

# Module Handbook M.Sc. Sport Management (M.Sc. SMA)

Valid for first-year students: Winterterm 2010/11 onward



Module: International Sports Governance

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

Valid for first-year students: Winter term 2009/10 onward

Identification	SMA1
Semester of study / Duration (Semester)	1st (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	240 / 8
Courses of the module	International Sports Systems
hours per week / Workload (contact time) /	2 / 30 hours / 30 hours / 1 / seminar / No
Workload (independent learning) / Semester of	2 / 30 Hours / 30 Hours / 1 / Sellithar / No
study / type of class / compulsory attendance	European Integration, Common Market and Sport
study / type of class / compulsory attenuance	2 / 30 hours / 30 hours / 1 / seminar / No
	International Sport Law
	2 / 30 hours / 90 hours / 1 / seminar / No
Key competencies	- To obtain and evaluate information
Key competences	- To work methodologically, conceptually and
	systematically
	- To organize one's own work (time and project
	management)
	,
	- To obtain a feeling for team respectively cooperative
Central contents	spirit
Central contents	- International sport organizations and regulations
	- National sport systems
	- Sport Politics of the European Union
	- European Networking in Sport
The section of the se	- Legal aspects of sports
Learning outcome	Students will be able to
	- 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
Too aking and looming mothers	context.
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent
December de distance	learning
Recommended literature	Will be communicated at the beginning of each seminar
Type of module	Compulsory
Prerequisites	See Overview Prerequisites
Intermediate assessment	Intermediate tests take place (e.g. presentation). Exact
	details will be given for each seminar in the first session at
Accessor	the semester's start.
Assessment	Written examination
Weight of module	100 %
Module commissioner	See <u>Overview Module Commissioners</u>



Module: Measurement and Evaluation in Sport Management

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

Valid for first-year students: Winter term 2009/10 onward

Identification	SMA2
Semester of study / Duration (Semester)	1st (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	420 / 14
Courses of the modules	Research methods in Sport Management
hours per week / Workload (contact time) /	2 / 30 hours / 90 hours / 1 / seminar / no
Workload (independent learning) / Semester of study / type of class / compulsory attendance	Measurement and Evaluation in Sport Management
	2 / 30 hours / 90 hours / 1 / seminar / no
	Advanced Statistics I
	2 / 30 hours / 60 hours / 1 / seminar / yes
	Advanced Statistics II
	2 / 30 hours / 60 hours / 1 / seminar / yes
Key competencies	- 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	- Quantitative research methods
	- Qualitative research methods
	- Uni- and bivariate analyses
	- Multivariate analyses methods
	- Sampling
Learning outcome	Students will be able to
	- Apply principles of research design and analysis to a
	specific project.
	- Detect economic efficiency in sport management.
	- Apply mathematical and statistical procedures in order
	to evaluate sport managerial models.
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent
	learning
Recommended literature	Will be communicated at the beginning of each seminar
Type of module	Compulsory
Prerequisites	See <u>Overview Prerequisites</u>
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	See Overview Module Commissioners



Module: Sport Economics

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

Valid for first-year students: Winter term 2009/10 onward

Identification	SMA3
Semester of study / Duration (Semester)	1st (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	210 / 7
Courses of the modules	Sport Economics I
hours per week / Workload (contact time) / Workload (independent learning) / Semester of	2 / 30 hours / 90 hours / 1 / seminar / No
study / type of class / compulsory attendance	Sport Economics II
	2 / 30 hours / 60 hours / 1 / seminar / No
Key competencies	- To argue, present and moderate
	- To obtain and evaluate information
	<ul> <li>To work methodologically, conceptually and</li> </ul>
	systematically
	- To organize one's own work (time and project
	management, team respectively cooperative spirit
	- To develop leadership ability
Central contents	- Sport Demand
	- Consumer Expenditures
	- Sport Supply
	- Pricing
Learning outcome	Students will be able to
	<ul> <li>Understand complex theories of sport demand and</li> </ul>
	sport supply as well as sport in the economy
	- Evaluate research findings and apply these to sport
	economics
	- Identify current research problems in sport economics
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent
	learning
Recommended literature	Will be communicated at the beginning of each seminar
Type of module	Compulsory
Prerequisites	See <u>Overview Prerequisites</u>
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	Research report
Weight of module	100 %
Module commissioner	See Overview Module Commissioners



