

Module: International Sports Governance

Study Programm: M.Sc. Sport Management (M.Sc. SMA)

Valid for students who started: Winter term semester 2012/13

Identification:	MA-SMA1
Semester of study	1 (only fall/winter)
Duration (Semester)	1
Overall Workload (h)	270
ECTS-Points (in total)	9
Workload 1st semester of study	
Workload 2nd semester of study	
ECTS-Points 1st semester of study	
ECTS-Points 2nd semester of study	
Courses of the module	<u>Introduction to European and International Politics</u> 2 / 30 hours / 60 hours / 1 / seminar / 3
hours per week /	
Workload (contact time) /	<u>International Sport Systems</u>
Workload (independent learning) /	2 / 30 hours / 60 hours / 1 / seminar / 3
Semester of study /	
type of class / credit points	<u>European Integration, Common Market and Sport</u> 2 / 30 hours / 60 hours / 1 / seminar / 3
Key competencies	<ul style="list-style-type: none"> - To obtain and evaluate information - To work methodologically, conceptually and systematically - To organize one's own work (time and project management) - To obtain a feeling for team respectively cooperative spirit - To introduce students to the study of political science and governance studies
Central contents	<ul style="list-style-type: none"> - International sport organizations and regulations - National sport systems - Sport Politics of the European Union - European Networking in Sport - Legal aspects of sports - European and International Politics
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - Show awareness of political and legal aspects in sport management. - Develop an understanding for the peculiarities of different sports systems and sport organizations. - Interpret and anticipate political and legal developments in sport management. - Apply the principles of sports systems, sport organization and legal aspects in a sport management context.
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent learning
Recommended literature	Will be communicated at the beginning of each seminar
Applicability for other study programs	
Type of module (compulsory / elective)	compulsory

Module Description



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Prerequisites	BA
Intermediate assessment	Intermediate tests take place (e.g. short report). Exact details will be given for each seminar in the first session at the semester's start.
Assessment	Written examination
Weight of module	(100%)
Module commissioner	Dr. Karen Petry

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Subject to change

Module:	Measurement and Evaluation in Sport Management I
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA2
Semester of study	1 (only fall/winter)
Duration (Semester)	1
Overall Workload (h)	240
ECTS-Points (in total)	8
Workload 1st semester of study	
Workload 2nd semester of study	
ECTS-Points 1st semester of study	
ECTS-Points 2nd semester of study	
Courses of the modules	<u>Research Methods and Evaluation</u>
Workload (contact time) – Workload (independent learning) – hours per week – type of class – credit points	- 30 hours – 120 hours – 2 – seminar - 5
	<u>Advanced Statistics I</u>
	- 30 hours – 60 hours – 2 – seminar - 3
Key competencies	<ul style="list-style-type: none"> - To work methodologically, conceptually and systematically - To acquire methodological competencies - To obtain a scientific working approach - To attain and evaluate scientific data critically
Central contents	<ul style="list-style-type: none"> - Quantitative research methods in Sport Management - Qualitative research methods in Sport Management - Sampling - Scientific Writing - Statistical procedures
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - Apply principles of research design and analysis to a specific project in sport management. - Evaluate appropriate research methods within a sport management research project. - Apply mathematical and statistical procedures in order to evaluate sport managerial models and solve research problems.
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent learning
Recommended literature	<p>Will be communicated at the beginning of each seminar, amongst others e.g.</p> <p>Bryman, A., & Bell, E. (2007). Business research methods. Oxford: Oxford University Press.</p> <p>Hair, J., Black, W., & Babin, B. (2006). Multivariate data analysis. New Jersey: Pearson Prentice Hall.</p>
Applicability for other study programs	
Type of module (compulsory / elective)	compulsory
Prerequisites	BA
Intermediate assessment	Intermediate tests take place (e.g. exercises). Exact details will be given for each seminar in the first session at the

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	semester's start.
Assessment	Written examination
Weight of module	(100%)
Module commissioner	Dr. Kirstin Hallmann

