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Module Catalog

Bachelor's degree (BA)
Sports Management (SPM)

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List of Abbreviations

General abbreviations:

CP	Credit points according to the European Credit Transfer System (ECTS)
SWS	Contact hours (45 min. each) per week

Mentioned degree programs:

SPM	Sports Management
SRM	City and Regional Management
TM	Tourism Management

Course type:

S	Seminar
Ü	Exercise course
V	Lecture

Forms of examination:

KL	Written exam with duration: KL40 = 40 Min., KL60 = 60 Min., KL80 = 80 Min., KL100= 100 Min., KL120 = 120 Min.
BA	Bachelor's Thesis
KO	Defense
PA	Project work
RE	Paper and presentation
SB	Portfolio (collection of lecture notes and assignments)
EP	Electronic exam

1. Term 1

AL1 Introduction to Economics and Law

No: AL1	Mandatory module: Introduction to Economics and Law	Language: German		Credit points: 6
		Frequency: Each fall term		Term: 1
	Prerequisites for participation: none	Workload: 180h		Form of examination: KL80
Contact hours: 60h		Self-study hours: 120h		
Courses:		Module commissioner: Prof. Dr. Ronald Wadsack	Teaching and learning types:	Scope (SWS):
Introduction to Economics			V+Ü	2
Introduction to Private Business Law			V+Ü	2
This module is used for the following degree programs: SPM, SRM, TM				
Contents <u>Introduction to Economics:</u> <ul style="list-style-type: none"> - Introduction to the workings of economics, economic thinking - Theory of rational decisions - Fundamentals of the theory of supply and demand in the presence of full competition - Main features of the general equilibrium theory (market equilibrium) - Elasticities in supply and demand - Market regulations (state intervention and welfare) - Legitimacy of government intervention in the case of externalities and public goods - Introduction to budget theory - Introduction to the production and cost theory of enterprises - Market types corporate behavior in the presence of imperfect competition <u>Introduction to Private Business Law:</u> <ul style="list-style-type: none"> - Fundamentals and concepts of law - Separation of powers - Structure of the BGB - Case processing and subsumption - Abstraction principle - Legal subjects and objects - Declaration of intent; contract - Defects of the legal transaction - Representation (including procurator and power of attorney) - Condition; time limits and statute of limitations - Concept and origin of the debt relationship - Performance obligations, time and place; involvement of third parties - Damages (types, scope and calculation) - Liability for vicarious agents, termination of the obligatory relationship, default in the obligatory relationship - Liability for breach of contract, contract with protective effect in favor of third parties - General terms and conditions - Fundamentals of the law of commercial enterprises (concept of merchant and types of merchants) - Commercial company and register 				

Learning objectives and competencies to be imparted

Introduction to Economics:

The course is designed to provide a basic understanding of economic thinking and is intended as an introductory course in economics. Students will become familiar with the essential concepts of economic analysis. Basic microeconomic models are presented, the functioning of markets is explained, and economic policy implications are addressed. The module provides students with the basic skills to describe and analyze economic issues that will be studied in the rest of the program.

Introduction to Private Business Law:

Students should have knowledge of the basics of law and will receive an introduction to the general part of the German Civil Code as well as to the law of obligations and business law.

In this course, students learn terms, gain knowledge, develop connections, and are taught the skills (especially subsumption technique/expertise style) to gain the ability to solve practical cases independently.

Literature and teaching aids

Introduction to Economics:

Krugman, P./Wells, R. (2017): Volkswirtschaftslehre, 2nd ed. edition, Schäffer-Poeschel, Stuttgart.

Herrmann, M./John, S. L. (2017): Arbeitsbuch Volkswirtschaftslehre, Schäffer-Poeschel, Stuttgart.

Mankiw, G./Taylor, M. P. (2018): Grundzüge der Volkswirtschaftslehre, 7th ed. edition, Schäffer-Poeschel, Stuttgart.

Piekenbrock, D./Hennig, A. (2013): Einführung in die Volkswirtschaftslehre und Mikroökonomie, 2nd edition, Springer Gabler, Berlin/Heidelberg.

Fritsch, M. (2018): Marktversagen und Wirtschaftspolitik: mikroökonomische Grundlagen staatlichen Handelns, 10th edition, Vahlen, Munich.

Sperber, H. (2016): Wirtschaft verstehen: 112 Lernmodule zur VWL, 5th edition, Schäffer-Poeschel, Stuttgart.

Varian, H. (2016): Grundzüge der Mikroökonomie, 9th edition, De Gruyter Oldenbourg, Berlin/Boston.

Introduction to Private Business Law:

Führich, Ernst R.: Schuldrecht BT, current edition, Vahlen, Munich (subject to change of publisher)

Klunzinger, Eugen: BGB AT: mit Einführung in das Recht, current edition, Vahlen, Munich (subject to change of publisher)

Müssig, P.: Wirtschaftsprivatrecht, current edition, C.F. Müller, Heidelberg (subject to change of publisher)

Oetker, H.: Handelsrecht, current edition, Springer, Berlin/Heidelberg (subject to change of publisher)

Wörten, R.; Metzler-Müller, K.: BGB AT: mit Einführung in das Recht, current edition, Vahlen, Munich (subject to change of publisher)

Wörten, R.; Metzler-Müller, K.: Schuldrecht AT, current edition, Vahlen, Munich (subject to change of publisher)

Wörten, R.; Metzler-Müller, K.: Schuldrecht BT, current edition, Vahlen, Munich (subject to change of publisher)

Slide sets and assignment sheets

AL2 Introduction to Business Administration

No: AL2	Mandatory module: Introduction to Business Administration	Language: German		Credit points: 8	
		Frequency: Each fall term		Term: 1	
		Workload: 240h		Form of examination: KL100	
	Prerequisites for participation: none	Contact hours: 75h	Self-study hours: 165h		
Courses:		Module commissioner: Prof. Dr. Albert Galli		Teaching and learning types:	Scope (SWS):
Fundamentals of Business Administration				V+Ü	3
Business Management				V+Ü	2
This module is used for the following degree programs: SPM, SRM, TM					
Contents					
<u>Fundamentals of Business Administration:</u>					
<ul style="list-style-type: none"> - Subject of BA - Constitutive decisions - Production and utilization of goods and services - Accounting and finance 					
<u>Business Management:</u>					
<ul style="list-style-type: none"> - Corporate management/controlling - Organization - Human resources 					
Learning objectives and competencies to be imparted					
<u>Fundamentals of Business Administration:</u>					
Students become familiar with the fundamentals of business administration with regard to constitutive decisions and ongoing entrepreneurial decisions in the operational functional areas and gain insight into the special features of the business view of services.					
<u>Business Management:</u>					
Students will learn the basics of corporate governance and management and develop an understanding of operational management tasks and decision-making contexts.					
Literature and teaching aids					
<u>Fundamentals of Business Administration:</u>					
Grönroos, C. (2015): Service Management and Marketing: Managing the Service Profit Logic, 4th edition, Wiley, West Sussex.					
Thommen, J.-P./Achleitner, A.-K./Gilbert, D. U./Hachmeister, D./Kaiser, G. (2018): Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht, 8th edition, Springer Gabler, Wiesbaden.					
Vahs, D./Schäfer-Kunz, J. (2015): Einführung in die Betriebswirtschaftslehre, 7th edition, Schäffer-Poeschel, Stuttgart.					

Wöhe, G./Döring, U./Brösel, G. (2016): Einführung in die Allgemeine Betriebswirtschaftslehre, 26th edition, Vahlen, Munich.

Lecture notes/exercises

Business Management:

Hinterhuber, H. (2015): Strategische Unternehmensführung, 9th edition, ESV, Berlin.

Krüger, W. (2015): Business Management: Grundlagen des Managements, Schäffer-Poeschel, Stuttgart.

Müller, H.-E. (2017): Business Management: Strategie, Management, Praxis, 3rd edition, Oldenbourg, Berlin/Boston.

Robbins, S. P./Coulter, M./Fischer, I. (2017): Management: Grundlagen der Unternehmensführung, 12th edition, Pearson, Hallbergmoos.

Vahs, D./Schäfer-Kunz, J. (2015): Einführung in die Betriebswirtschaftslehre, 7th edition, Schäffer-Poeschel, Stuttgart.

Wöhe, G./Döring, U./Brösel, G. (2016): Einführung in die Allgemeine Betriebswirtschaftslehre, 26th edition, Vahlen, Munich.