Module: Sport Sponsoring

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

Valid for first-year students: Winter term 2009/10 onward

Identification	SMA4
Semester of study / Duration (Semester)	2 <sup>nd</sup> (only spring/summer) / 1
Overall Workload (h) / ECTS-Points (in total)	180 / 6
Courses of the modules	Sport Sponsoring I
hours per week / Workload (contact time) / Workload (independent learning) / Semester of	2/30 hours/60 hours/2/seminar/No
study / type of class / compulsory attendance	Sport Sponsoring II 2 / 30 hours / 60 hours / 2 / seminar / No
Key competencies	<ul> <li>To argue, present and moderate</li> <li>To obtain and evaluate information</li> <li>To work methodologically, conceptually and systematically</li> <li>To organize one's own work (time and project management, team respectively cooperative spirit</li> </ul>
Central contents	<ul> <li>Supply and Demand</li> <li>Types of sponsorships</li> <li>Sponsoring plan</li> <li>Measurement and evaluation</li> </ul>
Learning outcome	<ul> <li>Students will be able to</li> <li>Critically examine the role of the sports sponsoring manager.</li> <li>Use effective decision making in preparing, analyzing, implementing and evaluating proposals of a sports sponsorship.</li> <li>Critically evaluate and measure the benefits and drawbacks of a sports sponsorship.</li> </ul>
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent learning
Recommended literature	Will be communicated at the beginning of each seminar
Type of module	Compulsory
Prerequisites	See <u>Overview Prerequisites</u>
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	Research report
Weight of module	100 %
Module commissioner	See Overview Module Commissioners