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Subject to change

Module:	Legal Aspects of Sport Management
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA3
Semester of study	1
Duration (Semester)	1
Overall Workload (h)	90
ECTS-Points (in total)	3
Workload 1st semester of study	
Workload 2nd semester of study	
ECTS-Points 1st semester of study	
ECTS-Points 2nd semester of study	
Courses of the modules	<u>Legal Aspects of Sport Management</u>
Workload (contact time) – Workload (independent learning) – hours per week – type of class – credit points	- 30 hours – 60 hours – 2 – seminar - 3
Key competencies	Familiarity with legal rules governing sports; ability to apply and interpret legal rules
Central contents	Key issues of national and international sports law, such as: doping, sports arbitration, sport sponsoring, competition rules applicable to sports, TV and broadcasting of sports events, etc
Learning outcome	Students will be able to <ul style="list-style-type: none"> - demonstrate an understanding of the relationship between sports and the law, and of the role of law in sports governance; - identify different levels of sports regulation and apply the differences between autonomous, State and international rules; - understand how to apply and interpret legal rules pertaining to sport; - demonstrate familiarity with key current challenges facing international sports law.
Teaching and learning methods	Seminar-based teaching including class presentations
Recommended literature	Will be communicated at the beginning of each seminar
Applicability for other study programs	
Type of module (compulsory / elective)	Compulsory
Prerequisites	BA
Intermediate assessment	Intermediate tests take place (e.g. exercises). Exact details will be given for each seminar in the first session at the semester's start.
Assessment	Presentation (30%) and report in form of a written essay (70%; based on class presentation) Details will be provided at the start of the semester.

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Weight of module	(100%)
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Module commissioner	Univ.-Prof. Dr. jur. Martin Nolte
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Subject to change

Module:	Sociological Aspects of Sport Management
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA4
Semester of study	1 & 2
Duration (Semester)	2
Overall Workload (h)	180
ECTS-Points (in total)	6
Workload 1st semester of study	90
Workload 2nd semester of study	90
ECTS-Points 1st semester of study	3
ECTS-Points 2nd semester of study	3
Courses of the modules	<u>Sociological Aspects of Sport Management</u>
Workload (contact time) – Workload (independent learning) – hours per week – type of class – credit points	- 30 hours – 60 hours – 2 – seminar – 3
	<u>Managing Social Problems of Sport Development</u>
	- 30 hours – 60 hours – 2 – seminar – 3
Key competencies	<ul style="list-style-type: none"> - To argue, present and moderate - To obtain and evaluate information - To work methodologically, conceptually and systematically - To acquire problem-solving strategies
Central contents	<ul style="list-style-type: none"> - Sociological aspects of non-profit organizations in sport - Theories of organizational learning - Conflict theory - Theories of modernization and social differentiation - Gender relations in sport and sport organizations - Social inequality / managing diversity in sport - Sociological aspects of violence in sport - Sociological aspects of doping in sport
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - Analyze sport development from a sociological perspective - Develop an understanding of prevailing social problems in sport - Develop strategies for problem solving - To provide scientifically based consultation
Teaching and learning methods	Lectures, workshops, presentations, independent learning
Recommended literature	Will be communicated at the beginning of each seminar
Applicability for other study programs	
Type of module (compulsory / elective)	Compulsory
Prerequisites	BA
Intermediate assessment	Intermediate assessments (e.g. abstracts of literature) take place. Exact details will be given for each seminar in the first session at the semester's start.
Assessment	Presentation (50%) and report (50%)
Weight of module	(100%)



