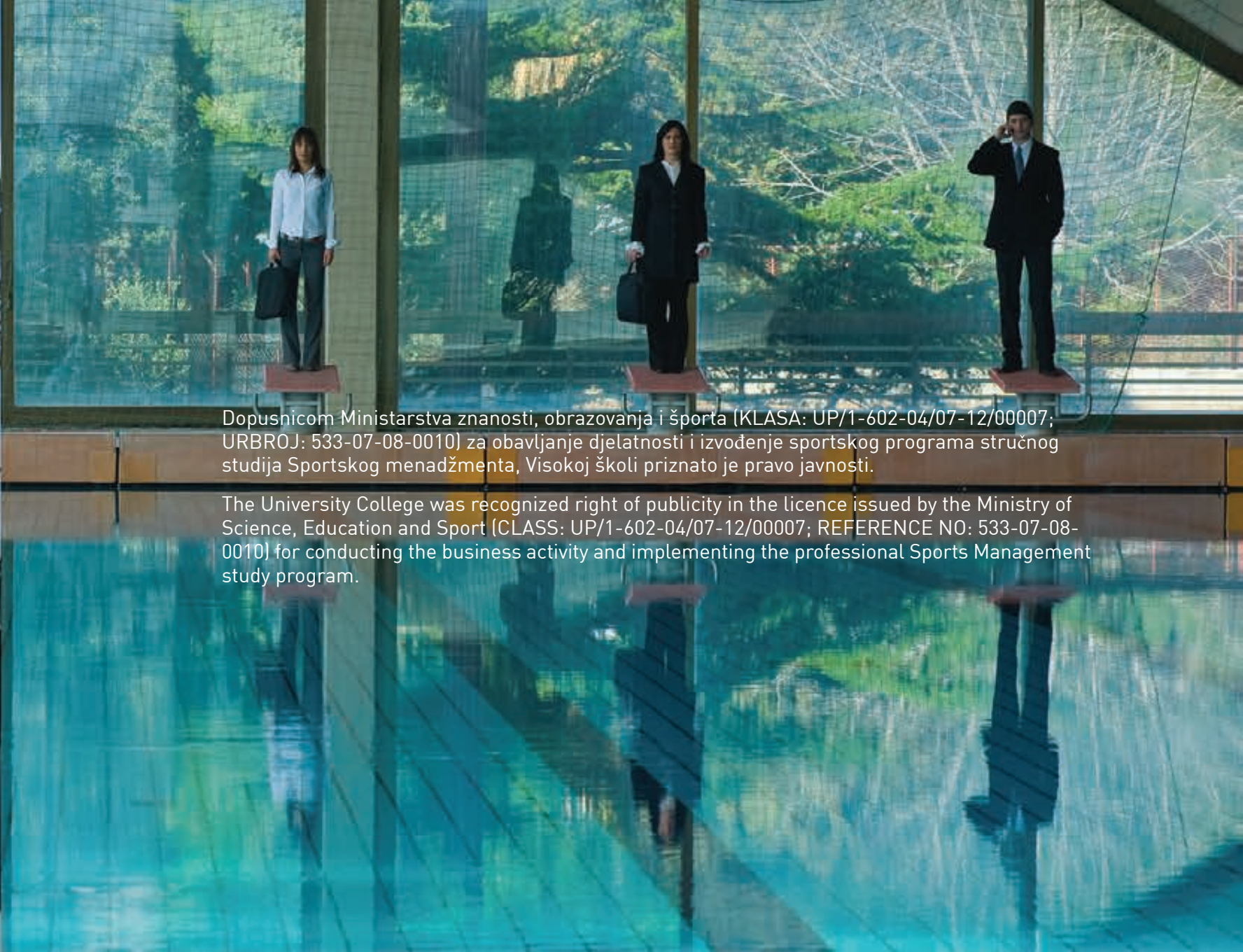
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ASPIRA



VISOKA ŠKOLA ZA SPORTSKI MENADŽMENT
UNIVERSITY COLLEGE OF SPORTS MANAGEMENT





Dopušćicom Ministarstva znanosti, obrazovanja i športa (KLASA: UP/1-602-04/07-12/00007; URBROJ: 533-07-08-0010) za obavljanje djelatnosti i izvođenje sportskog programa stručnog studija Sportskog menadžmenta, Visokoj školi priznato je pravo javnosti.