Module: Sport Business Administration

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

Valid for first-year students: Winter term 2010/11 onward

Semester of study / Duration (Semester)   2°" (only spring/summer) / 1   270 / 9	Identification	SMA5
Sport Business Administration I   270 / 9   Sport Business Administration I   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration II   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration II   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours /	Semester of study / Duration (Semester)	2 <sup>nd</sup> (only spring/summer) / 1
hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance    Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 ho		
Workload (independent learning) / Semester of study / type of class / compulsory attendance    Sport Business Administration III	Courses of the modules	Sport Business Administration I
Sport Business Administration II   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 hours / 2 / seminar / No   Sport Business Administration III   2 / 30 hours / 60 ho	, , , , , , , , , , , , , , , , , , , ,	2 / 30 hours / 60 hours / 2 / seminar / No
2 / 30 hours / 60 hours / 2 / seminar / No  Sport Business Administration III 2 / 30 hours / 2 / seminar / No  Key competencies  - 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  - Human Resources - Recruitment - Organizational culture - Leadership - Change  Learning outcome  Students will be able to - Demonstrate a critical understanding of human resource management and leadership Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Teaching and learning methods  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  See Overview Prerequisites  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 %		
Sport Business Administration III	study / type of class / compulsory attendance	Sport Business Administration II
Z / 30 hours / 60 hours / 2 / seminar / No		2/30 hours/60 hours/2/seminar/No
Key competencies  - 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  - Human Resources - Recruitment - Organizational culture - Leadership - Change  Learning outcome  Students will be able to - Demonstrate a critical understanding of human resource management and leadership Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  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		Sport Business Administration III
- 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 - Human Resources - Recruitment - Organizational culture - Leadership - Change  Learning outcome - Students will be able to - Demonstrate a critical understanding of human resource management and leadership Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Teaching and learning methods - Lectures, seminars, workshops, presentations, independent learning  Recommended literature - Will be communicated at the beginning of each seminar - Type of module - Compulsory - Compulsory - The requisites - 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 - Written examination		2/30 hours/60 hours/2/seminar/No
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 - Human Resources - Recruitment - Organizational culture - Leadership - Change  Learning outcome  Students will be able to - Demonstrate a critical understanding of human resource management and leadership Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Teaching and learning methods  Lectures, seminars, workshops, presentations, independent learning  Recommended literature Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  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 %	Key competencies	
- To organize one's own work (time and project management, team respectively cooperative spirit - To develop leadership ability and interpersonal communication and interactive strategies  - Human Resources - Recruitment - Organizational culture - Leadership - Change  Learning outcome  Students will be able to - Demonstrate a critical understanding of human resource management and leadership Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Teaching and learning methods  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Prerequisites  Intermediate assessment  Mintermediate 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  Written examination		
management, team respectively cooperative spirit  To develop leadership ability and interpersonal communication and interactive strategies  Central contents  - Human Resources - Recruitment - Organizational culture - Leadership - Change  Learning outcome  Students will be able to - Demonstrate a critical understanding of human resource management and leadership Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Teaching and learning methods  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  Intermediate assessment  Mill be given for each seminar in the first session at the semester's start.  Assessment  Written examination		1
- To develop leadership ability and interpersonal communication and interactive strategies  Central contents - Human Resources - Recruitment - Organizational culture - Leadership - Change  Learning outcome  Students will be able to - Demonstrate a critical understanding of human resource management and leadership Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Teaching and learning methods  Lectures, seminars, workshops, presentations, independent learning  Recommended literature Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  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 %		, , , , , , , , , , , , , , , , , , , ,
Central contents  - Human Resources - Recruitment - Organizational culture - Leadership - Change  Learning outcome  Students will be able to - Demonstrate a critical understanding of human resource management and leadership Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Teaching and learning methods  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  See Overview Prerequisites  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 %		
Central contents  - Human Resources - Recruitment - Organizational culture - Leadership - Change  Learning outcome  Students will be able to - Demonstrate a critical understanding of human resource management and leadership Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Teaching and learning methods  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  See Overview Prerequisites  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		
- Recruitment - Organizational culture - Leadership - Change  Learning outcome  Students will be able to - Demonstrate a critical understanding of human resource management and leadership Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Teaching and learning methods  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  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 %	Central contents	_
- Organizational culture - Leadership - Change  Learning outcome  Students will be able to - Demonstrate a critical understanding of human resource management and leadership Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Teaching and learning methods  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  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 %	central contents	
Learning outcome  Students will be able to  Demonstrate a critical understanding of human resource management and leadership.  Compare and contrast human resource requirements in sports organizations.  Identify influences on organizational change.  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  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		
Learning outcome  Students will be able to  Demonstrate a critical understanding of human resource management and leadership.  Compare and contrast human resource requirements in sports organizations.  Identify influences on organizational change.  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  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		_
- Demonstrate a critical understanding of human resource management and leadership Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Teaching and learning methods  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  See Overview Prerequisites  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		•
resource management and leadership.  Compare and contrast human resource requirements in sports organizations.  Identify influences on organizational change.  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  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 %	Learning outcome	Students will be able to
- Compare and contrast human resource requirements in sports organizations Identify influences on organizational change.  Lectures, seminars, workshops, presentations, independent learning  Recommended literature Will be communicated at the beginning of each seminar  Type of module Compulsory  Prerequisites See Overview Prerequisites  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 %		- Demonstrate a critical understanding of human
sports organizations Identify influences on organizational change.  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  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 %		<u> </u>
Teaching and learning methods  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  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 %		I "
Teaching and learning methods  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  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  Lectures, seminars, workshops, presentations, independent learning  Will be communicated at the beginning of each seminar  Type of module  Unitermediate tests take place (e.g. presentation). Exact details will be given for each seminar in the first session at the semester's start.		
Recommended literature Will be communicated at the beginning of each seminar Type of module Compulsory Prerequisites See Overview Prerequisites 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 %		
Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  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 %	reaching and learning methods	· · ·
Type of module  Prerequisites  See Overview Prerequisites  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 %	Recommended literature	9
Prerequisites  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 %		
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 %		
details will be given for each seminar in the first session at the semester's start.  Assessment Written examination  Weight of module 100 %		•
Assessment Written examination Weight of module 100 %		, , , , , , ,
Weight of module 100 %		the semester's start.
	Assessment	Written examination
Module commissioner See <u>Overview Module Commissioners</u>	=	
	Module commissioner	See Overview Module Commissioners