Lecture notes/exercises

AL3 Methods and Skills

No: AL3	Mandatory module: Methods and Skills	Language: German		Credit points: 3	
		Frequency: Each fall term		Term: 1	
	Prerequisites for participation: none	Workload: 90h		Form of examination: SB	
Contact hours: 45h		Self-study hours: 45h			
Courses:		Module commissioner: Dipl. Des., Dipl. Kffr. Gabriele Wach		Teaching and learning types:	Scope (SWS):
Academic Skills and Methods in Sports Management				S	2
Learning to Study				S	1
Parts of the module are used for the following degree programs: SPM, SRM, TM					
Contents					
<u>Academic Skills and Methods in Sports Management:</u>					
<ul style="list-style-type: none"> - Types of scientific work (term papers, presentations, seminar papers, bachelor theses) - Research techniques (literature acquisition, internet research, literature evaluation) - Topic identification, outline creation - Structure of scientific papers (content and formal guidelines), in particular: <ul style="list-style-type: none"> o Citation (basics, technique, bibliography) o Text design (layout, wording) o Title pages and directories o Representations, tables 					
<u>Learning to Study:</u>					
<ul style="list-style-type: none"> - Time management and work organization - Learning techniques and working methods - Reading techniques - Creativity techniques (e.g. intuitive, discursive techniques) - Working in a team 					
Learning objectives and competencies to be imparted					
<u>Academic Skills and Methods in Sports Management:</u>					
Students learn basic elements of scientific work, can document projects accompanying their studies, prepare their own written work and prepare presentations in a structured manner. They develop scientific understanding in such areas as textual analysis, interpretation of statistical data, selection of scientific literature, problematization, and hypothesis development.					
<u>Learning to Study:</u>					
In the course "Learning to Study", after an introduction to the basics of time and work planning, individual and/or group-specific planning models are to be designed, among other things. The course focuses on activating methods, such as (small) group work and practical exercises, which strengthen one's own organizational skills and time and self-management as well as the skills to manage a team.					
The course is designed to assist in increasing one's organizational skills, including time and self-management, in order to face future tasks with confidence and aplomb.					

Literature and teaching aidsAcademic Skills and Methods in Sports Management:

- Baade, J./Gertel, H./Schlottmann, A. (2014): Wissenschaftlich arbeiten: Ein Leitfaden für Studierende der Geographie, 3rd ed., UTB, Bern/Stuttgart/Vienna.
- Bastian, J./Groß-Mylnek, L. (2019): Lerntechniken und Wissensmanagement: Wissen speichern und verwerten, 3rd ed., UTB, Konstanz/Munich.
- Berger-Grabner, D. (2016): Wissenschaftliches Arbeiten in den Wirtschafts- und Sozialwissenschaften - Hilfreiche Tipps und praktische Beispiele, 3rd edition, Springer Gabler, Wiesbaden.
- Boos, E. (2010): Das große Buch der Kreativitätstechniken, Compact-Verlag, Munich.
- Ebster, C./Stalzer, L. (2017): Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler, 5th ed., Facultas/UTB-Taschenbuch, Vienna.
- Esselborn-Krumbiegel, H. (2007): Leichter Lernen: Strategien für Prüfung und Examen, 2nd ed., UTB, Paderborn.
- Franck, N./Stary, J. (2013): Die Technik wissenschaftlichen Arbeitens, 17th ed., Schöningh, Paderborn.
- Macgilchrist, F. (2014): Academic Writing, Schöningh UTB, Paderborn.
- Preißner, A. (2012): Wissenschaftliches Arbeiten: Internet nutzen, Text erstellen, Überblick behalten, 3rd ed., Oldenbourg, Munich.
- Rossig, W. E./Prätsch, J. (2011): Wissenschaftliche Arbeiten: Leitfaden für Haus- und Seminararbeiten, 9th ed., BerlinDruck, Achim.
- Stickel-Wolf, C./Wolf, J. (2019): Wissenschaftliches Arbeiten und Lerntechniken, 9th ed., Springer Fachmedien, Wiesbaden.
- Theisen, M. R. (2017): Wissenschaftliches Arbeiten: Erfolgreich bei Bachelor- und Masterarbeit, 17th ed., Vahlen, Munich.

Learning to Study:

- Geuenich, B./Hammelmann, I./Havas, H./Mündemann, B./Novac, K./Solms, A. (2015): Das große Buch der Lerntechniken: Effektives Lernen leicht gemacht, Compact-Verlag, München.
- Haeske, U. (2008): Team- und Konfliktmanagement, 3rd ed., Cornelsen, Berlin.
- Rost, F. (2018): Lern- und Arbeitstechniken für das Studium, 8th ed., Springer VS, Wiesbaden.

AL4 Social Competence

No: AL4	Mandatory module: Social Competence	Language: German		Credit points: 6	
		Frequency: Each fall term		Term: 1	
	Prerequisites for participation: none	Workload: 180h		Form of examination: RE	
Contact hours: 60h		Self-study hours: 120h			
Courses:		Module commissioner: AdL Dipl.-Kffr. Kerstin Roberg		Teaching and learning types:	Scope (SWS):
Communication and Rhetoric				S	2
Ethics/Gender/Diversity				S	2
This module is used for the following degree programs: SPM, SRM, TM					
Contents					
<u>Communication and Rhetoric:</u>					
<ul style="list-style-type: none"> - The basic mental qualities: self-acceptance, emotional expressiveness - External appearance: posture, facial expression, gestures - Speaking: breathing, articulation, intonation, modulation, pauses in speech, volume - Speech: discipline of thought, structures, argumentation, persuasiveness, credibility - The linguistic design: stylistic devices, grammar, eloquence, language code - Communication: models, patterns, roles, perception, successful and confident communication - Presentation: guiding objectives, content, partner statement, self-statement - Moderation: target group analysis, creativity methods, decision-making and consensus-building 					
<u>Ethics/Gender/Diversity:</u>					
<ul style="list-style-type: none"> - Theoretical foundations and practical implementation of business ethics and sustainability - Theoretical foundations and practical implementation of gender mainstreaming - Theoretical foundations and practical implementation of diversity management 					
Learning objectives and competencies to be imparted					
<u>Communication and Rhetoric</u>					
<p>In the course Communication and Rhetoric, after an introduction to the basics of rhetoric and through practical exercises, students are able to apply and reflect on various presentation, communication and moderation techniques as appropriate to the situation. Participant-activating methods such as small group work and short presentations enhance students' own rhetorical skills, increase their communication and moderation skills in dealing with smaller and larger groups, and strengthen their self-awareness and self-confidence.</p>					
<u>Ethics/Gender/Diversity:</u>					
<p>Students learn the basic theories and approaches to business ethics, gender mainstreaming, and diversity management. They have a canon of methods for sustainable, gender-responsive and diversity-oriented work. The course supports students in their personal development and teaches them key leadership skills. The insight gained from group work, role plays and presentations enables them to consciously consider their values. Through case studies, they learn how to develop and apply gender mainstreaming and diversity tools for corporate practice and in relation to the fields of their degree program.</p>					
Literature and teaching aids					

Communication and Rhetoric:

Hartmann, M./Funk, R./Nietmann, H. (2018): Präsentieren: Präsentationen: zielgerichtet, adressatenorientiert, nachhaltig, 10th ed., Beltz, Weinheim/Basel.

Hey, B. (2019): Präsentieren in Wissenschaft und Forschung, 2nd ed., Springer Gabler, Berlin.

Reynolds, G. (2013): Zen oder die Kunst der Präsentation: Mit einfachen Ideen gestalten und präsentieren, 2nd ed., dpunkt.verlag, Heidelberg.

Schilling, G./Schildt, T. (2012): Angewandte Rhetorik und Präsentationstechnik: Der Praxisleitfaden für Vortrag und Präsentation, Schilling, Berlin.

Schulz von Thun, F. (2016): Miteinander reden 1, 53rd ed., Rowohlt Taschenbuchverlag, Reinbek near Hamburg.

Schulz von Thun, F. (2016): Miteinander reden 2, 35th ed., Rowohlt Taschenbuchverlag, Reinbek bei Hamburg.

Watzlawick, P./Beavin, J. H./Jackson, D. D. (2017): Menschliche Kommunikation - Formen, Störungen, Paradoxien, 13th ed., Huber Verlag, Bern.

Ethics/Gender/Diversity:

Brühl, R. (2018): Corporate Social Responsibility, Vahlen, München.

Dietzfelbinger, D. (2015): Praxisleitfaden Unternehmensethik, 2nd ed., Gabler, Wiesbaden.

Leal Filho, W. (Ed.) (2017): Innovation in der Nachhaltigkeitsforschung: Ein Beitrag zur Umsetzung der UNO Nachhaltigkeitsziele, Springer Spektrum, Berlin.