The University College was recognized right of publicity in the licence issued by the Ministry of Science, Education and Sport (CLASS: UP/1-602-04/07-12/00007; REFERENCE NO: 533-07-08-0010) for conducting the business activity and implementing the professional Sports Management study program.





Visoka škola svake godine dodjeljuje studentske stipendije od kojih posebno ističemo stipendiranje najboljih hrvatskih sportaša u suradnji s Hrvatskim olimpijskim odborom.

Realizacija stručnog studijskog programa Sportskog menadžmenta ima veliko značenje u našem poslovnom i sportskom okruženju, a ono će postati još većim ulaskom Republike Hrvatske i šire regije u sportske, ekonomske, kulturne i sve druge europske integracije.

Stoga ne začuđuje šta je sjedište Visoke škole upravo u Splitu, „najsportskijem gradu svijeta“, gradu iznimne sportske tradicije i velikih rezultata u individualnim i ekipnim sportovima.

Every year, University College Aspira grants student scholarships, among which we would like to emphasize scholarships for best Croatian athletes in cooperation with the Croatian Olympic Committee.

The realization of Sports Management study program is of great importance in our business and sports environment, and it will become even greater once the Republic of Croatia and its broader region enter sports, economic, cultural, and other European integrations.

Therefore, it is not surprising that the headquarters of University College Aspira is in Split, “the sportiest city in the world”, the city with an exceptional sporting tradition, and great results in individual and team sports.





STRUČNI STUDIJ SPORTSKI MENADŽMENT

Sport u suvremenom društvu ima mnogo širu i složeniju ulogu nego ju je imao ranije. On je od nadmetanja fizičkih sposobnosti među ljudima prerastao u način našeg svakodnevnog života i kulture te postaje izvorom pozitivne energije u životu čovjeka. Sport je također i sve značajniji oblik ekonomske aktivnosti društva, a sportska industrija njena važna privredna djelatnost.

U Republici Hrvatskoj djeluje preko 5000 različitih sportskih organizacija koje se najvećim dijelom financiraju iz državnog proračuna. Novac koji se dobije ne može biti dostatan za sportsku organizaciju kojoj su zahtjevi veliki, pogotovo ako se radi o vrhunskom sportu. Moderni sport traži sve više znanja i vještina od sportskih menadžera.

PROFESSIONAL STUDY PROGRAM SPORTS MANAGEMENT

Sport in contemporary society has a much wider and more complex role than it had before. From physical competition between people, it evolved into the way we live our everyday lives and a part of our culture, and it has become the source of positive energy in people's lives. Furthermore, sport has become an important form of economic activity of the society, and sports industry its important economic branch.

There are over 5000 different sports organizations in the Republic of Croatia, which are mostly financed from the state budget. The funds they get are not sufficient for these sports organizations, which have high demands, especially if they deal with top level sports. Modern sport requires sports managers to have more knowledge and skills.





STUDENTSKA PRAKSA

Studentska praksa izvodi se u različitim sportskim organizacijama, klubovima, savezima i drugim institucijama, od amaterskih do profesionalnih. Studenti sudjeluju u radu, a posebno u organizaciji sportskih događanja (utakmice, turniri...).

STUDIRANJE UZ RAD

Studiranje uz rad prilagođeno je zaposlenim osobama te aktivnim sportašima koji zbog svojih profesionalnih obveza nisu u mogućnosti redovito pohađati predavanja.

BOLONJSKI PROCES

Temeljni ciljevi kojima ovaj program teži su, sukladno značajkama Bolonjskog procesa; individualizirani rad u malim grupama uz neposredan mentorski nadzor asistentata i profesora, visoki stupanj vertikalne i horizontalne mobilnosti studenata; veliki udio izbornih nastavnih sadržaja koje studenti mogu izabrati s bilo kojih drugih visokih učilišta te fleksibilna organizacija studija tj. prilagodba programskog sadržaja studija afinitetima studenta uz zadržavanje stručnog naziva. Također, studij je komparabilan sa srodnim studijima poznatih i renomiranih inozemnih visokih učilišta.

