

The main goal of the research team of the **Department of Management Theories**, Faculty of Management Science and Informatics, University of Žilina in Žilina, in the field of sports management, is to integrate the academic perspective and apply management approaches with the support of information and communication technologies in sports.

We have been intensively studying the topic of sports management for **more than 12 years**.

## WE ARE DEVELOPING THE RELATIONSHIP AMONG EDUCATION, SCIENCE, AND SPORTS ON THREE LEVELS:

PREPARATION OF SPORTS MANAGERS



RESEARCH IN SPORTS



EDUCATION OF ATHLETES



As a part of **TEACHING**, we are enhancing the education of future sports managers so that they become professionals with insight into the sports environment connected with the knowledge acquired at the university. They can acquire knowledge and skills from several relevant courses, including the **SPORTS MANAGEMENT** course, project teaching, and the elaboration of final theses focused on this topic.

70 students



project teaching

130 students



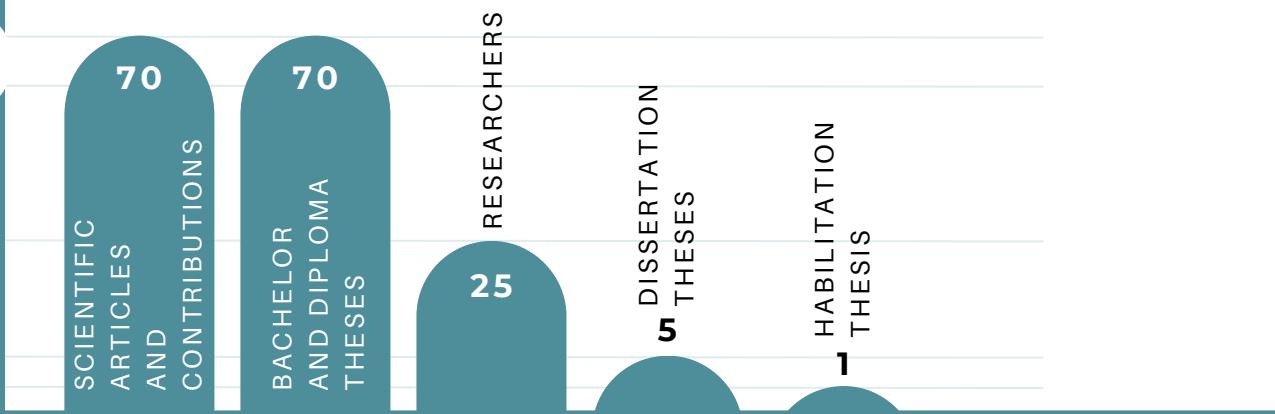
sports management  
course



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The **RESEARCH ACTIVITY** aims to improve the operation of sports organizations based on data analysis, **digitalization**, and **managerial recommendations**.

We cooperate with various organizations, including leading sports associations, sports clubs, and local governments. Numerous proposals have already been implemented and have helped to make these organizations more sustainable.



As part of the current athletes' education, we prepare them for their future careers after the end of their active sports careers. We focus not only on key knowledge and skills but also on the ways of effectively transferring them to athletes. We are gradually building our e-learning portal: [www.sportman.sk](http://www.sportman.sk).

## CAREER AFTER SPORTS CAREER

### ATHLETES' EDUCATION

professional athletes  
former athletes

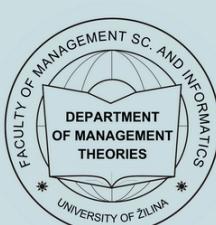
youths

companies

clubs  
associations



The **SMICEE conference** is the result of the processes leading to the overall development of sports in Slovakia. Representatives of European universities engaged in sports management can connect with representatives of Slovak and international sports organizations at this event. It is a unique platform in Slovakia.



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# OUR TEAM



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