FS1 Business English I

No: FS1	Mandatory module: Business English I	Language: English		Credit points: 3	
		Frequency: Each fall term		Term: 1	
	Prerequisites for participation: none	Workload: 90h		Form of examination: KL40	
Contact hours: 30h		Self-study hours: 60h			
Course:		Module commissioner: Dr. phil. Thomas Caplan		Teaching and learning types:	Scope (SWS):
Business English I				S	2
This module is used for the following degree programs: SPM, SRM, TM					
Contents <ul style="list-style-type: none"> - Advanced grammar and communication basics - English vocabulary of economics and business administration - Strategic thinking - Motivation and personnel in the company - Personality traits - Team spirit and organization - Stakeholder theory - CSR 					
Learning objectives and competencies to be imparted <p>Students will build a basic vocabulary of business English and gain insight into the "mind of the manager" and the relationship to the customer and to co-workers through a variety of assignments and discussions. Students will be able to understand personality development and innovation in business. This seminar deals with the role of ideals in business and the work of a manager and gives insight into the philosophical background of the term "CSR". Furthermore, the term "customer" will be deepened and discussed.</p>					
Literature and teaching aids <p>Caplan, T. K. (2015): The Distinction of Human Being, Vernon Press, Delaware. Duckworth, M./Turner, R. (2012): Business Result, Upper-Intermediate, Univ. Press, Oxford. Dubicka, I./O’Keeffe, M. (2016): Market Leader, Advanced, 3rd ed., Pearson, London. Trappe, T./Tullis, G. (2016): Intelligent Business, Advanced, 5th ed., Pearson, London.</p>					

SPM1-1 Sports and Structures I

No: SPM1-1	Mandatory module: Sports and Structures I	Language: German		Credit points: 3	
		Frequency: Each fall term		Term: 1	
	Prerequisites for participation: none	Workload: 90h		Form of examination: RE	
Contact hours: 30h		Self-study hours: 60h			
Course:		Module commissioner: AdL Dipl.-Kffr. Kerstin Roberg		Teaching and learning types:	Scope (SWS):
Theory and Practice of Sports I				S	2
This module is used for the following degree programs: SPM					
Contents					
<ul style="list-style-type: none"> - Exemplary transfer of sports science aspects, starting from the experience of one's own sports activity within the framework of a sport: <ul style="list-style-type: none"> o Technique, tactics, coordination o Methodology and didactics o Training theory, kinematics o Sports medicine and sports psychology aspects o Rules, values, norms (fair play, solidarity, ethical principles) o Organizational structures of the respective sport 					
Learning objectives and competencies to be imparted					
Students understand and experience what "sport" is based on their own sporting activities. They learn about forms of sports and its internal structure on the basis of a selected sport and examine functional areas directly related to the athlete (e.g. training, control system) as well as sports medicine and sports psychology aspects.					
Literature and teaching aids					
<p>Krüger, M./Güllich, A. (eds.; 2020): Grundlagen von Sport und Sportwissenschaft: Handbuch Sport und Sportwissenschaft, Springer, Berlin.</p> <p>Krüger, M. et al (eds.) (2020): Bewegung, Training, Leistung und Gesundheit: Handbuch Sport und Sportwissenschaft, Springer, Berlin.</p> <p>Röthing, P. (2003): Sportwissenschaftliches Lexikon, 7th, completely new ed. edition, Hofmann, Schorndorf.</p> <p>Sport-specific literature: current literature on the sport offered</p>					

2. Term 2

FS2 Business English II

No: FS2	Mandatory module: Business English II	Language: English		Credit points: 3	
		Frequency: Each spring term		Term: 2	
	Prerequisites for participation: none	Workload: 90h	Contact hours: 28h	Self-study hours: 62h	Form of examination: HA
Course:		Module commissioner: Dr. phil. Thomas Caplan			
Business English II				S	2
This module is used for the following degree programs: SPM, SRM, TM					
Contents <ul style="list-style-type: none"> - Advanced grammar and communication basics - English vocabulary of economics and business administration - Assignment catalog for communication - Principles of the Art of Moving Human Hearts (ETHOS, PATHOS, LOGOS) - Company foundation - Creation of an Internet presence (homepage/website) - Creation of a video tutorial 					
Learning objectives and competencies to be imparted <p>In the second seminar "Business English", the basic vocabulary of business English is further developed, while it is applied in oral and written use as well as in group work and is consolidated through practical exposure. Students are encouraged to set independent learning priorities to address in a term paper. Applications include new media (film, blogs, etc.) or the creation of a video tutorial. Outside of the classroom, students gain experience with the English language in everyday interactions (e.g. cooking together).</p>					
Literature and teaching aids <p>Caplan, T. K. (2015): The Distinction of Human Being, Vernon Press, Delaware. Duckworth, M./Turner, R. (2012): Business Result, Upper-Intermediate, Univ. Press, Oxford. Dubicka, I./O'Keeffe, M. (2016): Market Leader, Advanced, 3rd ed., Pearson, London. Trappe, T./Tullis, G. (2016): Intelligent Business, Advanced, 5th ed., Pearson, London.</p>					

AL5 Introduction to Statistics

No: AL5	Mandatory module: Introduction to Statistics	Language: German		Credit points: 6	
		Frequency: Each spring term		Term: 2	
	Prerequisites for participation: none	Workload: 180h		Form of examination: KL80/EP80	
Contact hours: 56h		Self-study hours: 124h			
Courses:		Module commissioner: Prof. Dr. Ariane Bagusat		Teaching and learning types:	Scope (SWS):
Statistics and Computer-Aided Data Evaluation				V+Ü	4
This module is used for the following degree programs: SPM, SRM, TM					
Contents					
<ul style="list-style-type: none"> - Basic statistical concepts (concepts of descriptive, inductive, and exploratory statistics, statistical data & model building, population, scale levels & characteristic expressions, grouped vs. classified data) - Descriptive statistics (representation of the primal list, one-dimensional frequency distributions, statistical key figures) - Inductive statistics/statistics with samples (concepts of probability theory, distributions, random variables, confidence intervals, hypothesis tests) - Bivariate data analysis (cross tabulations, correlations) - Multivariate data analysis - Basic use of statistical analysis applications, such as SPSS, MS-EXCEL, or R. 					
Learning objectives and competencies to be imparted					
<p>The purpose of this course is to introduce students to the application of descriptive and inferential statistics. They are enabled to prepare and analyze data from a sample. Students are able to draw conclusions about the population from the analysis of the sample data using methods of inferential statistics. The introduction to computer-aided data analysis aims at being able to analyze even extensive data sets. The possible applications, the basic handling as well as the execution and solution of simple statistical questions with the help of applications for statistical analysis are known and can be practically implemented.</p>					
Literature and teaching aids					
<p>Backhaus, K./Erichson, B./Plinke, W./Weiber, R. (2018): Multivariate Analysemethoden, Eine anwendungsorientierte Einführung, 15th ed., Springer Gabler, Berlin.</p> <p>Bühl, A. (2019): SPSS - Einführung in die moderne Datenanalyse ab SPSS 25, 16th ed., Pearson, Halbergmoos.</p> <p>Fahrmeir, L./Heumann, C./Künstler, R./Pigeot, I./Tutz, G. (2016): Statistik: Der Weg zur Datenanalyse, 8th ed, Springer Spektrum, Berlin/Heidelberg.</p> <p>Kosfeld, R./Eckey, H. F./Türck, M. (2016): Deskriptive Statistik: Grundlagen - Methoden - Beispiele - Aufgaben, 6th ed., Springer Gabler, Wiesbaden.</p> <p>Marinell, G./Steckel-Berger, G. (2008): Einführung in die Statistik: Anwendungsorientierte Methoden zur Datenauswertung, 3rd ed., Oldenbourg, München.</p> <p>Schira, J. (2016): Statistische Methoden der VWL und BWL, Theorie und Praxis, 5th ed., Pearson, Halbergmoos.</p> <p>Schnell, R./Hill, P./Esser, E. (2018): Methoden der empirischen Sozialforschung, 11th ed., De Gruyter Oldenbourg Verlag, Berlin/Boston.</p>					

Schuster, T./Liesen, A. (2017): Statistik für Wirtschaftswissenschaftler: Ein Lehr- und Übungsbuch für das Bachelor-Studium, 2nd ed., Springer Gabler, Berlin.

Schwarze, J. (2014): Grundlagen der Statistik 1 – Beschreibende Verfahren, 12th edition, NWB-Verlag, Herne.

Schwarze, J. (2013): Grundlagen der Statistik 2 – Wahrscheinlichkeitsrechnung und induktive Statistik, 10th ed., NWB-Verlag, Herne.