GOSTI PREDAVAČI

Priznati hrvatski i inozemni stručnjaci iz područja sporta i menadžmenta sudjeluju kao gosti predavači, kako u teorijskom tako i u praktičnom dijelu nastave.

PRACTICAL LESSONS

Practical lessons are held in different sports organizations, clubs, alliances and other institutions, from those amateur to the professional ones. Students take part in work specially in the organization of sports manifestations (matches, tournaments, etc.)

WORKING WHILE STUDYING

Working while studying is coordinated for the employed people and active sportsmen who can't attend classes due to their obligations.

BOLOGNA PROCESS

The basic aims of this program are: individualized approach in small groups with constant mentorship of professors and assistants; high vertical and horizontal mobility of students; large number of electives that student can choose from any other colleges and flexibility of studies – The University adjusting the program to the students' needs while keeping the official title. Also, The University College is comparable to akin studies of famous foreign universities.

GUEST LECTURERS

The acknowledged Croatian, as well as foreign experts in the fields of sports and management will give guest lectures and practice classes.





Svaka sportska organizacija koja se želi razvijati mora osmisliti svoje poslovanje na dohodovnoj osnovi. To znači da bi trebali imati menadžere koji će raznim aktivnostima kluba biti u stanju uprihoditi sredstva za kvalitetan rad i razvoj kluba.

Upravo je to bio osnovni cilj za pokretanje Visoke škole Aspira čiji kadrovi će ispuniti ove zadatke na dobrobit čitavog društva.

Stoga su programi stručnog studija Sportskog menadžmenta na Visokoj školi Aspira namijenjeni obrazovanju za upravljačke funkcije u sportskim organizacijama i drugim poslovnim sustavima te uvođenju sportaša nakon završetka njihove profesionalne karijere u poslovni svijet.

Every sports organization that wants to develop and improve has to do business on income basis. This means they need to hire managers who would be able to collect funds for quality work and development of sports clubs through various activities in the clubs.

This was our main goal when we established University College Aspira, whose staff will fulfil all the tasks for the benefit of the entire society.

A curriculum of University College of Sports Management Aspira is aimed at education for performing management functions in sports associations and other business systems, as well as educating managers, sports agents and sports companies and, finally, implementing sportsmen, who have finished their professional careers, into the business world.





KOMPETENCIJE STEČENE STUDIRANJEM

COMPETENCES

Završetkom stručnog studija Sportskog menadžmenta polaznik stječe kompetencije upravljanja sportskim i poslovnim sustavima te mogućnost nastavka visokog obrazovanja na specijalističkom stručnom diplomskom studiju.

Studenti stječu visokostručnu i profesionalnu osposobljenost za područje menadžmenta poslovnih funkcija te sportskog menadžmenta, s naglaskom na posebne programe smjera studija koji sadrže temeljna teorijska, metodološka i aplikativna znanja s područja:

- sportskog menadžmenta,
- sportskog marketinga,
- sponzorskih odnosa i produkcije sportskih manifestacija,
- sportskog brendinga,
- upravljanja i primjene poslovanja u sportu,
- upravljanja sportskim objektima te agencijskih i zastupni kih poslova za sportske organizacije, društva, klubove i sportaše pojedince.

Poseban značaj ima, programskim sadržajem predviđeno, obrazovanje za uporabu najsuvremenijih informacijskih i komunikacijskih tehnologija (ICT) u poslovanju. U suradnji sa Suvremenim učilištem u Splitu, studentima se pruža mogućnost stjecanja međunarodno priznate Europske računalne diplome - ECDL.

By finishing this University College students get the competence to manage sports and business systems in areas of "middle management" and gets the opportunity to continue his/hers studies in the postgraduate studies.

