

Module handbook

M.Sc. Sport Management [M.Sc. SMA]

Valid for first-year students: Winterterm 2014/15 onward



**Deutsche
Sporthochschule Köln**
German Sport University Cologne

The M.Sc. Sport Management combines economic evaluation, analytics, conceptualization, and a strong international perspective. The program focuses on scientific problem-solving to train students as experts for top-level management positions in the knowledge intensive sport industry and offers a strong research orientation. Graduates are qualified in all areas of strategic planning including planning and development, implementation, and evaluation. A particular emphasis is placed on conceptual skills using a research-oriented focus within the degree program.

Based on a first degree from disciplines such as economics, law, finance, communication science with a major in marketing, business administration or sport sciences,, the degree program focuses initially on extending and consolidating statistical knowledge and skills to strengthen scientific problem-solving capabilities. The degree program mirrors the interdisciplinary nature of the sport management discipline in the various modules. Initially the focus lies on wider subject areas such as governance, psychology, Olympism, or sociology, which is followed by core subjects such as marketing, strategic planning, economics, and finance. Graduates have a broad and critical understanding of key issues within those subject areas.

The following learning outcomes are at the core of the entire program:

Professional competence

A. Knowledge

Graduates are able to

- Demonstrate a critical understanding of the interdisciplinary nature of sport management and its special features.
- Classify and structure sport management problems and find solutions to those problems.
- Evaluate the political, ecological, sociological, technological, economic, and legal environment of the sports business.
- Display a thorough understanding of theories, approaches, concepts, and models in various sport management areas such as marketing, strategy, economics, or finance.
- Independently acquire new knowledge and abilities.

B. Skills

Graduates are able to

- Apply and transfer their knowledge to unknown situations in the broader context of sport business while identifying interdependencies of stakeholders involved.
- Decide which technique is most appropriate to investigate diverse sport management issues.
- Creatively apply knowledge and develop strategic plans (including appropriate tactics) for various management situations.
- Develop comprehensive concepts and strategic plans in all areas of sport management as well as to promote, implement, and evaluate those concepts and plans.
- Analyze large amounts of data and evaluate the data's relevance and validity
- Synthesize data and information quickly and elaborate and identify key issues relevant for the current context/situation.
- Extrapolate new approaches to practice from research.
- Work goal-oriented and effectively in groups to tackle challenges of sport management.

Personal competence

A. Social competence

Graduates are able to

- Assume responsibility within groups and take the lead.
- Communicate effectively their strategies which are developed based on thorough research.
- Present one's own work and group work in front of large audience and lead debates.

B. Autonomy

Graduates are able to

- Manage own learning.
- Adopt an analytical approach to new situations based on independent judgement.
- Reflect about and anticipate the impact of strategic decisions on organizations, their development, culture, and outputs.

Graduates of the Master's program in Sport Management are qualified for top-level management positions in all kinds of sport organizations. The program is geared specifically to providing students with the demanding knowledge base to get ahead in sport business. Students can enter into sport management leadership positions in general sport management as well as in areas such as finance, personnel, strategy, and development. They are also qualified for consulting as well as academic and commercial research.

Module: International Sports Governance
Study Programme: M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students: Winter term 2014/15 onward

Identification	MA-SMA1
Semester of study / Duration (Semester)	1 (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	270 / 9
Courses of the module hours per week / Workload (contact time) / Workload (independent learning) / Semester of study / type of class / compulsory attendance	<u>Introduction to European and International Politics</u> 2 / 30 hours / 60 hours / 1 / seminar / no <u>International Sport Systems</u> 2 / 30 hours / 60 hours / 1 / seminar / no <u>European Integration, Common Market and Sport</u> 2 / 30 hours / 60 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 - 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
Type of module	compulsory
Prerequisites	See Overview Prerequisites
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 or oral examination
Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module: Measurement and Evaluation in Sport Management I
Study Programme: M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students: Winter term 2014/15 onward