Module: Sport Marketing

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

Valid for first-year students: Winter term 2010/11 onward

Identification	SMA6
Semester of study / Duration (Semester)	2 <sup>nd</sup> (only spring/summer) / 1
Overall Workload (h) / ECTS-Points (in total)	360 / 12
Courses of the modules	Market Research in Sport
hours per week / Workload (contact time) /	2 / 30 hours / 90 hours / 2 / seminar / No
Workload (independent learning) / Semester of	
study / type of class / compulsory attendance	Sport Marketing I
	2/30 hours/90 hours/2/seminar/No
	Sport Marketing II
	2/30 hours/90 hours/2/seminar/No
Key competencies	- 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	- Market segmentation
	- Targeting and Positioning
	- Branding
	- Measurement and Evaluation
Learning outcome	Students will be able to
	- Show awareness of the main options of research
	strategy in sport management.
	- 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.
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent
	learning
Recommended literature	Will be communicated at the beginning of each seminar
Type of module	Compulsory
Prerequisites	See <u>Overview Prerequisites</u>
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	Presentation (40 %) and written examination (60 %)
Weight of module	100 %
Module commissioner	See <u>Overview Module Commissioners</u>



Module: Research Project

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

Valid for first-year students: Winter term 2010/11 onward

Identification	SMA7
Semester of study / Duration (Semester)	2 <sup>nd</sup> (only spring/summer) / 1
Overall Workload (h) / ECTS-Points (in total)	120 / 4
Courses of the modules	Research Project
hours per week / Workload (contact time) /	2 / 30 hours / 90 hours / 2 / seminar / No
Workload (independent learning) / Semester of	
study / type of class / compulsory attendance	
Key competencies	- 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
Central contents	- Conducting a literature review
	- Development of a theoretical model
	- Selection of a research design
	- Discussion of results
Learning outcome	Students will be able to
	- Apply principles of research design to a specific
	project.
	- Produce a coherent and concise research report.
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent
	learning
Recommended literature	Will be communicated at the beginning of each seminar
Type of module	Compulsory
Prerequisites	See <u>Overview Prerequisites</u>
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	Research report (60%) and presentation (40%)
Weight of module	100 %
Module commissioner	Dr. Kirstin Hallmann



Module: Strategic Sport Management

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

Valid for first-year students: Winter term 2009/10 onward

Identification	SMA8
Semester of study / Duration (Semester)	3 <sup>rd</sup> (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	270 / 9
Courses of the modules	Strategic Sport Management I
hours per week / Workload (contact time) / Workload (independent learning) / Semester of	2 / 30 hours / 60 hours / 3 / seminar / No
study / type of class / compulsory attendance	Strategic Sport Management II
	2/30 hours/60 hours/3/seminar/No
	Strategic Sport Management III 2 / 30 hours / 60 hours / 3 / seminar / No
Key competencies	<ul> <li>To argue, present and moderate</li> <li>To obtain and evaluate information</li> <li>To work methodologically, conceptually and systematically</li> <li>To organize one's own work (time and project management, team respectively cooperative spirit</li> <li>To develop leadership ability</li> </ul>
Central contents	<ul> <li>Strategic Planning in Sport Management</li> <li>Organizational Effectiveness</li> <li>Development of strategies</li> <li>Sport as social tool</li> <li>Sport in communities</li> </ul>
Learning outcome	Students will be able to  - Apply ethical principles to sport management.  - Design, implement and evaluate sport management strategies and tactics as well a quality measures in a business environment.
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent learning
Recommended literature	Will be communicated at the beginning of each seminar
Type of module	Compulsory
Prerequisites	See <u>Overview Prerequisites</u>
Intermediate assessment	Intermediate tests take place (e.g. presentation). Exact details will be given for each seminar in the first session at
Accessment	the semester's start.
Assessment	Research report
Weight of module	100 %
Module commissioner	See <u>Overview Module Commissioners</u>



