

Study Programme: M.Sc. Sport Management (M.Sc. SMA)
Examination regulations by: 2007/04/01 in the valid version by 2008/02/01
Valid for first-year students : Winter term 2023/24 onward
Version: June 2023

Module	Semester	Courses (type of class)	Weekly hours	Workload/Credit Points
SMA1	1/2	International Sports Governance, Legislation, and Sociology	8	300/10*
		1 Introduction to European and International Politics (LEC)	2	
		1 National Sport Systems and Policies (SE)	2	
		1 Legal Aspects (SE)	2	
		2 Sociological Aspects (SE)	2	
SMA2	1	Measurement and Evaluation I	7	360/12*
		Research Methods (SE)	2	
		Statistics Lecture Series (LEC)	1	
		Advanced Statistics I (SE)	2	
		Applied Research Techniques and Methods (SE)	2	
SMA3	1/2	The Governance of the Olympic Movement	4	150/5*
		1 Socio-Cultural Foundations of the Olympic Movement (LEC)	2	
		2 Olympic Governance and Olympic Politics in International Contexts (SE)	2	
SMA4	1/2	Strategic Sport Management	4	180/6*
		1 Fundamentals of Strategy (SE)	1	
		2 Applied Strategic Management (SE)	3	
SMA5	1	Managing Sport Organizations	4	180/6*
		Organizational Designs and Organizational Theory (SE)	2	
		Human Resources Management (SE)	2	
SMA6	2	Measurement and Evaluation II	6	210/7*
		Advanced Statistics II (SE/E)	2	
		Advanced Statistics III (SE/E)	2	
		Scientific Writing and Communication (SE)	2	
SMA7	2/3	Research Project	4	240/8*
		2 Research Project I (SE)	2	
		3 Research Project II (SE)	2	
SMA8	2/3	Sport Marketing Research	7	360/12*
		2 Sport Marketing Research (SE)	2	
		2 Sport Sponsorship Research (SE)	2	
		3 Social Media Management (SE)	1	
		3 Sport Consumer Behavior Research (SE)	2	
SMA9	2/3	Sport Business Management and Planning	6	270/9*
		2 Current Issues in Sport Management (SE)	2	
		3 Sport Project and Event Management (SE)	2	
		3 Sport Business Planning (SE)	2	
SMA10	2/3	Sport Economics	6	270/9*
		2 Economic Concepts, Theories, and Methods (LEC)	2	
		3 Economics of Sport Participation, Health, Events, and Elite Sport (SE)	2	
		3 Economics of Professional Team Sports (SE)	2	
SMA11	3	Sport Finance	4	180/6*
		Financial Management (SE)	2	
		Sport Finance Research (SE)	2	
SMA12	4	Master's Thesis		900/ 30*
In total			60	3600/120 CP

Abbreviations: SMA = Sport Management, SE = Seminar, E=exercise course, LEC= lecture

Note: * Work load and credit points refer to the sum of presence at the course and independent learning. Therefore the sum for work load and credit points for an overall module might be higher than the sum of all single courses within that particular module. More information regarding the study and examination regulations can be found in the module handbook.