Students get the expertise and professional competence for the area of management of business functions and sports management, with stress on special subjects that contain basic theoretical, methodological and practical knowledge from the area of:

- Sports management
- Sports marketing
- Sponsors relations and production of the sports manifestations
- Sports branding
- Managing and applying of business in sports
- Management of sports facilities
- Agency and representation businesses for sports organizations, companies, clubs and individual sportsmen.

The education in using contemporary information and communication technologies (ICT) in business is given special attention in the curriculum. In cooperation with Contemporary Educational Institution in Split, students are given the opportunity to merit internationally acknowledged European Computer Driving Licence - ECDL.





Cilj obrazovanja je stjecanje ukupnih kompetencija sportskog menadžera koji se ostvaruje upravljanjem procesima u sportskim organizacijama primjenom menadžerskih postupaka, tehnika i vještina.

Zbog značajnog udjela ekonomskih obrazovnih sadržaja, završeni studenti moći će uspješno obavljati i sve druge poslove za koje su potrebna poslovna znanja, menadžerske kompetencije i vještine.

The education aim is to gain complete competence of a sports manager which is achieved through sports organizations governance by applying management processes, techniques and skills.

Due to the large proportion of economical subjects, students are going to be capable of performing numerous other jobs that require business knowledge, manager's competence and skills.





Multidisciplinary program of the professional study of Sports Management is implemented in cooperation with Suvremeno učilište u Splitu and related colleges.

Compulsory and Elective Courses - Sports Management

1 th Year Course	ECTS	2 th Year Course	ECTS	3 th Year Course	ECTS
Business Mathematics	6	Enterprise Economics	6	Sports Management II	6
Principles of Economics	8	Principles of Law with	8	Sports Project	8
Principles of Kinesiology	6	Commercial Law	6	Human Resources Management	6
Computer Science	6	Sports Marketing	6	Consumer Behaviour	6
Business English I	4	Business English III	4	Financial Management	4
Business Communication	4	Kinesiological Recreation	4	Sports Management in Tourism	4
History of Sports	8	Business Communication	8	E-business	8
Management	8	Principles of Accounting	8	FINAL THESIS	8
Sports Management I	8	Sports Entrepreneurship	8		8
Business English II	4	Sports Statistics	4		4
Principles of marketing	6	Theory of Sports Training	6		6
		Business English IV			
4 th Year Course	ECTS		ECTS		
Sports Industry and Markets	6		6		
Marketing Management in Sport	8		8		
Sports law	6		6		
Selected Topics in Kinesiology	6		6		
Managerial Accounting	4		4		
Business Intelligence	4		4		
Management of sport events	8		8		
Management of Sports Facilities	8		8		
Controlling and Financial	8		8		
Management in Sports	4		4		
Organizations	6		6		
Sponsorship in Sport					
Global Economy					
EU Market, Institutions and					
Projects Business Negotiation					
and Presentation					
5 th Year Course					
Human Resource	6		6		
Management Strategy	6		6		
Public Relations in Sport	4		4		
Psychological and Sociological	4		4		
Aspects of Sports Competitions	8		8		
Strategic Management	8		8		
Crisis Management	8		8		
International Management	4		4		
Market Research	6		6		
Project Management					
Graduation Thesis					



Multidisciplinarni program stručnog studija Sportskog menadžmenta ostvaruje se kroz suradnju sa Suvremenim učilištem te renomiranim europskim i svjetskim sveučilištima.

Obvezni i izborni predmeti stručnog studija Sportskog menadžmenta:

1. GODINA

Sportski menadžment
Osnove ekonomije
Povijest sporta
Osnove kineziologije
Poslovna matematika
Poslovno komuniciranje
Informatika
Poslovni engleski jezik I
Menadžment
Ekonomika poduzeća
Osnove prava s trgovačkim pravom
Poslovna etika
Poslovni engleski jezik II

2. GODINA

Sportski marketing
Menadžment sportskih manifestacija
Upravljanje sportskim objektima
Poduzetništvo u sportu
Teorija sportskog treninga
Psihologija sporta
E-business
Osnove računovodstva
Poslovni engleski jezik III
Poslovno pregovaranje
Poslovni engleski jezik IV

