



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

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

Module Description

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)	1 st (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	240 / 8
Courses of the module hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<u>International Sports Systems</u> 2 / 30 hours / 30 hours / 1 / seminar / No <u>European Integration, Common Market and Sport</u> 2 / 30 hours / 30 hours / 1 / seminar / No <u>International Sport Law</u> 2 / 30 hours / 90 hours / 1 / seminar / No
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
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
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
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 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module Description

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)	1 st (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	420 / 14
Courses of the modules hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<u>Research methods in Sport Management</u> 2 / 30 hours / 90 hours / 1 / seminar / no <u>Measurement and Evaluation in Sport Management</u> 2 / 30 hours / 90 hours / 1 / seminar / no <u>Advanced Statistics I</u> 2 / 30 hours / 60 hours / 1 / seminar / yes <u>Advanced Statistics II</u> 2 / 30 hours / 60 hours / 1 / seminar / yes
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 - Qualitative research methods - Uni- and bivariate analyses - Multivariate analyses methods - Sampling
Learning outcome	Students will be able to <ul style="list-style-type: none"> - 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 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 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module Description

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)	1 st (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	210 / 7
Courses of the modules hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<u>Sport Economics I</u> 2 / 30 hours / 90 hours / 1 / seminar / No <u>Sport Economics II</u> 2 / 30 hours / 60 hours / 1 / seminar / No
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
Central contents	<ul style="list-style-type: none"> - Sport Demand - Consumer Expenditures - Sport Supply - Pricing
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - Understand complex theories of sport demand and 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 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	Research report
Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module Description

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 nd (only spring/summer) / 1
Overall Workload (h) / ECTS-Points (in total)	180 / 6
Courses of the modules hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<u>Sport Sponsoring I</u> 2 / 30 hours / 60 hours / 2 / seminar / No <u>Sport Sponsoring II</u> 2 / 30 hours / 60 hours / 2 / seminar / No
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"> - Supply and Demand - Types of sponsorships - Sponsoring plan - Measurement and evaluation
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - Critically examine the role of the sports sponsoring manager. - Use effective decision making in preparing, analyzing, implementing and evaluating proposals of a sports sponsorship. - Critically evaluate and measure the benefits and drawbacks of a sports sponsorship.
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	Research report
Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module Description

Module:	Sport Business Administration
Study Programme:	M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students:	Winter term 2010/11 onward

Identification	SMA5
Semester of study / Duration (Semester)	2 nd (only spring/summer) / 1
Overall Workload (h) / ECTS-Points (in total)	270 / 9
Courses of the modules hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<p><u>Sport Business Administration I</u> 2 / 30 hours / 60 hours / 2 / seminar / No</p> <p><u>Sport Business Administration II</u> 2 / 30 hours / 60 hours / 2 / seminar / No</p> <p><u>Sport Business Administration III</u> 2 / 30 hours / 60 hours / 2 / seminar / No</p>
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 develop leadership ability and interpersonal communication and interactive strategies
Central contents	<ul style="list-style-type: none"> - Human Resources - Recruitment - Organizational culture - Leadership - Change
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - 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 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module Description

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 nd (only spring/summer) / 1
Overall Workload (h) / ECTS-Points (in total)	360 / 12
Courses of the modules hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<u>Market Research in Sport</u> 2 / 30 hours / 90 hours / 2 / seminar / No <u>Sport Marketing I</u> 2 / 30 hours / 90 hours / 2 / seminar / No <u>Sport Marketing II</u> 2 / 30 hours / 90 hours / 2 / seminar / No
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"> - Market segmentation - Targeting and Positioning - Branding - Measurement and Evaluation
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - 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 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	Presentation (40 %) and written examination (60 %)
Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module Description

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 nd (only spring/summer) / 1
Overall Workload (h) / ECTS-Points (in total)	120 / 4
Courses of the modules hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<u>Research Project</u> 2 / 30 hours / 90 hours / 2 / seminar / No
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
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	<p>Students will be able to</p> <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	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	Research report (60%) and presentation (40%)
Weight of module	100 %
Module commissioner	Dr. Kirstin Hallmann

Subject to change

Module Description

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 rd (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	270 / 9
Courses of the modules hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<p><u>Strategic Sport Management I</u> 2 / 30 hours / 60 hours / 3 / seminar / No</p> <p><u>Strategic Sport Management II</u> 2 / 30 hours / 60 hours / 3 / seminar / No</p> <p><u>Strategic Sport Management III</u> 2 / 30 hours / 60 hours / 3 / seminar / No</p>
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
Central contents	<ul style="list-style-type: none"> - Strategic Planning in Sport Management - Organizational Effectiveness - Development of strategies - Sport as social tool - Sport in communities
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - 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 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	Research report
Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module Description

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 rd (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	240 / 8
Courses of the modules hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<p><u>Quality Management in Sport</u> 2 / 30 hours / 30 hours / 3 / seminar / No</p> <p><u>Sport Event Management</u> 2 / 30 hours / 60 hours / 3 / seminar / No</p> <p><u>Sport Facility Management</u> 2 / 30 hours / 60 hours / 3 / seminar / No</p>
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
Central contents	<ul style="list-style-type: none"> - Project Management - Evaluation in Sport - Bidding - Sport assets in communities - Managing physical and material resources
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - Apply ethical and quality principles to sport management. - Design, implement and evaluate sport management strategies and tactics as well as 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 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	Research report
Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module Description

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 rd (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	270 / 9
Courses of the modules hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<p><u>Sport Finance I</u> 2 / 30 hours / 60 hours / 3 / seminar / No</p> <p><u>Sport Finance II</u> 2 / 30 hours / 60 hours / 3 / seminar / No</p> <p><u>Sport Finance III</u> 2 / 30 hours / 60 hours / 3 / seminar / No</p>
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	<p>e.g.</p> <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	<p>Students will be able to</p> <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
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 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module Description

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 rd (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	120 / 4
Courses of the modules hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<u>International Sport Marketing I</u> 2 / 30 hours / 30 hours / 3 / seminar / No <u>International Sport Marketing I</u> 2 / 30 hours / 30 hours / 3 / seminar / No
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"> - Marketing practice and theory in international context - Communication approaches - Intercultural aspects
Learning outcome	<p>Students will be able to</p> <ul style="list-style-type: none"> - Apply and evaluate advanced methods in international sport marketing. - 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 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	Presentation
Weight of module	(100%)
Module commissioner	See Overview Module Commissioners

Subject to change

Module Description

Module:	Master Thesis
Study Programm:	M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students:	Winter term 2009/10 onward

Identification	SMA12
Semester of study / Duration (Semester)	4 th (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	900 / 30
Courses of the modules Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<u>Master Thesis</u> Varies / 900 hours / 4 / seminar / No
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"> - Research problem - Theoretical model and hypotheses - Methodology - Discussion - 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	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 %
Module commissioner	See Overview Module Commissioners

Subject to change