Schwarze, J. (2013): Aufgabensammlung zur Statistik, 7th edition, NWB-Verlag, Herne.

Wewel, M. C. (2019): Statistik im Bachelor-Studium der BWL und VWL: Methoden, Anwendung, Interpretation, 4th edition, Pearson, Halbergmoos.

Quatember (2017): Statistik ohne Angst vor Formeln, Das Studienbuch für Wirtschafts- und Sozialwissenschaftler, 5th ed., Pearson, Halbergmoos.

Extensive self-prepared lecture and exercise material

AL6 Marketing-Specific Fundamentals

No: AL6	Mandatory module: Marketing-Specific Fundamentals	Language: German		Credit points: 6	
		Frequency: Each spring term		Term: 2	
	Prerequisites for participation: none	Workload: 180h		Form of examination: KL80	
Contact hours: 56h		Self-study hours: 124h			
Courses:		Module commissioner: Prof. Dr. Ariane Bagusat		Teaching and learning types:	Scope (SWS):
Market Research				V	2
Marketing				V	2
Parts of the module are used for the following degree programs: SPM, SRM, TM					
Contents					
<u>Market Research:</u>					
<ul style="list-style-type: none"> - Relevance and basic concepts of market research - Overview of the stages/phases of the market research process (definition, design, data acquisition, data analysis, documentation phase): - Formulation of a research problem & determination of information needs - Strategy selection with determination of the research design (qualitative, quantitative and experimental investigation), information acquisition (own vs. third-party market research, primary and secondary market research, longitudinal vs. cross-sectional survey) - Determination of the selection methodology (survey principle, selection procedure, sample size) & measurement methodology - Choice of data collection method: interview (oral, written, online, telephone), observation, panel, experiment - Implementation of the data collection and preparation of the data material - Statistical and graphical data analysis and data interpretation 					
<u>Marketing:</u>					
<ul style="list-style-type: none"> - Conceptual basics - Strategic framework (vision, mission, corporate philosophy & culture, corporate identity) - Environment and markets (macro vs. microenvironment, delineation of relevant markets) - Behavioral fundamentals (consumer and purchasing behavior) - Marketing management process <ul style="list-style-type: none"> o Analysis and forecast o Planning (strategic vs. operational marketing: marketing objectives, strategies, marketing mix; marketing budgeting, marketing plan), with a focus on marketing strategies and instruments (product, price, communication and distribution policy) o Implementation o Control 					
Learning objectives and competencies to be imparted					
<u>Market Research:</u>					
Students learn the elementary principles of market research. In doing so, they go through the individual stages of an ideal-typical market research process. The focus is on independently creating and conducting a primary					

survey. In addition, students will be able to obtain data from secondary sources of information and critically evaluate their quality.

Marketing:

Students learn basic terms as well as conceptual approaches and procedures of marketing. On the one hand, this knowledge relates to the basic understanding of marketing as a market- and customer-oriented mindset and as a phase-structured and task-specific marketing management process that is of central importance. On the other hand, it is about getting to know the methods, concepts and instruments of marketing, their goals and functions, characteristics and the areas of application. Specific tasks and problems of marketing are to be discussed in a critical and practice-oriented manner.

Literature and teaching aids

Market Research:

- Berekhoven, L./Eckert, W./Eilenrieder, P. (2009): Marktforschung: Grundlagen und praktische Anwendungen, 12th ed., Gabler, Wiesbaden.
- Bühner, M. (2011): Einführung in die Test- und Fragebogenkonstruktion, 3rd edition, Pearson, Munich.
- Cleff, T. (2015): Deskriptive Statistik und moderne Datenanalyse - Eine computergestützte Einführung mit Excel, SPSS und STATA, 3rd edition, Springer, Wiesbaden.
- Diekmann, A. (2017): Empirische Sozialforschung: Grundlagen – Methoden – Anwendungen, 11th edition, Rowohlt, Hamburg.
- Hammann, P./Erichson, B. (2000): Marktforschung, 8th edition, Lucius&Lucius, Stuttgart/New York.
- Herrmann, A./Homburg, C./Klarmann, M. (2008): Handbuch Marktforschung: Methoden – Anwendungen – Praxisbeispiele, 3rd ed., Gabler, Wiesbaden.
- Koch, J./Gebhardt, P./Riedmüller, F. (2016): Marktforschung, Grundlagen und praktische Anwendungen, 7th edition, DeGruyter Oldenbourg, Berlin/Boston.
- Kuß, A. (2018): Marktforschung: Datenerhebung und Datenanalyse, 6th edition, Springer Gabler, Wiesbaden.
- Magerhans, A. (2016): Marktforschung: Eine praxisorientierte Einführung, Springer Gabler, Wiesbaden.
- Raab-Steiner, E./Benesch, M. (2018): Der Fragebogen: Von der Forschungsidee zur SPSS-Auswertung. 5th edition, Facultas, Vienna.
- Schnell, R./Hill, P.B./Esser, E. (2018): Methoden der empirischen Sozialforschung, 11th edition, De Gruyter Oldenbourg, Berlin/Boston.
- Weis, H. /Steinmetz, P. (2012): Marktforschung, 8th edition, Kiehl, Herne.
- Extensive self-prepared lecture and exercise material, lecture notes

Marketing:

- Bruhn, M. (2019): Marketing: Grundlagen für Studium und Praxis, 14th edition, Springer Fachmedien, Wiesbaden.
- Becker, J. (2009): Marketing-Konzeption: Grundlagen des zielstrategischen und operativen Marketing-Managements, 11th edition, Vahlen, Munich.
- Esch, F.-R./Herrmann, A./Sattler, H. (2017): Marketing, Eine managementorientierte Einführung, 5th edition, Vahlen, Munich.
- Hermanns, A./Kiendl, S./van Overloop, P. (2007): Marketing: Grundlagen und Managementprozess, Vahlen, München.
- Homburg, C. (2017): Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 5th ed., Gabler, Wiesbaden.
- Kotler, P./Armstrong, G./Harris, L.C./Piercy, N. (2019): Grundlagen des Marketing, 7th edition, Pearson Studium, Munich.
- Kotler, P./Keller, K./Opresnik, M. O. (2019): Marketing-Management: Konzepte - Instrumente - Unternehmensfallstudien, 15th edition, Pearson, Hallbergmoos.
- Meffert, H./Burmann, C./Kirchgeorg, M. (2019): Grundlagen marktorientierter Unternehmensführung: Konzepte - Instrumente - Praxisbeispiele, 13th edition, Springer Gabler, Wiesbaden.
- Nieschlag, R./Dichtl, E./Hörschgen, H. (2002): Marketing, 19th edition, Duncker & Humblot, Berlin.
- Teichert, T./Trommsdorff, V. (2011): Konsumentenverhalten, 8th ed., Kohlhammer, Stuttgart.
- Weis, C. (2019): Marketing, 18th edition, Kiehl, Herne.
- Extensive self-prepared lecture and exercise material, lecture notes

SPM1-2 Sports and Structures II

No: SPM1-2	Mandatory module: Sports and Structures II	Language: German		Credit points: 6	
		Frequency: Each spring term		Term: 2	
	Prerequisites for participation: none	Workload: 180h		Form of examination: KL80	
Contact hours: 56h		Self-study hours: 124h			
Courses:		Module commissioner: AdL Dipl.-Kffr. Kerstin Roberg		Teaching and learning types:	Scope (SWS):
Theory and Practice of Sports II				S	2
Introduction to Sports Science and Sports Economics				V+Ü	2
This module is used for the following degree programs: SPM					
Contents					
<u>Theory and Practice of Sports II</u>					
<ul style="list-style-type: none"> - Exemplary transfer of sports science aspects based on the experience of one's own sports activity within the framework of another sport: <ul style="list-style-type: none"> o Technique, tactics, coordination o Methodology and didactics o Training theory, kinematics o Sports medicine and sports psychology aspects o Rules, values, norms (fair play, solidarity, ethical principles) 					
Organizational structures of the respective sport					
<u>Introduction to Sports Science and Sports Economics</u>					
<ul style="list-style-type: none"> - Analysis of the problems and manifestations of sports and exercise - Sports organization forms and structures - Societal interrelationships of sports on the basis of economic, political and social topics - Sports economics issues in various institutions: <ul style="list-style-type: none"> o Clubs/associations o Sports industry o Health/fitness 					
Learning objectives and competencies to be imparted					
<u>Theory and Practice of Sports II</u>					
Students should understand and experience what "sport" is based on their own sporting activities. They learn about forms of sport and its internal structure on the basis of another sport and examine functional areas directly related to the athlete (e.g. training, control system) as well as sports medicine and sports psychology aspects.					
<u>Introduction to Sports Science and Sports Economics</u>					
Students will be able to identify different actors in different forms and structures of sports organization and to understand the connection of the social system "sports" to other social areas, including tourism, health and politics. They apply business knowledge to sports.					
Literature and teaching aids					

Theory and Practice of Sports II

Krüger, M./Güllich, A. (Eds.; 2020): Grundlagen von Sport und Sportwissenschaft: Handbuch Sport und Sportwissenschaft, Springer, Berlin.