Identification	MA-SMA2
Semester of study / Duration (Semester)	1 (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	420 / 14
Courses of the modules Workload (contact time) / Workload (independent learning) / hours per week / type of class / compulsory attendance	<u>Research Methods and Evaluation</u> 30 hours / 120 hours / 2 / seminar / no <u>Advanced Statistics I</u> 30 hours / 60 hours / 2 / seminar / yes <u>Current Issues in Sport Management</u> 30 hours / 60 hours / 2 / seminar / no <u>Evaluation and Research Techniques in Sport Management</u> 30 hours / 60 hours / 2 / seminar / no
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 - Analysis of current themes
Learning outcome	Students will be able to <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. - Evaluate current themes in sport management research
Teaching and learning methods	Lectures, seminars, workshops, presentations, independent learning
Recommended literature	Will be communicated at the beginning of each seminar, amongst others e.g. Bryman, A., & Bell, E. (2007). Business research methods. Oxford: Oxford University Press. Hair, J., Black, W., & Babin, B. (2006). Multivariate data analysis. New Jersey: Pearson Prentice Hall.
Type of module	compulsory
Prerequisites	See Overview Prerequisites
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	Written examination
Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module: Psychological Aspects of Sport Management
Study Programme: M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students: Winter term 2014/15 onward

Identification	MA-SMA3
Semester of study / Duration (Semester)	1 + 2 / 2
Overall Workload (h) / ECTS-Points (in total)	210 / 7
Courses of the modules Workload (contact time) / Workload (independent learning) / hours per week / type of class / compulsory attendance	<u>Psychological Aspects of Sport Management</u> 30 hours / 90 hours / 2 / seminar / yes <u>Psychological Study in Sport Management</u> 30 hours / 60 hours / 2 / seminar / yes
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	Will be communicated at the beginning of each seminar, currently: Bar-Eli, M., Plessner, H., & Raab, M. (2011). Judgment, decision-making and success in sport (1 ed.). Hoboken, New Jersey: John Wiley-Blackwell.
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	Report (Lecturer review of the research note with option to revise)
Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module: Olympic Movement and its Management
Study Programme: M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students: Winter term 2014/15 onward

Identification	SMA4
Semester of study / Duration (Semester)	1 + 2 / 2
Overall Workload (h) / ECTS-Points (in total)	180 / 6
Courses of the module <u>Title</u> Semester hours per week / Contact time (hrs) / Self-study (hrs) / Semester of study / Type of class / Language of Instruction / Mandatory attendance	a) Olympic Governance and Olympic Policy in Transition 2 / 30 h / 60 h / 1 / seminar / English / No b) International relations and the Commercialization of the Olympic Games 2 / 30h / 60 h / 2 / seminar / English / No
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	Students will be able to: <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

	<p>and marketing in the Olympic context and be able to evaluate the role of the media and sponsorship in the promotion of Olympic values;</p> <ul style="list-style-type: none"> - 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>
Type of module	compulsory
Prerequisites	See Overview Prerequisites
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	See Overview Module Commissioners

Subject to change

Module:	Sociological and Legal Aspects of Sport Management
Study Programme:	M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students:	Winter term 2014/15 onward

Identification	MA-SMA5
Semester of study / Duration (Semester)	2 / 2
Overall Workload (h) / ECTS-Points (in total)	180 / 6
Courses of the modules Workload (contact time) / Workload (independent learning) / hours per week / type of class / compulsory attendance	<u>Sociological Aspects of Sport Management</u> 30 hours / 60 hours / 2 / seminar / No <u>Legal Aspects of Sport Management</u> 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 acquire problem-solving strategies - Familiarity with legal rules governing sports; ability to apply and interpret legal rules
Central contents	<ul style="list-style-type: none"> - Sociological aspects of non-profit organizations in sport - 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 - 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	<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 - 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;
Teaching and learning methods	Seminar-based teaching including class presentations
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. exercises). Exact details will be given for each seminar in the first session at the semester's start.
Assessment	50% written examination, 50% report Details will be provided at the start of the semester.

Module Description



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Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module: Measurement and Evaluation in Sport Management II
Study Programme: M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students: Winter term 2014/15 onward

Identification	MA-SMA6
Semester of study / Duration (Semester)	2 / 1
Overall Workload (h) / ECTS-Points (in total)	120 / 4
Courses of the module <u>Title</u> Semester hours per week / Contact time (hrs) / Self-study (hrs) / Semester of study / Type of class / Language of Instruction / Mandatory attendance	a) Advanced Statistics II 2 / 30 h / 30 h / 2 / seminar / English / Yes b) Advanced Statistics III 2 / 30 / 30 / 2 / seminar / English / 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"> - 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>
Type of module	compulsory
Prerequisites	See Overview Prerequisites
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.
Assessment	100% written examination
Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module:	Research Project
Study Programme:	M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students:	Winter term 2014/15 onward