Module: Operative Sport Management

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

Valid for first-year students: Winter term 2009/10 onward

Identification	SMA9
Semester of study / Duration (Semester)	3 <sup>rd</sup> (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	240 / 8
Courses of the modules	Quality Management in Sport
hours per week / Workload (contact time) /	2 / 30 hours / 30 hours / 3 / seminar / No
Workload (independent learning) / Semester of	
study / type of class / compulsory attendance	Sport Event Management
	2/30 hours/60 hours/3/seminar/No
	Sport Facility Management
	2 / 30 hours / 60 hours / 3 / seminar / No
Key competencies	- 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
Central contents	- Project Management
	- Evaluation in Sport
	- Bidding
	- Sport assets in communities
	- Managing physical and material resources
Learning outcome	Students will be able to
	- Apply ethical and quality principles to sport
	management.
	- Design, implement and evaluate sport management
	strategies and tactics as well a quality measures in a
	business environment.
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent
	learning
Recommended literature	Will be communicated at the beginning of each seminar
Type of module	Compulsory
Prerequisites	See <u>Overview Prerequisites</u>
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	Research report
Weight of module	100 %
Module commissioner	See Overview Module Commissioners



Module: Sport Finance

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

Valid for first-year students: Winter term 2010/11 onward

Identification	SMA10
Semester of study / Duration (Semester)	3 <sup>rd</sup> (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	270 / 9
Courses of the modules	Sport Finance I
hours per week / Workload (contact time) / Workload (independent learning) / Semester of	2 / 30 hours / 60 hours / 3 / seminar / No
study / type of class / compulsory attendance	Sport Finance II
and the second s	2 / 30 hours / 60 hours / 3 / seminar / No
	Sport Finance III 2 / 30 hours / 60 hours / 3 / seminar / No
Key competencies	- 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.
central contents	- 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
	- 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
Recommended literature	learning
Type of module	Will be communicated at the beginning of each seminar  Compulsory
Prerequisites	See Overview Prerequisites
Intermediate assessment	Intermediate tests take place (e.g. presentation). Exact
Titterilleurate assessmellt	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	See Overview Module Commissioners
Product Commissioner	occ overview module commissioners



Module: International Sport Marketing

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

Valid for first-year students: Winter term 2010/11 onward

Identification	SMA11
Semester of study / Duration (Semester)	3 <sup>rd</sup> (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	120 / 4
Courses of the modules	<u>International Sport Marketing I</u>
hours per week / Workload (contact time) /	2 / 30 hours / 30 hours / 3 / seminar / No
Workload (independent learning) / Semester of	<u>International Sport Marketing I</u>
study / type of class / compulsory attendance	2 / 30 hours / 30 hours / 3 / seminar / No
Key competencies	- 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	- Marketing practice and theory in international context
	- Communication approaches
	- Intercultural aspects
Learning outcome	Students will be able to
	<ul> <li>Apply and evaluate advanced methods in international sport marketing.</li> </ul>
	- Demonstrate a critical insight and understanding of
	intercultural contexts
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent
	learning
Recommended literature	Will be communicated at the beginning of each seminar
Type of module	Compulsory
Prerequisites	See <u>Overview Prerequisites</u>
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	Presentation
Weight of module	(100%)
Module commissioner	See Overview Module Commissioners