Krüger, M. et al (Eds.) (2020): Bewegung, Training, Leistung und Gesundheit: Handbuch Sport und Sportwissenschaft, Springer, Berlin.

Röthing, P. (2003): Sportwissenschaftliches Lexikon, 7th, completely new ed. edition, Hofmann, Schorndorf.
Sport-specific literature: current literature on the sport offered

Introduction to Sports Science and Sports Economics

Breuer, C. (Ed.) (2017): Sportentwicklungsbericht 2015/2016, Sportverlag Strauß, Köln.

Breuer, C./Thiel, A. (2009): Handbuch Sportmanagement, 2nd edition, Hofmann, Schondorf .

Daumann, F. (2015): Grundlagen der Sportökonomie, 2nd, revised edition, UVK, Munich.

Galli, A. et al (2012): Sportmanagement, 2nd edition, Vahlen, Munich.

Schütte, N. (2016): Grundwissen Sportmanagement, UVK, Munich.

Wopp, C. (2006): Handbuch zur Trendforschung im Sport, Meyer & Meyer, Aachen.

AL7 Bookkeeping and Accounting

No: AL7	Mandatory module: Bookkeeping and Accounting	Language: German		Credit points: 5	
		Frequency: Each spring term		Term: 2	
	Prerequisites for participation: none	Workload: 150h		Form of examination: KL60	
Contact hours: 42h		Self-study hours: 108h			
Course:		Module commissioner: AdL Dipl.-Kffr. Kerstin Roberg		Teaching and learning types:	Scope (SWS):
Bookkeeping and Accounting				V+Ü	3
This module is used for the following degree programs: SPM, SRM, TM					
Contents					
<ul style="list-style-type: none"> - Classification of financial accounting in the accounting system - Basic concepts of financial accounting - Annual financial statements and management report - Inventory and stocktaking - Posting to balance sheet and profit and loss accounts - Posting sales tax - Capitalization of assets - Recognition of liabilities - Valuation of assets and liabilities - Annual financial statement analysis with key figures 					
Learning objectives and competencies to be imparted					
<p>Students will learn the basic concepts of financial accounting and will be able to classify them in the accounting system. They understand how double-entry bookkeeping works and can form accounting records for business transactions and enter them in T-accounts. The entire accounting cycle is dealt with. Furthermore, students will understand the criteria used by companies to capitalize assets and recognize liabilities, as well as the value at which these items are recorded. In addition, they can prepare and read a balance sheet and an income statement and interpret them using key figures.</p>					
Literature and teaching aids					
<p>Auer, B./Schmidt, P. (2013): Grundkurs Buchführung, 4th ed., Springer Gabler, Wiesbaden. Döring, U./Buchholz, R. (2018): Buchhaltung und Jahresabschluss, 15th ed., Erich Schmidt Verlag, Berlin. Reichhardt, M. (2017): Grundlagen der doppelten Buchführung - Schritt für Schritt einfach erklärt, 3rd ed., Springer Gabler, Wiesbaden. Wöltje, J. (2018): Buchführung Schritt für Schritt: Arbeitsbuch, 3rd ed., UKV, Konstanz. Wöltje, J. (2019): Jahresabschluss Schritt für Schritt, 3rd ed., UKV, Munich. Extensive self-prepared lecture and exercise material</p>					

SPM2 Trends in Sports (2 electives out of 4)

No: SPM2	Mandatory module: Trends in Sports	Language: German		Credit points: 6	
	Mandatory elective module (2 courses must be chosen)	Frequency: Each spring term		Term: 2	
		Workload: 180h		Form of examination: HA each	
	Prerequisites for participation: none	Contact hours: 56h	Self-study hours: 124h		
Courses:		Module commissioner: Prof. Dr. Anja Corduan-Claussen		Teaching and learning types:	Scope (SWS):
Sports Facilities Management				S	2
or Sports and Health				S	2
or Tendencies, Innovations, Adaptations in Sports Management				S	2
or eSports				S	2
or Business Planning				S	2
or Sports and Tourism				S	2
or Current Issue in Sports Management				S	2
This module is used for the following degree programs: SPM					
Contents					
<u>Sports Facilities Management</u>					
<ul style="list-style-type: none"> - Basic typification of the various sports and leisure properties - Basics of sports facility management (facility management, operating management) - Business classification of sports facility management along the basic perspectives - Tasks of facility management in relation to sports facilities - Tasks of operating management especially for stadiums & arenas - Special forms of sports facilities and their specific requirements - Examples of sports facilities 					
<u>Sports and Health</u>					
<ul style="list-style-type: none"> - Clarification of terms: sport/movement, health/disease, pathogenesis/salutogenesis, behavioral prevention/relational prevention, health promotion in the setting, occupational health management, health sport - Health promoting university - Health: a matter for the boss. Why healthy leadership is important! - Activating health education using the example of stress management 					
<u>Tendencies, Innovations, Adaptations in Sports Management</u>					
Using an example, trends, innovations, adaptations in sports management are considered and their effects on active sports participation or spectator sports are described.					
<u>eSports:</u>					
<ul style="list-style-type: none"> - Basics of eSports 					

- Amateur and professional sports in eSports
- Management of eSports events and teams
- Potentials of eSports from the perspective of companies and clubs
- Commitment of companies and clubs to eSports

Business Planning:

Using a case study, the essential steps of a business start-up are worked out, from the generation of ideas to the creation of a business plan and the launch of the company. Funding and support options are presented. The start-up decisions and the further course of business are simulated in a business game.

Sports and Tourism

- Basics of sports tourism: introduction to tourism science, sport as a travel motive, definition
- Sports tourism, types of sports tourism demand, sports as a component of the tourist offer
- Suppliers in sports tourism and their products: sports tour operators, transport operators, accommodation providers, destinations, "artificial worlds of experience", sports events
- Developments and trends in sports tourism: tourism-relevant sports and selected sports-tourism markets, trends
- Modern mass sports as sports tourism

Current Issue in Sports Management

Holistic economic exploration of a current issue in sports management

Learning objectives and competencies to be imparted

Sports Facilities Management

The students get to know the subject area of sports facility management in a structured way. The relation to sports facilities is presented using examples.

Sports and Health

Students recognize the connection between sports, exercise and health. They will learn strategies that involve influencing health behaviors in a variety of settings and will be empowered to both initiate and stabilize preventive behaviors themselves and to recognize and avoid behaviors that are hazardous to health.

Tendencies, Innovations, Adaptations in Sports Management

Students will identify lines of development and new developments, explore, analyze and evaluate management aspects.

eSports:

Students will understand the megatrend of eSports after learning the basics. The meaning and functioning of eSports will be explored using case studies. eSports will be classified in the international as well as the German eSports market. The current development of eSports, revenues, events, prize money and image will be considered.

Business Planning:

Students will learn the essential steps of a business start-up process and the procedures involved. Typical problems are to be recognized and worked on.

Sports and Tourism

After working together on the theoretical foundations and characteristics of sports tourism, students will examine the importance of different types of sports and offers in the context of vacation travel. They should be able to assess the supplier structures and competitive conditions of destinations and sports tour operators, as well as evaluate the prospects of sports tourism offers. Students should be able to classify and differentiate modern mass sport as a sport tourism development.

Current Issue in Sports Management

Students will grasp, interpret, and assess a current issue in sports management.