Module commissioner

Prof. Dr. Ilse Hartmann-Tews

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Subject to change

Module:	Psychological Aspects of Sport Management
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA5
Semester of study	1 & 2
Duration (Semester)	2
Overall Workload (h)	210
ECTS-Points (in total)	7
Workload 1st semester of study	120
Workload 2nd semester of study	90
ECTS-Points 1st semester of study	4
ECTS-Points 2nd semester of study	3
Courses of the modules	<u>Psychological Aspects of Sport Management</u>
Workload (contact time) – Workload (independent learning) – hours per week – type of class – credit points	- 30 hours – 90 hours – 2 – seminar – 4
	<u>Psychological Study in Sport Management</u>
	- 30 hours – 60 hours – 2 – seminar – 3
Key competencies	<ul style="list-style-type: none"> - criticizing knowledge in the field of sport psychology and sport management - developing research proposal from the state-of-the-art literature reviews - conducting a research note in a team - writing a scientific paper
Central contents	<ul style="list-style-type: none"> - Theories of Psychology in Sport Management (focus on Judgment and Decision Making and success) - Paradigms and Methods of Psychological Studies in Sport Management - Knowledge on scientific arguing and writing
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - to criticize the state-of-the-art analytically and proposing a research line - to write a research note ready for a journal submission
Teaching and learning methods	
Recommended literature	<p>Will be communicated at the beginning of each seminar, currently:</p> <p>Bar-Eli, M., Plessner, H., & Raab, M. (2011). Judgment, decision-making and success in sport (1 ed.). Hoboken, New Jersey: John Wiley-Blackwell.</p>
Applicability for other study programs	
Type of module (compulsory / elective)	compulsory
Prerequisites	BA
Intermediate assessment	Intermediate tests take place (e.g. presentation). Exact details will be given for each seminar in the first session at the semester's start.
Assessment	Report (Lecturer review of the research note with option to revise)
Weight of module	(100%)
Module commissioner	Prof. Dr. Dr. Markus Raab



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Subject to change

Module:	Olympic Movement and its Management
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA6
Semester of study	1 &2
Duration (Semester)	2
Overall Workload (h)	180
ECTS-Points (in total)	6
Workload 1st semester of study	90
Workload 2nd semester of study	90
ECTS-Points 1st semester of study	3
ECTS-Points 2nd semester of study	3
Courses of the modules	<u>Olympic Governance and Olympic Policy in Transition</u>
Workload (contact time) – Workload (independent learning) – hours per week – type of class – credit points	- 30 hours – 60 hours – 2 – seminar – 3
	<u>International relations and the Commercialization of the Olympic Games</u>
	- 30 hours – 60 hours – 2 – seminar – 3
Key competencies	<ul style="list-style-type: none"> - To introduce students to Olympic Studies and the Management of the Olympic Games - To argue, present and moderate in the context of the Olympic Movement - To obtain and evaluate information - To work methodologically, conceptually and systematically - To critically discuss the Olympic Movement in the context of international politics and the global economy
Central contents	<ul style="list-style-type: none"> - Political, social and economic influences leading to processes of continuity and transformation in the Olympic Movement - Different levels of Olympic Governance and the network of national and international organizations involved in the Olympic Games - The relationship between media, sponsors and the Olympic organizations - International politics in the context of the Olympic Movement - The International Olympic Committee in the context of the international sport system - Paralympic Games and the Youth Olympic Games Broadening the Olympic Movement?
Learning outcome	<p>Students will be able to:</p> <ul style="list-style-type: none"> - Develop a critical understanding of how and why Olympic Games have changed since its re-invention by Pierre de Coubertin; - Develop an appreciation of the opportunities, challenges and threats of top-level sport and the Olympic Movement;

- Learn about the interaction of organizations within the Olympic world and their interests and strategies;
- Critically appraise the policies of organizations relevant to the Olympic Movement.
- Develop an understanding of the influence of the media and the commercialization on the Olympic Movement;
- Provide insights into the evolution and the development of the links between media, commerce and the Olympic Movement;
- Critically reflect the benefits and limits of sponsorship and marketing in the Olympic context and be able to evaluate the role of the media and sponsorship in the promotion of Olympic values;
- Critically evaluate the impact of the Olympic Movement on international relations, and the impact of international relations on the activities of the so-called Olympic family.

