



SPORTGO SKILL CARD



Nr.of Modules	Module	Skills	Training topics	Duration (hours) Total: 30	Method	Self assessment tool	Responsible for development
1	Introduction			1	Presentation	no	
1.1		Recalling the trainings programme structure & the main components of the SportGO project	About the project Introduction to training content Method of teaching Expectations of students and teachers Icebreakers		tbd tbd tbd tbd		
2	HR Management			4	Online/face-to-face	Yes	Irena & Inga - LSU
2.1		Describing the basic principles of HR Management Identifying the most important benefits of efficient and effective HR Management Explaining the concept of employer branding and applying the concept in practice	Introduction to HR Management with a special focus on sport management - what do I need HR management for? how can I recruit, assess and motivate my employees, employer branding and how can it be used to make my club more attractive to potential employees, practical examples on HR management for semi-professional sport clubs (good				
2.2		Stating basic leadership principles	Leadership theories & styles		tbd		
2.3		Explaining the basic meaning behind ethics and good governance	Basic ethics and good governance principles		tbd		
3	Project Management			5	Online/Face to face	Yes	Gregor Jurak - Uni Laibach
3.1		Applying basic project management principles	Basic project management principles - detailed planning of a project; time & task management PM Tools Specific Topics to be considered in semiprofessional sportclubs		tbd tbd tbd		Noelia Lopez - Uni Alicante
3.2		Setting, monitoring and achieving organisational objectives	Basic principles of Organisation Management - Plan, organise and set objectives		tbd		
4	Marketing			5	Online/Face to face	Yes	Irena & Inga - LSU
4.1		Describing the basic principles of marketing Differentiating between marketing and communication Differentiating between above-the-line and below-the-line marketing tools Applying different marketing instruments, especially below-the-line marketing tools for semi-professional sport clubs	Principles of Marketing (Introductory Element) - what is marketing, what are the most important elements, why is it needed by semi-professional sport clubs, what are the main benefits of marketing for sport clubs? Introduction to above and below the line marketing and its tools - what is above and below the line marketing, what are the tools available? which tools can be used by semi-professional sport clubs for marketing with little investment and high output?		tbd tbd tbd		
4.2		Describing the aims and different concept for use of social media Describing the social media landscape and different contexts Identifying different social media tools and and make use of them in the appropriate context	Introduction to Social Media Social Media Strategy Development including Content Management		tbd tbd tbd		
5	Event Management for Sport Clubs			5	Online/Face to face	Yes	FH JOANNEUM
5.1		Recalling the basic principles of event management Creating and implementing an event plan Calculating event budgets - recalling the most important cost drivers	Principles of Event Management (Introductory Element) - what are the most important aspects of event management?, who are the most relevant stakeholders to address?, which partners do I need in order to plan an event successfully?, how can I plan an event professionally? Event Management Budgeting and Controlling				
5.2		Acquisition of sponsoring Summarising the main benefits of sponsoring Communicating and working with sponsors	Principles of sponsorship - what is sponsoring, what are the different types of sponsoring for the target group, how can it be used beneficially by semi-professional sport clubs? Sponsorship-Management		tbd tbd tbd		
6	Finance			5	Online/face-to-face	Yes	
6.1		Recalling basic finance principles	Introduction to basic finance principles (related to the needs for sport clubs) - Cost accounting; Cash flow; Financial resource planning related to the needs of sport clubs		tbd tbd		
6.2		Acquisition and correct use of public fundings	Application for public funding		tbd		each university
6.3		Understanding specific financial topics for sport clubs	Revenues (Mechandising, tickets, membership) Specific Topics to be considered in semiprofessional sportclubs		tbd tbd		each university
7	Legal Framework			5	Online/face-to-face	Yes	
7.1		Identifying the legal framework for semiprofessional sportclubs	Basic knowledge in legal framework of semiprofessional sportclubs Basic knowledge in Contracts		tbd tbd		
7.2		Identifying the country-specific legal framework for semiprofessional sportclubs	Country-specific legal framework knowledge Liability & insurances (country specific) Tax regulations (country specific)		tbd tbd tbd		each university each university each university