Literature and teaching aids

Sports Facilities Management

Bielzer, L. & Wadsack, R. (2011): Management von Sport- und Veranstaltungsimmobilien, Peter Lang, Frankfurt a. M.
 Fried, G. (2015): Managing Sport facilities, 3rd edition, Human Kinetics, Champaign/III.
 Gondring/Wagner (2018): Facility Management, 3rd edition, Vahlen, Munich.
 Schwarz et al., E. et al. (2015): Sport Facility Operations Management, 2nd edition, Routledge, London & New York

Sports and Health

Bringmann, W. (2018): Gesundheitssport. Gesund durch Sport – Grundlagen und Methodik, Volume 4., Tectum, Baden-Baden.
 Treier, M. (2019): Einmaleins des betrieblichen Gesundheitsmanagements. Eine Kurzreise in acht Etappen zur gesunden Organisation, 2nd edition, Springer Fachmedien, Wiesbaden.
 Ghadiri, A. et al. (2016): Trends im Betrieblichen Gesundheitsmanagement. Ansätze aus Forschung und Praxis, Springer, Gabler, Wiesbaden.
 Matusiewicz, L./Kaiser, L. (Eds.; 2018): Digitales Betriebliches Gesundheitsmanagement. Theorie und Praxis, Springer, Gabler, Wiesbaden.
 Lecture notes Sports and Health

Tendencies, Innovations, Adaptations in Sports Management

Contributions to scientific journals (e.g. SpuRt, Causa Sport, Sciamus, Sport und Gesellschaft, Journal of Sport Management, European Sport Management Quarterly, German Journal of Exercise and Sport Research) and relevant journals on sports management from a practical perspective (e.g. SPONSORS, Stadion Inside) as well as daily news and publications
 Lecture notes Tendencies, Innovations, Adaptations in Sports Management

eSports:

Schöber, T. (2018): Bildschirmathleten, das Phänomen e-Sports, Niederstedt
 ESBD (2018): ESport in Deutschland 2018: Strukturen, Herausforderungen und Positionen aus verbandlicher Sicht, Berlin
 Jäger, D. (2018): Grundwissen Eventmanagement, 3rd edition, Munich
 Eisermann, U.; Winnen, L.; Wrobel, A. (2014): Praxisorientiertes Eventmanagement: Events erfolgreich planen, umsetzen und bewerten, Springer Gabler, Wiesbaden
 Deloitte / game.eSports (2018): eSports-Studie 2018, Berlin
 game – Verband der deutschen Games-Branche (2018): Jahresreport der deutschen Games-Branche 2018, Berlin
 Funk, D. C.; Pizzo, A. D.; Baker, B. J. (2018): eSport management: Embracing eSport education and research opportunities, in: Sport Management Review 21(1), 7-13.
 Cunningham, G. B.; Fairley, S.; Ferkins, L.; Kerwin, S.; Lock, D.; Shaw, S.; Wicker, P. (2018): eSport: Construct specifications and implications for sport management, in: Sport Management Review 21(1), 1-6.

Business Planning:

Albach, Horst & Pinkwart, Andreas (2003): Von der Gründung bis zur Insolvenz: Erfahrungen von Start-up-Unternehmen, Springer, Wiesbaden.
 Collrepp, Friedrich von: Handbuch Existenzgründung: für die ersten Schritte in die dauerhaft erfolgreiche Selbstständigkeit, Schäffer-Poeschel, Stuttgart (current edition).
 Eder, Barbara (2012): Existenzgründung für Frauen: die Entscheidungshilfe für einen erfolgreichen Start, 4th edition, Humboldt, Hannover.
 Fischl, Bernd/Wagner, Stefan: Der perfekte Business-Plan: so überzeugen Sie Banken und Investoren, München (current edition).
 BMWi: Starthilfe - Der erfolgreiche Weg in die Selbstständigkeit (current edition).

Sports and Tourism

Dreyer, A.; Freyer, W.: Sport-Tourismus – Einige Anmerkungen aus Sicht der Wissenschaft(en), in: Freyer, W. (2004): Handbuch Sport und Tourismus in Sachsen-Anhalt.
 Dreyer, A. (2002): Tourismus und Sport. Wirtschaftliche, soziologische und gesundheitliche Aspekte des Sport-Tourismus, Wiesbaden 2002, 2-26.
 Dreyer, A. (1995): Der Markt für Sporttourismus, in: Dreyer, A.; Krüger, A.: Sporttourismus: Management and Marketing Handbook, Munich.
 Freyer, W. (2000): Sport und Tourismus, in: Freyer, W.: Ganzheitlicher Tourismus, Dresden, 489-523.
 Heise, P.; Axt-Gademann, M. (2018): Sport- und Gesundheitstourismus 2030. Wie die „Generation plus“ den Markt verändert.

Roth, R.; Schwark, J. (2017): Wirtschaftssektor Sporttourismus. Ressourcenmanagement, Produkt- und Destinationsentwicklung (Schriften zu Tourismus und Freizeit, vol. 19).
Schwark, J. (2016): Handbuch Sporttourismus, UVK, Konstanz.
Wäsche, H. (2010): Management in regionalen Sporttourismus-Netzwerken, Hamburg.

Current Issue in Sports Management
Articles in magazines and newspapers
Lecture notes

3. Term 3

FS3 Business English III

No: FS3	Mandatory module: Business English III	Language: English		Credit points: 3	
		Frequency: Each fall term		Term: 3	
	Prerequisites for participation: none	Workload: 90h		Form of examination: KL60	
Contact hours: 30h		Self-study hours: 60h			
Course:		Module commissioner: Dr. phil. Thomas Caplan		Teaching and learning types:	Scope (SWS):
Business English III				S	2
This module is used for the following degree programs: SPM, SRM, TM					
Contents <ul style="list-style-type: none"> - Advanced grammar and communication basics - English vocabulary of economics and business administration - Selected topics in the areas of energy, project management, digitalization, e-marketing, governance, power and change in the company, service and customer satisfaction, culture, finance 					
Learning objectives and competencies to be imparted <p>Basic business English vocabulary is further developed and used orally and in writing. Students expand their skills by reading numerous specialized texts and summarizing the content. Furthermore, practical job-specific communication situations are linguistically recorded and practiced in the seminar, such as in exercises on business conversations or on the "art of negotiation". Business correspondence will also be an important part of the seminar.</p>					
Literature and teaching aids <p>Caplan, T. K. (2015): The Distinction of Human Being, Vernon Press, Delaware. Duckworth, M./Turner, R. (2012): Business Result, Upper-Intermediate, Univ. Press, Oxford. Dubicka, I./O'Keeffe, M. (2016): Market Leader, Advanced, 3rd ed., Pearson, London. Trappe, T./Tullis, G. (2016): Intelligent Business, Advanced, 5th ed., Pearson, London.</p>					

AL8 Cost and Activity Accounting

No: AL8	Mandatory module: Cost and Activity Accounting	Language: German		Credit points: 5	
		Frequency: Each fall term		Term: 3	
	Prerequisites for participation: none	Workload: 150h		Form of examination: KL60	
Contact hours: 45h		Self-study hours: 105h			
Course:		Module commissioner: AdL Dipl.-Kffr. Kerstin Roberg		Teaching and learning types:	Scope (SWS):
Cost and Activity Accounting				V+Ü	3
This module is used for the following degree programs: SPM, SRM, TM					
Contents					
<ul style="list-style-type: none"> - Basic concepts of cost and activity accounting (KLR) - Differentiation from financial accounting - Cost element accounting, cost center accounting, cost unit accounting - Break-even analysis - Full cost accounting and partial cost accounting (single-level and multi-level contribution margin accounting) - KLR in manufacturing companies and in service companies 					
Learning objectives and competencies to be imparted					
<p>The students will be able to explain the basic terms of the KLR as well as to classify the KLR in the accounting system. They understand the differences between the KLR in the service sector and in the manufacturing sector. Students should also be able to perform the overall process of absorption costing consisting of cost element accounting, cost center accounting, and cost object accounting. In addition, they should understand how direct costing works and how it differs from absorption costing. They will learn to calculate sales prices and price floors using single-level and multi-level contribution margin accounting.</p>					
Literature and teaching aids					
<p>Deimel, K./Erdmann, G./Isemann, R./Müller, S. (2017): Kostenrechnung: Das Lehrbuch für Bachelor, Master und Praktiker, 2nd edition, Pearson, Hallbergmoos.</p> <p>Küpper, H.-U./Friedl, G./Hofmann, C./Pedell, B. (2017): Übungsbuch zur Kosten- und Erlösrechnung, 7th edition, Vahlen, Munich.</p> <p>Nickenig, K. (2018): Grundkurs Kosten- und Leistungsrechnung: Schneller Einstieg in die unternehmerische Kalkulation, 2nd edition, Springer Gabler, Wiesbaden.</p> <p>Schmidt, A. (2017): Kostenrechnung: Grundlagen der Vollkosten-, Deckungsbeitrags- und Plankostenrechnung sowie des Kostenmanagements, 8th ed., Kohlhammer, Stuttgart.</p> <p>Schweitzer, M./Küpper, H.-U./Friedl, G./Hofmann, C./Pedell, B. (2016): Systeme der Kosten- und Erlösrechnung, 11th edition, Vahlen, Munich.</p> <p>Extensive self-prepared lecture and exercise material</p>					