Teaching and learning methods	Lectures, seminars, presentations, independent learning
Recommended literature	<p>Specific literature will be communicated at the beginning of each seminar. The following key readings are recommended:</p> <p>Bale, J., & Christensen, M. K. (2004). Post-Olympism? Questioning Sport in the Twenty-first Century. Oxford: Berg Publishers.</p> <p>Barney, R. K., Wenn, S. R., & Martyn, S. (2002). Selling the Five Rings. The International Olympic Committee and the Rise of Olympic Commercialism. Salt Lake City: University of Utah Press.</p> <p>Chappelet, J.-L., & Kübler-Mabbott, B. (2008). The International Olympic Committee and the olympic system : the governance of world sport. London; New York: Routledge.</p> <p>Garcia, B., & Miah, A. (2012). The Olympics: The Basics. Oxford: Routledge.</p> <p>Horne, J. (2012). Understanding the Olympics. Routledge: Abingdon, Oxon.</p> <p>Preuss, H. (2000). Economics of Hosting the Olympic Games 1972-2000. Sydney: Walla Walla Press.</p> <p>Walmsley, K., B. , & Young, K. (2005). Global Olympics : historical and sociological studies of the modern games. Amsterdam; Oxford: Elsevier JAI.</p>
Applicability for other study programs	
Type of module (compulsory / elective)	compulsory
Prerequisites	BA
Intermediate assessment	Intermediate tests take place. Exact details will be given for each seminar in the first session at the semester's start.
Assessment	40 % presentation, 60% report (Essay: 3,000 words)
Weight of module	(100%)
Module commissioner	Prof. Dr. Stephan Wassong

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Subject to change

Module:	Measurement and Evaluation in Sport Management II
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA7
Semester of study	2 (only summer)
Duration (Semester)	1
Overall Workload (h)	180
ECTS-Points (in total)	6
Workload 1st semester of study	
Workload 2nd semester of study	
ECTS-Points 1st semester of study	
ECTS-Points 2nd semester of study	
Courses of the modules	<u>Evaluation and Research Techniques in Sport Management</u>
Workload (contact time) – Workload (independent learning) – hours per week – type of class – credit points	- 30 hours – 30 hours – 2 – seminar - 2
	<u>Advanced Statistics II</u>
	- 30 hours – 30 hours – 2 – seminar – 2
	<u>Advanced Statistics III</u>
	- 30 hours – 30 hours – 2 – seminar – 2
Key competencies	<ul style="list-style-type: none"> - To work methodologically, conceptually and systematically - To acquire methodological competencies - To obtain a scientific working approach - To attain and evaluate scientific data critically
Central contents	<ul style="list-style-type: none"> - Evaluation approaches in Sport Management - Specific instruments in Sport Management Research - Multivariate methods to use in Sport Management
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - Apply principles of research evaluation to a specific project in sport management - Evaluate appropriate research techniques within a research project in sport management. - Apply mathematical and statistical procedures in order to evaluate sport managerial models and solve research problems.
Teaching and learning methods	Lectures, seminars, presentations, independent learning
Recommended literature	<p>Will be communicated at the beginning of each seminar, amongst others, e.g.:</p> <p>Hair, J., Black, W., & Babin, B. (2006). Multivariate data analysis. New Jersey: Pearson Prentice Hall.</p> <p>Tabachnick, B. G., & Fidell, L. S. (2007). Using multivariate statistics. Boston, MA: Allyn & Bacon.</p>
Applicability for other study programs	
Type of module (compulsory / elective)	compulsory
Prerequisites	Measurement and Evaluation in Sport Management I
Intermediate assessment	Intermediate tests take place (e.g. presentation, exercises). Exact details will be given for each seminar in the first session at the semester's start.

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Assessment	- (will be evaluated in SMA8)
Weight of module	(100%)
Module commissioner	Dr. Kirstin Hallmann

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Subject to change

Module:	Research Project
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA8
Semester of study	2 & 3
Duration (Semester)	2
Overall Workload (h)	240
ECTS-Points (in total)	8
Workload 1st semester of study	150
Workload 2nd semester of study	90
ECTS-Points 1st semester of study	5
ECTS-Points 2nd semester of study	3
Courses of the modules	<u>Research Project I</u>
Workload (contact time) – Workload (independent learning) – hours per week – type of class – credit points	- 30 hours – 120 hours – 2 – seminar - 5
	<u>Research Project II</u>
	- 30 hours – 60 hours – 2 – seminar - 3
Key competencies	<ul style="list-style-type: none"> - To argue, present and moderate - To obtain and evaluate information - To work methodologically, conceptually and systematically - To organize one's own work (time and project management, team respectively cooperative spirit)
Central contents	<ul style="list-style-type: none"> - Conducting a literature review - Development of a theoretical model - Selection of a research design - Discussion of results
Learning outcome	Students will be able to <ul style="list-style-type: none"> - Apply principles of research design to a specific project. - Produce a coherent and concise research report.
Teaching and learning methods	Discussions, presentations, independent learning
Recommended literature	Will be communicated at the beginning of each seminar
Applicability for other study programs	
Type of module (compulsory / elective)	compulsory
Prerequisites	Measurement and Evaluation in Sport Management I
Intermediate assessment	Intermediate tests take place (e.g. result presentation). Exact details will be given for each seminar in the first session at the semester's start.
Assessment	Presentation (30%), report (70%) in form of a research report (incl. the application of at least two procedures/ techniques of each SMA 2 and SMA 7). Exact details will be given at the start of the semester.
Weight of module	(100%)
Module commissioner	Dipl.-Sportwiss. Christopher Rumpf