3. GODINA

Menadžment sporta u turizmu
Sportsko pravo
Financijski menadžment
Business intelligence
Sportska medicina
Menadžment ljudskih potencijala
Ponašanje potrošača
Sportski projekt
Završni rad

TRAJANJE STUDIJA I UVJETI UPISA

Studij traje 3+2 godine (10 semestara) i izvodi se kao redovni i izvanredni. Završetkom studija stječe se, prema odredbama Bolonjskog procesa, 300 ECTS bodova i stručni naziv:

- stručni prvostupnik/prvostupnica
(baccalaureus/baccalaurea)sportskog menadžmenta
-bacc.oec. (3.g.)

- stručni/a specijalist/ica sportskog menadžmenta -
stručni/a spec. oec. (ekvivalent stručnog magisterija 5.g.):

Stručni studij Sportskog menadžmenta mogu upisati pristupnici/ce koji su prethodno završili:

- srednju školu u Republici Hrvatskoj,

Srednjoškolsko obrazovanje u inozemstvu, a koje je ekvivalentno srednjoškolskom obrazovanju u Republici Hrvatskoj, neki drugi preddiplomski ili stručni studij u Republici Hrvatskoj (za master)

Pristupnici/ce koji ne polažu državnu maturu pristupaju razredbenom postupku koji uključuje postignuti uspjeh pristupnika tijekom srednjoškolskog školovanja i rezultate postignute na razredbenom ispitu koji obuhvaćaju pisanu provjeru opće kulture i obaviještenosti te razgovor s pristupnikom o motivaciji za pohađanjem studija. Posebno se vrednuje sportski i drugi rezultat postignuti tijekom srednjoškolskog obrazovanja i/ili aktivnog bavljenja sportom.

DURATION OF THE STUDY PROGRAM AND TERMS OF ENROLMENT

The University studies last for 3+2 years (10 semesters) and are performed as regular and Associate degree. Upon completion students receive, in accordance with the Bologna Declaration, 300 ECTS and the academic title:

PROFESSIONAL BACHELOR
(baccalaureus(m)/baccalaurea(f)) in sports management
- bacc. (3.g.)

Specialist in sports management (equivalent to a master's 5.g.)

Professional Sports Management study program can be enrolled by those candidates who have previously graduated from:

Secondary school in the Republic of Croatia,

Secondary education abroad, which is equivalent to secondary education in the Republic of Croatia,

Other undergraduate or professional study program in the Republic of Croatia (Master)

Candidates who have not passed state graduation exam undergo admission procedure which includes candidates' achievements during secondary education and the results from the entrance exam that consists of written test of general knowledge and information and an interview with candidates on their motivation to attend the study program. Sports and other achievements during secondary school education and/or active involvement in sport are additionally valued.



OPIS PROGRAMA STUDIJA

Program stručnog studija Sportskog menadžmenta je zaokružena cjelina koja daje kompetencije za rad u sportu i gospodarstvu i za nastavak daljnjeg obrazovanja na stručnom specijalističkom diplomskom studiju te završava izradom završnog rada.

Programski sadržaj stručnog studija Sportskog menadžmenta sadrži programsku jezgru studija (core subjects) ili obvezne programske sadržaje studija te predložene izborne predmete (electives), koji mogu činiti dobar izbor, ali se mogu zamijeniti izbornim predmetima s nekog drugog studija ili visokog učilišta. Osim ponuđenih izbornih predmeta student može izabrati kao izborne predmete i sve druge predmete koji se izvode na Visokoj školi za sportski menadžment Aspira.

DESCRIPTION OF THE STUDY PROGRAM

The courses of The University College of Sports Management are structured so that students get the competences for working in sports and economy and for continuing further education. The academic program ends with writing a final thesis.

The University College of Sports Management program consists of core or obligatory subjects and recommended elective studies, or electives, which can be substituted by the electives from any other University. Students are also free to choose any other subjects held at The University College of Sports Management Aspira as their elective.