SPM3 Sports Marketing

No: SPM 3	Mandatory module: Sports Marketing	Language: German		Credit points: 9	
		Frequency: Each fall term		Term: 3	
		Workload: 270h		Form of examination: KL120	
	Prerequisites for participation: none	Contact hours: 90h	Self-study hours: 180h		
Courses:		Module commissioner: Prof. Dr. Ariane Bagusat		Teaching and learning types:	Scope (SWS):
Sports Marketing				V+Ü	2
Sponsoring				V+Ü	2
Event Marketing				V+Ü	2
This module is used for the following degree programs: SPM					
Contents					
<u>Sports Marketing</u>					
<ul style="list-style-type: none"> - Basics (sport and market, structure of the sport market, social development) - Marketing management in the sports market - Analysis phase (environment analysis, market analysis, "operational analysis", SWOT analysis in sports) - Strategic planning phase - Operational planning phase: marketing mix (product/service, communication, distribution, contracting policy) - Implementation phase - Control phase - Brand management in sports - Current developments and trends 					
<u>Sponsoring:</u>					
<ul style="list-style-type: none"> - Basics (definition, characteristics, types of sponsorship) - Development and significance of sponsorship - Impact research and effects (perception, learning and memory, attitude and image, especially image transfer, commercial research institutes) - Management of sponsoring: <ul style="list-style-type: none"> o Sponsoring principles o Strategic sponsoring planning (object, goals, target group, strategy, budget) o Operational sponsoring planning (sponsorship selection, contract, communicative use) o Implementation o Control of sponsoring (process, result, profitability controls) 					
<u>Event Marketing:</u>					
<ul style="list-style-type: none"> - Introduction and basics (origin analysis, concept, characteristics of events & event marketing, event typologies, sporting events and major sporting events) - The planning process of event marketing (situation analysis, event marketing goals, target groups, strategy, planning of measures, budget planning) - Event staging and realization (briefing, creative idea, event conception, event organization) - Risk analysis and crisis management 					

- Impact and success control (process & result control incl. premise, process, performance, effectiveness and efficiency control)

Learning objectives and competencies to be imparted

Sports Marketing

Students should learn the basics of sports marketing (products, organizations, markets and demanders in sports) and be able to apply the marketing tools to the different sports markets (athlete vs. spectator market, sports tourism, sporting goods manufacturers, etc.).

Sponsoring:

Students will gain insight into the communication and commercial context of sponsoring with a focus on sports sponsoring. They should be able to recognize and evaluate sponsoring strategies and develop sponsoring concepts from the perspective of the sponsor and the sponsored party.

Event Marketing:

Students should understand an event as a staged, experience-oriented, message-bearing event and learn to assess the communicative possibilities and limits of the event. They are expected to learn the event management process including the planning/conceptualization of the event, the actual event staging and realization as well as the basics of risk analysis and crisis management as well as event controlling.

Literature and teaching aids

Sports Marketing

Blanz, M., Florack, A., Piontkowski, U. (2013): Kommunikation: eine interdisziplinäre Einführung, Stuttgart.

Bruhn, M. (2015): Kommunikationspolitik: Systematischer Einsatz der Kommunikation für Unternehmen, München (8th edition).

Corduan, A. (2018): Social Media als Instrument der Kundenkommunikation, Wiesbaden.

Freyer, W. (2011): Sport-Marketing: Modernes Marketing-Management für die Sportwirtschaft, Berlin (4th edition).

Homburg, C. (2016): Marketingmanagement: Strategie, Instrumente, Umsetzung, Unternehmensführung, 5th edition).

Mullin, B. J., Hardy, S., Sutton, W. (2014): Sport Marketing, Champaign (4th edition).

Newman, T., Peck, J., Wilhide, B. (2017): Social media in sport marketing, New York.

Smith, A. C. (2012): Introduction to sport marketing, Oxford.

Stewart, B., Nicholson, M., Smith, A. C., Hoye, R. (2018): Sport management: principles and applications, New York (5th edition).

Specialist journals (e.g. International Journal of Sport Communication).

Sponsoring:

Adjouri, N./Stastny, P. (2015): Sport-Branding, Mit Sport-Sponsoring zum Markenerfolg, 2nd edition, Wiesbaden.

Ahlert, D./Woiseschläger, D./Vogel, V. (Eds.; 2007): Exzellentes Sponsoring, Innovative Ansätze und Best Practices für das Markenmanagement, 2nd edition, Wiesbaden.

Amis, J./Cornwall, T.B. (Eds.; 2005): Global Sport Sponsorship, Oxford: Berg.

Bagusat, A./Hermanns, A. (2012): Grundlagen des Sportsponsorings, in: Galli, A./Elter, V.-C./Gömmel, R./Holzhäuser, W./Straub, W. (2012): Sportmanagement, 2nd, completely revised edition. edition, München: Vahlen, pp. 457-480.

Bagusat, A./Marwitz, C./Vogl, M. (Eds.; 2008): Handbuch Sponsoring, Erfolgreiche Marketing- und Markenkommunikation, Schmidt, Berlin.

Bortoluzzi Dubach, E./Frey, H. (2011): Sponsoring – Der Leitfaden für die Praxis, Bern.

Bruhn, M. (2018): Sponsoring, Systematische Planung und integrativer Einsatz, 6th edition, Wiesbaden.

Castan, B. (2011): Erfolgskontrolle von Events und Sponsoring, Instrumente für die Evaluation ihrer Werbewirkung, 1st edition, Berlin: ESV.

Hermanns, A./Marwitz, C. (2008): Sponsoring, Grundlagen, Wirkungen, Management, Markenführung, 3rd edition, Munich.

Hermanns, A./Riedmüller, F. (Eds.; 2003): Sponsoring und Events im Sport, München.

Kiendl, S. (2007): Markenkommunikation mit Sport, Sponsoring und Markenevents als Kommunikationsplattform, Wiesbaden.

Lagae, W. (2005): Sports sponsorship and marketing communications, Harlow (UK).

Extensive self-prepared lecture and exercise material, lecture notes

Event Marketing:

Bagusat, A. (2014): Events as sponsorship investment, in: Beech, J./Kaiser, S./Kaspar, R. (eds.; 2003): The Business of Eventsmanagement, 1st edition, Harlow : Pearson Education, pp. 339-361.

Bagusat, A. (2013): Eventmanagement, in: Bezold, T./Thieme, L./Trosien, G./Wadsack, R. (eds.): Handwörterbuch des Sportmanagements, 2nd, revised and expanded edition, Frankfurt a.M.: Lang, pp. 70-79.

Bagusat, A. (2012): Grundlagen des Eventmarketings, in: Galli, A./Elter, V.-C./Gömmel, R./Holzhäuser, W./Straub, W. (2012): Sportmanagement, 2nd, completely revised edition. edition, München: Vahlen, pp. 495-519.

Castan, B. (2011): Erfolgskontrolle von Events und Sponsoring, Instrumente für die Evaluation ihrer Werbewirkung, Schmidt, Berlin.

Erber, S. (2013): Eventmarketing, Erlebnisstrategien für Marken, 4th edition, Landsberg a./L.

Hebbel-Seeger, A. /Förster, J. (2008): Eventmanagement und Marketing im Sport, Emotionale Erlebnisse und kommerzieller Erfolg, Berlin.

Holzbauer, U./Jettinger, E./Knauss, B./Moser, R./Zeller, M. (2010): Eventmanagement-Veranstaltungen professionell zum Erfolg führen, Berlin u. Heidelberg.

Jäger, D. (2017): Grundwissen Eventmanagement, 3rd edition, Konstanz u. München.

Nickel, O. (Eds.; 2007): Eventmarketing, Grundlagen und Erfolgsbeispiele, München.

Nufer, G. (2011): Event-Marketing und Management – Grundlagen, Planung, Wirkungen, Weiterentwicklungen, 4th edition, Wiesbaden.

Nufer, G./Bühler, A. (2015): Event-Marketing in Sport und Kultur: Konzepte – Fallbeispiele – Trends, Berlin.

Schäfer-Mehdi, S. (2012): Event-Marketing: Kommunikationsstrategie, Konzeption und Umsetzung, Dramaturgie und Inszenierung, 4th edition, Berlin.

