

**INTERNATIONAL CO-OPERATION OF HIGHER EDUCATION INSTITUTIONS FOR
THE INNOVATION AND EXCHANGE OF GOOD PRACTICES IN SPORT MANAGEMENT:
THE MOSMEN EDUCATIONAL PROJECT**

**MIĘDZYNARODOWA WSPÓŁPRACA INSTYTUCJI SZKOLNICTWA WYŻSZEGO NA
RZECZ INNOWACJI I WYMIANY DOBRYCH PRAKTYK W ZARZĄDZANIU SPORTEM:
PROJEKT EDUKACYJNY MOSMEN**

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Wkład autorów:

- A. Study design/planning
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- B. Data collection/entry
zebranie danych
- C. Data analysis/statistics
dane – analiza i statystyki
- D. Data interpretation
interpretacja danych
- E. Preparation of manuscript
przygotowanie artykułu
- F. Literature analysis/search
wyszukiwanie i analiza literatury
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Dear Editor,

In the 1990s, there were significant social and economic changes in Central and Eastern Europe (CEE), significantly impacting the sports sector's development. After the collapse of the Eastern Bloc, CEE countries underwent a political, economic, and social transformation process, which also had significant consequences for the sports industry.

One of the critical elements of the transformation was opening of borders, establishing business relations with Western Europe, and, subsequently, integrating most of CEE countries with the European Union. This new situation increased the possibility of the free movement of people, goods, and capital, translating into more sports investments.

Although more than 30 years have passed since those political and social changes, we still see a need for highly skilled sports professionals in most post-communist countries – the centrally controlled management model (still dominant in Poland and many CEE countries) is ineffective. Adopting a sustainable managerial approach is necessary, including harmonizing sports and economic goals and using strategies and tools used to manage other economic sectors.

In the context of sport management, the managerial approach should ensure not only the achievement of sports success and the improvement of financial results (e.g., of a sports club), but also the undertaking of actions to promote physical activity and “sport for everyone” to build the health and sports potential of the whole society.

Keywords: sports management, education, health promotion, sports

Słowa kluczowe: zarządzanie sportem, edukacja, promocja zdrowia, sport

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The managerial approach in sport management is fundamental in professional sport, where sports clubs and organizations function like enterprises. In such organizations, competent managers have to combine versatile knowledge and sports experience with high management skills.

As sport management education is a young field in CEE countries, there are still significant gaps in its program and methodological structure, educational materials in use, teaching methodology, and the institutional organization of the education process. By filling in these gaps, it is difficult to imagine a real change of the economic system in the sports sector.

To address the needs described above and use the possibility of financing projects under the Erasmus+ program (*Call 2020 Round 1 KA2 Cooperation for Innovation and the Exchange of Good Practices and KA203 – Strategic Partnerships for Higher Education*), John Paul II University in Biała Podlaska (Poland) in cooperation with University of Pécs (Hungary) and University of Novi Sad (Serbia) launched the MOSMEN project (*Development of the Master Level of Sports Management with Special Emphasis on the Field of Sports*) in 2020, proposing the elaboration and implementation of a master's-level sports manager training program based on an e-learning platform with the use of a multidisciplinary managerial approach.

The project's primary aim is to fill in the gap in the education of sport management professionals in CEE countries by providing students with up-to-date versatile knowledge that this group of specialists needs for the effective management of sports organizations and institutions in all fields of sports activities. Modernly educated sport managers equipped with multidisciplinary knowledge should contribute to sports successes of the most talented sportspeople in their sports club and ensure the best health of all club members and the related community. Using their knowledge and skills, the image of sports idols and the sports and leisure base, they should promote the sport of children and young people and "sport for all". This activity should lead to a higher level of physical activity among society and, consequently, the improvement of public health.

Considering these aspects, comprehensive knowledge from various academic fields and their research methods has been included in the curriculum for sport managers developed in the MOSMEN project. In addition, the content including real-world experience with constantly varying financial, legal, political and marketing problems in the sports field has been considered.

The MOSMEN curriculum contains six priority courses based on innovative e-learning methods in English and three national languages of the partner countries (Polish, Hungarian, Serbian). The partner universities will use the elaborated curricula and their content as optional lectures to enrich their educational portfolio. The project is the first step in the long-term process that assumes the implementation of four-semester master's studies in sport management in each partner university.

The teaching content elaborated in the form of e-learning materials consists of six courses functioning as independent education modules:

- (I01) Health Sport,
- (I02) Fundamentals of Exercise Physiology,
- (I03) Sport Economics,
- (I04) Methodology of Sports Science Research,
- (I05) Sport Marketing,
- (I06) Sport Pedagogy.

The Teacher's Guide for e-learning lecturers (moderators) is a supplementary part of the program.

The fully functioning MOSMEN e-learning platform will make it possible to share knowledge in open access not only between the partner universities, but also with other universities and institutions from various countries. It will offer studying opportunities to persons with disabilities and with limited access to university education.

Disclosures and acknowledgements

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