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Subject to change

Module:	Sport Marketing Research
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA9
Semester of study	2 & 3 (spring/summer & fall/winter)
Duration (Semester)	2
Overall Workload (h)	300
ECTS-Points (in total)	10
Workload 1st semester of study	210
Workload 2nd semester of study	90
ECTS-Points 1st semester of study	7
ECTS-Points 2nd semester of study	3
Courses of the modules	<u>Sport Marketing Research</u>
Workload (contact time) – Workload (independent learning) – hours per week – type of class – credit points	- 30 hours – 90 hours – 2 – seminar –4
	<u>Sport Sponsoring Research</u>
	- 30 hours – 60 hours – 2 – seminar – 3
	<u>Sport Consumer Behavior Research</u>
	- 30 hours – 60 hours – 2 – seminar – 3
Key competencies	<ul style="list-style-type: none"> - To argue, present and moderate - To obtain and evaluate information - To work methodologically, conceptually and systematically - To acquire problem-solving strategies - To develop leadership ability
Central contents	<ul style="list-style-type: none"> - Current issues in research on market segmentation - Targeting and Positioning - Branding Research - Types of sponsorships - Measurement and evaluation of sponsorships - Consumer behavior models - Customer satisfaction theories
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - Apply and evaluate advanced methods and techniques in sport marketing research. - Demonstrate a critical insight and understanding of development and positioning strategies as well as marketing planning in sport management. - Demonstrate their ability to argue and present marketing issues and evaluate marketing information in the context of sport
Teaching and learning methods	Case studies, workshops, presentations, independent learning, e-learning
Recommended literature	<p>Will be communicated at the beginning of each seminar, amongst others, the following book is recommended in particular:</p> <p>Shilbury, D., Westerbeek H., Quick S., & Funk D. (2009). <i>Strategic sport marketing</i> (3rd). Sydney: Allen & Unwin.</p>
Applicability for other study programs	
Type of module (compulsory / elective)	compulsory
Prerequisites	Measurement and Evaluation in Sport Management I
Intermediate assessment	Intermediate tests take place (e.g. presentation). Exact details will be given for each seminar in the first session at the semester's start.

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Assessment	Oral examination (within a group; a part of the exam will be presenting group work)
Weight of module	(100%)
Module commissioner	Dr. Kirstin Hallmann

