

Curriculum Sports Management (SPM) – B.A.

Term	Modules and related courses	Credit points
1 29 credit points	AL1: Introduction to Economics and Law	6
	Introduction to Economics	3
	Introduction to Private Business Law	3
	AL2: Introduction to Business Administration	8
	Fundamentals of Business Administration	5
	Business Management	3
	AL3: Methods and Skills	3
	Academic Skills and Methods in Sports Management	2
	Learning to Study	1
	AL4: Social Competence	6
	Ethics/Gender/Diversity	3
	Communication and Rhetoric	3
	FS1: Business English I	3
	Business English I	3
SPM1-1: Sports and Structures I	3	
Theory and Practice of Sports I	3	
2 32 credit points	FS2: Business English II	3
	Business English II	3
	AL5: Introduction to Statistics	6
	Statistics and Computer-Aided Data Evaluation	6
	AL6: Marketing-Specific Fundamentals	6
	Market Research	3
	Marketing	3
	SPM1-2: Sports and Structures II	6
	Theory and Practice of Sports II	3
	Introduction to Sports Science and Sports Economics	3
	AL7: Bookkeeping and Accounting	5
	Bookkeeping and Accounting	5
	SPM2: Trends in Sports (*)	6
	Sports Facilities Management or Sports and Health	3 3

Term	Modules and related courses	Credit points
	or Tendencies, Innovations, Adaptations in Sports Management	3
	or eSports	3
	or Business Planning	3
	or Sports and Tourism	3
	or Current Issue in Sports Management	3
3 32 credit points	FS3: Business English III	3
	Business English III	3
	AL8: Cost and Activity Accounting	5
	Cost and Activity Accounting	5
	SPM3: Sports Marketing	9
	Sports Marketing	3
	Sponsoring	3
	Event Marketing	3
	AL9: Digitalization & International Management	6
	Digital Management	1,5
	Intercultural Sports Management	1,5
	Social Media Management	3
	SPM4: Sports Business Administration	9
	Business Administration in Sports	5
	Financial Management in Sports	3
Personnel Management in Sports	1	
4 30 credit points	AL10: Introduction to Corporate Management	6
	Financial Mathematics	3
	Financial Planning and Analysis	3
	AL11: Financing and Investment	6
	Financing	3
	Investment	3
	SPM5: Project Management	6
	Introduction to Project Management	3
	Applied Project Management	3
	SPM6: Sports in Society	6
	Sports Economics	3
	Sports Sociology	1,5
	Sports Ethics	1,5

Term	Modules and related courses	Credit points
	SPM7-1: Event Management I (**)	6
	Symposium bpspm	5
	or International Study Trip	5
	or Sports Event	5
	or other course	5
	and Event Management Theory	1
5 27 credit points mobility window	SPM7-2: Event Management II (***)	6
	Symposium bpspm	6
	or International Study Trip	6
	or Sports Event	6
	or other course	6
	SPM8: Specific Legal Issues in Sports	9
	Sports Law	3
	Tax Law in Sports	3
	Marketing and Law	3
	SPM9: Special Issues in Sports	6
	Sports and Media	3
	Sporting Goods Industry	3
	SPM10a: Specialization: Sports Providers/Participant Sports (****)	6
	Commercial Sports Providers	3
	Clubs/Associations	3
SPM10b: Specialization: Sports Marketing/Spectator Sports (****)	6	
Work in Associations, Leagues and Clubs	3	
Work in Agencies	3	
6 30 credit points	SPM11: Supervised Internship	15
	Internship	15
	SPM12: Bachelor's Thesis and Defense	15
	Bachelor's Thesis	12
	Thesis Defense	3
	Total:	180

(*) Two courses must be selected from the courses offered.
As a rule, at least four courses are offered.

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| (**) | One course must be selected from the courses offered and the course Event Management Theory must be taken. |
| (***) | One course from the courses offered must be selected. |
| (*), (**), (***) | Courses may be offered in English upon approval by the Examination Board. |
| (****) | One module of the modules SPM10a or SPM10b must be selected. |