Identification	MA-SMA7
Semester of study / Duration (Semester)	2 +3 / 2
Overall Workload (h) / ECTS-Points (in total)	240 / 8
Courses of the modules Workload (contact time) / Workload (independent learning) / hours per week / type of class / compulsory attendance	<u>Research Project I</u> 30 hours / 120 hours / 2 / seminar / No <u>Research Project II</u> 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"> - 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
Type of module	compulsory
Prerequisites	See Overview Prerequisites
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	See Overview Module Commissioners

Subject to change

Module:	Sport Marketing Research
Study Programme:	M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students:	Winter term 2014/15 onward

Identification	MA-SMA8
Semester of study / Duration (Semester)	2 + 3 / 2
Overall Workload (h) / ECTS-Points (in total)	270 / 9
Courses of the modules Workload (contact time) / Workload (independent learning) / hours per week / type of class / compulsory attendance	<u>Sport Marketing Research</u> - 30 hours / 60 hours / 2 / seminar / No <u>Sport Sponsoring Research</u> - 30 hours / 60 hours / 2 / seminar / No <u>Sport Consumer Behavior Research</u> - 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 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	Students will be able to <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	Will be communicated at the beginning of each seminar, amongst others, the following book is recommended in particular: Shilbury, D., Westerbeek H., Quick S., & Funk D. (2009). <i>Strategic sport marketing</i> (3rd). Sydney: Allen & Unwin.
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	Oral examination (within a group; a part of the exam will be presenting group work)
Weight of module	(100%)
Module commissioner	See Overview Module Commissioners

Subject to change

Module: Strategy & Planning
Study Programme: M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students: Winter term 2014/15 onward

Identification	MA-SMA9
Semester of study / Duration (Semester)	2 + 3 / 2
Overall Workload (h) / ECTS-Points (in total)	270 / 9
Courses of the modules Workload (contact time) / Workload (independent learning) / hours per week / type of class / compulsory attendance	<u>Strategic Sport Management (SE)</u> 30 hours / 60 hours / 2 / seminar / No <u>Sport Project and Event Management (SE)</u> 30 hours / 60 hours / 2 / seminar / No <u>Sport business planning (SE)</u> 30 hours / 60 hours / 2 / seminar / No
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., Tumer, 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
Prerequisites	See Overview Prerequisites
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%)

Module Description



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Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module Description



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Module: Sport Economics
Study Programme: M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students: Winter term 2014/15 onward

Identification	SMA10
Semester of study / Duration (Semester)	2 + 3 / 2
Overall Workload (h) / ECTS-Points (in total)	270 / 9
Courses of the modules Workload (contact time) / Workload (independent learning) / hours per week / type of class / compulsory attendance	<u>Sport Economics I</u> 30 hours / 60 hours / 2 / seminar / No <u>Sport Economics II</u> 30 hours / 60 hours / 2 / seminar / No <u>Sport Economics III</u> 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"> - Sport Demand - Sport Supply - Sport Markets
Learning outcome	Students will be able to <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
Type of module	compulsory
Prerequisites	See Overview Prerequisites
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	Oral examination
Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change

Module:	Sport Finance Research
Study Programme:	M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students:	Winter term 2014/15 onward

Identification	MA-SMA11
Semester of study / Duration (Semester)	3 (only fall/winter) / 1
Overall Workload (h) / ECTS-Points (in total)	180 / 6
Courses of the modules Workload (contact time) / Workload (independent learning) / hours per week / type of class / compulsory attendance	<u>Sport Finance I</u> 30 hours / 60 hours / 2 / seminar / No <u>Sport Finance II</u> 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) - 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
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: Master Thesis
Study Programme: M.Sc. Sport Management (M.Sc. SMA)
Valid for first-year students: Winter term 2014/15 onward

Identification	MA-SMA12
Semester of study / Duration (Semester)	3 + 4 / 2
Overall Workload (h) / ECTS-Points (in total)	990 / 33
Courses of the modules Workload (contact time) / Workload (independent learning) / hours per week / type of class / compulsory attendance	<u>Master Thesis Colloquium</u> 60 hours / 30 hours / 4 / seminar / No <u>Master Thesis</u> 0 hours / 900 hours / 0
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"> - Apply principles of research in sport management. - 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. - Produce a master thesis.
Teaching and learning methods	Group work, 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	Thesis
Weight of module	100 %
Module commissioner	See Overview Module Commissioners

Subject to change