Module: Master Thesis

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

Valid for first-year students: Winter term 2009/10 onward

Semester of study / Duration (Semester)   4" (only fall/winter) / 1   900 / 30	Identification	SMA12
Courses of the modules Workload (contact time) / Workload (independent learning) / Semester of study/ type of class / compulsory attendance  Key competencies  - 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  - Research problem - Theoretical model and hypotheses - Methodology - Discussion - Conclusion  Learning outcome  Students will be able to - 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  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  See Overview Prerequisites  Thesis  Weight of module  Thesis  Varies / 900 hours / 4 / seminar / No  To obtain and evaluate information - To work methodologically, conceptually and systematically and system	Semester of study / Duration (Semester)	
Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance  Key competencies  - 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  - Research problem - Theoretical model and hypotheses - Methodology - Discussion  - Conclusion  Learning outcome  Students will be able to - 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  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  Thermediate assessment  Thesis  Weight of module  Thesis	Overall Workload (h) / ECTS-Points (in total)	900 / 30
(independent learning) / Semester of study / type of class / compulsory attendance  Key competencies  - To obtain and evaluate information - To work methodologically, conceptually and systematically - To organize one's own work (time and project management, team respective) cooperative spirit - To acquire in-depth methodological competencies - To obtain an in-depth scientific working approach - To attain and evaluate scientific data critically  - Research problem - Theoretical model and hypotheses - Methodology - Discussion - Conclusion  Students will be able to - 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  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  Thermediate assessment  Assessment  Thesis  Weight of module  To obtain and evaluate information - To work methodologically, conceptually and systematically - To organize one's own work (time and project management, capacity in developing and entities) - To organize one's own work (time and project management) - To organize one's own work (time and project management) - To acquire in-depth methodological competencies - To obtain and evaluate information! - To organize one's own work (time and project management) - To acquire in-depth methodological and entities information Consider the methodology.	Courses of the modules	<u>Master Thesis</u>
Key competencies  - 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  - Research problem - Theoretical model and hypotheses - Methodology - Discussion - Conclusion  - Conclusion  - 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  - Lectures, seminars, workshops, presentations, independent learning  Recommended literature - Will be communicated at the beginning of each seminar - Type of module - Thesis - To obtain and evaluate information - To work methodological competencies - To acquire in-depth methodological competencies - To acquire in-depth methodological and ethical issues relating to a piece of research and report on the issues where necessary.  - 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.  - 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.  - 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.  - 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.  - Search for the methodology.	Workload (contact time) / Workload	Varies / 900 hours / 4 / seminar / No
To obtain and evaluate information	(independent learning) / Semester of study /	
- 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 - Research problem - Theoretical model and hypotheses - Methodology - Discussion - Conclusion  Learning outcome - Students will be able to - 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 - Lectures, seminars, workshops, presentations, independent learning - Recommended literature - Will be communicated at the beginning of each seminar - Type of module - Compulsory - Prerequisites - Intermediate assessment - Assessment - Thesis - To overview Prerequisites - Thesis - To acquire in-depth methodological competencies - To acquire in-depth methodological competencies - To acquire in-depth methodological competencies - To acquire in-depth methodological and hypotheses - To obtain an in-depth sectionific to acquire in-depth methodology - Thesis	type of class / compulsory attendance	
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- To obtain an in-depth scientific working approach - To attain and evaluate scientific data critically  - Research problem - Theoretical model and hypotheses - Methodology - Discussion - Conclusion  Learning outcome  Students will be able to - 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  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar Type of module  Compulsory  Prerequisites  See Overview Prerequisites  Intermediate assessment  Assessment  Thesis  Weight of module		management, team respectively cooperative spirit
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- Methodology - Discussion - Conclusion  Learning outcome  Students will be able to - 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  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  See Overview Prerequisites  Intermediate assessment  Assessment  Thesis		·
- Discussion - Conclusion  Learning outcome  Students will be able to - 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  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  See Overview Prerequisites  Intermediate assessment  Assessment  Thesis  Weight of module		• .
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- 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  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  Intermediate assessment  Assessment  Thesis  Weight of module  100 %		
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- Consider the methodological and ethical issues relating to a piece of research and report on the issues where necessary.  Teaching and learning methods  Lectures, seminars, workshops, presentations, independent learning  Recommended literature  Will be communicated at the beginning of each seminar  Type of module  Compulsory  Prerequisites  See Overview Prerequisites  Intermediate assessment  Assessment  Thesis  Weight of module  100 %		_
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Type of module  Prerequisites  Intermediate assessment  Assessment  Weight of module  Compulsory  See Overview Prerequisites  Thesis  100 %		····
Prerequisites  Intermediate assessment  Assessment  Weight of module  See Overview Prerequisites  Thesis  100 %	Recommended literature	Will be communicated at the beginning of each seminar
Intermediate assessment  Assessment  Weight of module  Thesis  100 %	Type of module	Compulsory
Assessment Thesis Weight of module 100 %	Prerequisites	See <u>Overview Prerequisites</u>
Weight of module 100 %	Intermediate assessment	
	Assessment	Thesis
Module commissioner See Overview Module Commissioners	Weight of module	100 %
The state of the s	Module commissioner	See Overview Module Commissioners