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Subject to change

Module:	Strategy & Planning
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA10
Semester of study	2 & 3
Duration (Semester)	2
Overall Workload (h)	330
ECTS-Points (in total)	11
Workload 1st semester of study	90
Workload 2nd semester of study	240
ECTS-Points 1st semester of study	3
ECTS-Points 2nd semester of study	8
Courses of the modules Workload (contact time) – Workload (independent learning) – hours per week – type of class – credit points	<u>Strategic Sport Management (SE)</u> 30 hours – 60 hours – 2 – seminar– 3 <u>Sport Project and Event Management (SE)</u> 30 hours – 90 hours – 2 – seminar– 4 <u>Sport business planning (SE)</u> 30 hours – 90 hours – 2 – seminar– 4
Key competencies	<ul style="list-style-type: none"> - Assessing competing business strategies - Making strategic decisions - Applying knowledge to problems in sport management
Central contents	<u>Strategic Sport Management</u> <ul style="list-style-type: none"> - Strategic marketing planning - Organizational and operational planning - Resource Management - Risk Management <u>Sport Project and Event Management</u> <ul style="list-style-type: none"> - Project management and sport event organization - Event operations and services - Sport event infrastructures - Project management phases <u>Sport business planning</u> <ul style="list-style-type: none"> - Structuring and writing a business plan - Creating a sport-related business project - Business plan pitching and presenting
Learning outcome	Students will be able to <ul style="list-style-type: none"> - interpret strategic management processes - apply strategic planning to business cases in sport - understand opportunities and challenges of sport projects - define best practice solutions in sport management - structure and present self-developed business concept
Teaching and learning methods	Lectures, seminars, case studies, presentations, independent team work
Recommended literature	Will be communicated at the beginning of each seminar, amongst others, the following books are recommended in particular: Westerbeek, H., Smith, A., Turner, P., Emery, P., Green, C., & van Leeuwen, L. (2005). Managing sport facilities and major events. London: Routledge. Shilbury, D., Westerbeek H., Quick S., & Funk D. (2009). Strategic sport marketing (3rd). Sydney: Allen & Unwin.
Type of module (compulsory / elective)	compulsory

Prerequisites	Measurement and Evaluation in Sport Management I
Intermediate assessment	Intermediate tests take place (e.g. essay, presentation). Exact details will be given for each seminar in the first session at the semester's start.
Assessment	Written examination (50%), Report (50%)
Weight of module	(100%)
Module commissioner	Dipl.-Sportwiss. Christopher Rumpf

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Subject to change

Module:	Sport Economics
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA11
Semester of study	3 (only fall/winter)
Duration (Semester)	1
Overall Workload (h)	180
ECTS-Points (in total)	6
Workload 1st semester of study	
Workload 2nd semester of study	
ECTS-Points 1st semester of study	
ECTS-Points 2nd semester of study	
Courses of the modules	<u>Sport Economics I</u>
Workload (contact time) – Workload (independent learning) – hours per week – type of class – credit points	- 30 hours – 60 hours – 2 – seminar – 3
	<u>Sport Economics II</u>
	- 30 hours – 60 hours – 2 – seminar – 3
Key competencies	<ul style="list-style-type: none"> - To argue, present and moderate - To obtain and evaluate information - To work methodologically, conceptually and systematically - To organize one's own work (time and project management, team respectively cooperative spirit)
Central contents	<ul style="list-style-type: none"> - Sport Demand - Sport Supply - Sport Markets
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - Understand the theoretical background on sport demand, sport supply as well as sport markets. - Evaluate findings from sport economics research concerning their relevance for current problems in the sports sector. - Identify current research problems in sport economics.
Teaching and learning methods	Lectures, seminars, case studies, presentations, independent learning
Recommended literature	Will be communicated at the beginning of each seminar
Applicability for other study programs	
Type of module (compulsory / elective)	compulsory
Prerequisites	Measurement and Evaluation in Sport Management I
Intermediate assessment	Intermediate tests (e.g. project presentation) take place in both seminars. Exact details will be given for each seminar in the first session at the semester's start.
Assessment	research report
Weight of module	(100%)
Module commissioner	Dr. Pamela Wicker

Subject to change

Module Description



Deutsche
Sporthochschule Köln
German Sport University Cologne

Module:	Sport Finance Research
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA12
Semester of study	3 (only fall/winter)
Duration (Semester)	1
Overall Workload (h)	180
ECTS-Points (in total)	6
Workload 1st semester of study	
Workload 2nd semester of study	
ECTS-Points 1st semester of study	
ECTS-Points 2nd semester of study	
Courses of the modules	<u>Sport Finance I</u>
Workload (contact time) – Workload (independent learning) – hours per week – type of class – credit points	- 30 hours – 60 hours – 2 – seminar - 3
	<u>Sport Finance II</u>
	- 30 hours – 60 hours – 2 – seminar - 3
Key competencies	<ul style="list-style-type: none">- To argue, present and moderate- To obtain and evaluate information- To work methodologically, conceptually and systematically- To organize one's own work (time and project management, team respectively cooperative spirit)- To develop leadership ability and interpersonal communication and interactive strategies
Central contents	e.g. <ul style="list-style-type: none">- Financing sport events- Financing sport organizations- Financial sustainability and viability in sport- Volatility in Sport- Financial Fair Play
Learning outcome	Students will be able to <ul style="list-style-type: none">- Appraise cash flows in sports using appropriate methods and instruments.- Develop a critical understanding for the efficient and effective use of controlling tools in sport organizations.- Apply and solve a current problem of sport management.
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent learning
Recommended literature	Will be communicated at the beginning of each seminar
Applicability for other study programs	
Type of module (compulsory / elective)	compulsory
Prerequisites	Measurement and Evaluation in Sport Management I
Intermediate assessment	Intermediate tests take place (e.g. presentation). Exact details will be given for each seminar in the first session at the semester's start.
Assessment	Written examination
Weight of module	(100%)
Module commissioner	Prof. Dr. Christoph Breuer

