



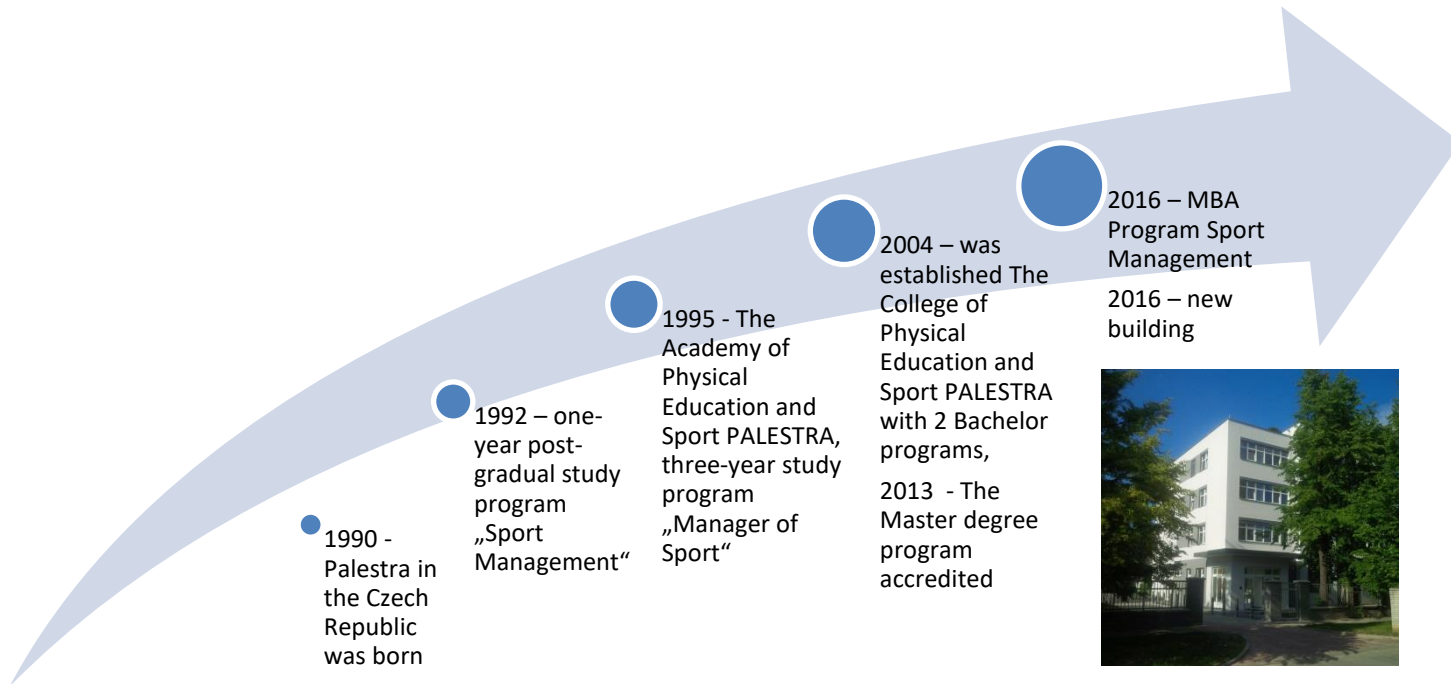
**The College of Physical Education  
and Sport PALESTRA, Ltd.**

**MBA Program „Sport Management“**

# History of Palestra

The College of Physical Education and Sport PALESTRA, Ltd. is a private, accredited, non-university college that offers Bachelor, Master degree and MBA programs focusing on Wellness, Physical education, Sport and Leisure time activities, Management and Nutrition.

“Palestra” was born in **1990** when private Sport academy and College was established and included into the Czech educational school system. 25 years history has proved that Palestra has the unique place on the market not only for Elite athletes, Sport managers, Fitness and Wellness instructors but also for remarkable sport events, international cooperation and innovative development.



**PALÉSTRA**  
**MBA**  
management  
sportu

# Program presentation

## Program Vision

Becoming well recognized, high-quality, exclusive program providing education in Sports Management to the graduates to be competition-able on the international level.

## Program Mission

MBA Program Sports Management at the College of Physical Education and Sport PALESTRA aims to offer education that will enable students to be prepared for responsible leadership in companies' managements or as members of working teams with required decision-making and research experience.



# Cooperation offer



Partnership  
– study  
program in  
English

Original program

Unique content created in Palestra

The program is accredited within the Czech  
Authority framework for MBA Programs

Teaching in the Czech language, currently

English program version in progress

Opportunities for the partnership worldwide

# PROGRAM MODULES

- 1 Diploma work seminar
- 2 Economy
- 3 Management of sport clubs and units
- 4 Management economy
- 5 Management of sport facilities
- 6 Marketing and communication
- 7 Manager skills and human resources
- 8 Event management and marketing
- 9 Diploma work



# Lecturers and partners