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Subject to change

Module Description

Module:	Master Thesis Colloquium
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA13
Semester of study	3 (only fall/winter)
Duration (Semester)	1
Overall Workload (h)	120
ECTS-Points (in total)	4
Workload 1st semester of study	
Workload 2nd semester of study	
ECTS-Points 1st semester of study	
ECTS-Points 2nd semester of study	
Courses of the modules	<u>Master Thesis Colloquium</u>
Workload (contact time) – Workload (independent learning) – hours per week – type of class – credit points	- 30 hours – 90 hours – 4 – seminar - 4
Key competencies	<ul style="list-style-type: none">- To argue and present- To obtain and evaluate information- To work methodologically, conceptually and systematically- To organize one's own work (time and project management)
Central contents	<ul style="list-style-type: none">- Constructing an adequate research design- Developing a theoretical model- Sampling- Discussion issues
Learning outcome	Students will be able to <ul style="list-style-type: none">- Apply principles of research in sport management.- Produce a master thesis.
Teaching and learning methods	Group work, presentations, independent learning
Recommended literature	Will be communicated at the beginning of each seminar
Applicability for other study programs	
Type of module (compulsory / elective)	compulsory
Prerequisites	Measurement and Evaluation in Sport Management I
Intermediate assessment	Intermediate tests take place (e.g. presentation). Exact details will be given for each seminar in the first session at the semester's start.
Assessment	Report
Weight of module	(100%)
Module commissioner	Prof. Dr. Christoph Breuer

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Subject to change

Module:	Master Thesis
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for students who started:	Winter term semester 2012/13

Identification:	MA-SMA14
Semester of study	4 (only summer)
Duration (Semester)	1
Overall Workload (h)	900
ECTS-Points (in total)	30
Workload 1st semester of study	
Workload 2nd semester of study	
ECTS-Points 1st semester of study	
ECTS-Points 2nd semester of study	
Courses of the modules	<u>Master Thesis</u>
Workload (contact time) – Workload (independent learning) – hours per week – type of class	- varies – 900 hours – varies – seminar
Key competencies	<ul style="list-style-type: none"> - To obtain and evaluate information - To work methodologically, conceptually and systematically - To organize one's own work (time and project management, team respectively cooperative spirit - To acquire in-depth methodological competencies - To obtain an in-depth scientific working approach - To attain and evaluate scientific data critically
Central contents	<ul style="list-style-type: none"> - Develop a research problem - Evaluate a theoretical framework and conduct a literature review - Develop a theoretical model (and hypotheses) - Apply adequate methodology to the research issue - Analysis and discussion of results - Conclusion
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - Begin, continue and finish an independent research dissertation. - Exercise an enquiring and critical capacity in developing and conducting research in sport management. - Search for, retrieve and synthesize information. - Consider the methodological and ethical issues relating to a piece of research and report on the issues where necessary.
Teaching and learning methods	Independent learning
Recommended literature	Will be communicated at the beginning of each seminar
Applicability for other study programs	
Type of module (compulsory / elective)	compulsory
Prerequisites	Measurement and Evaluation in Sport Management I
Intermediate assessment	
Assessment	Thesis

Module Description



Deutsche
Sporthochschule Köln
German Sport University Cologne

Weight of module (100%)

Module commissioner Dr. Kirstin Hallmann

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