Extensive self-prepared lecture and exercise material, lecture notes

AL9 Digitalization & International Management

No: AL9	Mandatory module: Digitalization & International Management	Language: German		Credit points: 6	
		Frequency: Each fall term		Term: 3	
	Prerequisites for participation: none	Workload: 180h		Form of examination: KL80	
Contact hours: 60h		Self-study hours: 120h			
Courses:		Module commissioner: Prof. Dr. Anja Corduan-Claussen		Teaching and learning types:	Scope (SWS):
Digital Management				V+Ü	1
Intercultural Sports Management				V+Ü	1
Social Media Management				V+Ü	2
This module is used for the following degree programs: SPM					
Contents					
<u>Digital Management</u>					
<ul style="list-style-type: none"> - Fundamentals of digital management: <ul style="list-style-type: none"> o History and classification of digitization o Media, information and communication theory foundations of digitalization o Types and features of digital media - Digitalization and value creation: <ul style="list-style-type: none"> o Components and effects of the digital economy o Opportunities and risks of digital business and digital commerce o Digital marketing (marketing mix, strategies, tools) - Digitization and technology assessment: <ul style="list-style-type: none"> o Social effects of digitization o Positive and negative consequences of digitalization o Ethical aspects of digital media 					
<u>Intercultural Sports Management</u>					
<ul style="list-style-type: none"> - Basics of Intercultural Management - Intercultural competence and communication - Applied intercultural sports management based on various case studies with different cultural references - Traditional sports/trend sports, international sports organizations - Globalization and sports culture 					
<u>Social Media Management</u>					
<ul style="list-style-type: none"> - Introduction and definition of social media - Types of social media (social networkers, blogosphere, Wikipedia, virtual worlds) - Social media in an international context - Use of social media from a private and corporate perspective - Social media marketing - Strengths & weaknesses - Technology/functions/features - Social media monitoring, tracking tools 					

- Risks/ impact, identity formation/ external impact
- Case studies, brainstorming, projects

Learning objectives and competencies to be imparted

Digital Management

Students have a general overview of the relevant topics of digitalization (origin, types and characteristics of digitalization, digital value creation, technology consequences) and learn the basic information, communication and social theoretical framework of digitalization. Students are able to understand and classify the change and consequences of digitalization, as well as analyze digitization in relation to social and economic issues and develop their own approaches to solutions.

Intercultural Sports Management

Using various theoretical models and selected business cases with different cultural references, students learn about organizational forms and the importance of sports and sports management in different cultural contexts. Participants should critically examine intercultural forms of communication and characteristics of the cultural areas dealt with and make comparative analyses

Social Media Management

Students are familiar with social networks and platforms such as Facebook, Instagram, LinkedIn, YouTube, blogs, wikis, or virtual worlds. Students will be able to classify social media in an international context as well as formulate framework conditions, requirement profiles and communication requirements from a corporate and private perspective. They know the different components of social media marketing and can apply the social media marketing mix in the internal and external corporate context using case studies. The procedures of social media monitoring or strength/weakness analyses and tracking analyses are taught.

Literature and teaching aids

Digital Management

Hirsch-Kreinsen, H., Ittermann, P., Niehaus, J. (2018): Digitalisierung industrieller Arbeit: die Vision Industrie 4.0 und ihre sozialen Herausforderungen, 2nd edition, Nomos Verlag, Baden-Baden.

Hoffmeister, C. (2015), Digital Business Modelling: Digitale Geschäftsmodelle entwickeln und strategisch verankern, München.

Keßler, E.; Rabsch, S.; Mandic, M. (2015): Erfolgreiche Websites: SEO, SEM, Online Marketing, Kundenbindung, Usability, Bonn.

Reichert, R. (2014): Die Macht der Vielen: Über den neuen Kult der digitalen Vernetzung. Transcript Verlag, Bonn.

Reichert, R. (2014): Big Data: Analysen zum digitalen Wandel von Wissen, Macht und Ökonomie. Transcript Verlag, Bonn.

Rich, E.; Knight, K. (1991): Artificial Intelligence, 2nd edition, McGraw-Hill

Russell, S. J.; Norvig, P. (2012): Künstliche Intelligenz: Ein moderner Ansatz, 3rd edition, Pearson, Bremen.

Schallmo, D.; Rusniak, A.; Anzengruber, J.; Werani, T.; Jünger, M. (2016): Digitale Transformation von Geschäftsmodellen: Grundlagen, Instrumente und Best Practices, Springer Gabler, Wiesbaden.

Intercultural Sports Management

Beech, J.; Chadwick, S. (2004): The Business of Sport Management, 2nd edition, Pearson, Harlow.

Bühler, A.; Nufer, G. (2014): International Sports Marketing – Principles and Perspectives, Berlin.

Freyer (2011): Sport-Marketing: Modernes Marketing-Management für die Sportwirtschaft, 4th edition, Berlin.

Hall, E.T.; Hall, M.R. (1990): Understanding Cultural Differences, Intercultural Press, Yarmouth.

Hall, E.T. (1977): Beyond Culture, Anchor Books/Doubleday, Garden City.

Mullin, B. J., Hardy, S., Sutton, W. (2014): Sport Marketing, 4th edition, Champaign.

Shank, M.D.; Lyberger M.R. (2014): Sports Marketing – A Strategic Perspective, 5th edition, Routledge, New York.

Social Media Management

Benkler, Y. (2007): The Wealth of Networks: How Social Production Transforms Markets and Freedom, Yale University Press.

Grabs, A. (2014): Follow me!: Erfolgreiches Social Media Marketing mit Facebook, Twitter und Co...., Galileo Computing, Bonn.

Holmes, S. (2018): Social Media Marketing 2018, Webmasters Press, Nürnberg.

Lammenett, E. (2017): Praxiswissen Online-Marketing. Affiliate- und E-Mail-Marketing, Suchmaschinenmarketing, Online-Werbung, Social Media, Facebook-Werbung, 6th edition, Springer Gabler, Wiesbaden.

Lessig, L. (2005): Free Culture: The Nature and Future of Creativity, Penguin (Non-Classics).

Li, C.; Bernoff, J. (2008): Groundswell: Winning in a World Transformed by Social Technologies, Harvard Business School Press.

Löffler, M. (2014): Think Content!: Content-Strategie, Content-Marketing, Texten fürs Web, Galileo Press, Bonn.

Kotler, P.; Armstrong, G. (2011): Principles of Marketing, 14th edition, Prentice Hall.

Kreutzer, R. Praxisorientiertes Online-Marketing: Konzepte – Instrumente – Checklisten.

SPM4 Sports Business Administration

No: SPM	Mandatory module: Sports Business Administration	Language: German		Credit points: 9	
		Frequency: Each fall term		Term: 3	
	Prerequisites for participation: none	Workload: 270h		Form of examination: KL120	
Contact hours: 90h		Self-study hours: 180h			
Courses:		Module commissioner: Prof. Dr. Ronald Wadsack		Teaching and learning types:	Scope (SWS):
Business Administration in Sports				V	3
Financial Management in Sports				V+Ü	2
Personnel Management in Sports				V	1
This module is used for the following degree programs: SPM					
Contents					
<p><u>Business Administration in Sports</u> Based on the basic concept of service business administration, special features from the field of sports and its specific organizational forms (clubs, associations, professional sports companies, commercial providers, sports and leisure facilities) are dealt with:</p> <ul style="list-style-type: none"> - Constitutive factors - Procurement: resources for sports operations, procurement markets and conditions - (Pre-)production and final production: coordination function in sports operations, capacity and program planning - Innovations in sports - Quality management for sports services - Status and prospects of digital transformation for the organization and production sports - Leadership requirements in sports businesses 					
<p><u>Financial Management in Sports</u> Working out the peculiarities of the financing task in different types of sports operations:</p> <ul style="list-style-type: none"> - Professional sports: financing objectives, sources of finance, impact of legal form decision, financing alternatives - Club and association sports: main sources of funding, impact of non-profit status, basics of funding options, differences association/association level (current case studies serve to broaden knowledge of key topics) 					
<p><u>Personnel Management in Sports</u> Addressing traditional and specific personnel management in the context of sports organizations and the various areas of operation (including sports activities, management/administration):</p> <ul style="list-style-type: none"> - Functions in sports companies - Forms of commitment (contract, choice, voluntary) - Specifics of personnel management for special types of staff (professional athletes, volunteers) - Cooperation of unpaid and paid employees - Diversity and gender aspects in sports organizations 					
Learning objectives and competencies to be imparted					

Business Administration in Sports

The students get to know the basic characteristics of the sport-related aspects of service business administration (procurement, pre-production, final production/sales) and are able to work out basic solutions to problems.

Financial Management in Sports

Professional sports: Participants should understand the specifics of professional sports financing and the problems which result from them.

Club and association sports: Students learn the peculiarities of the financing of club and association sports as well as the resulting problem areas.

Personnel Management in Sports

Students become familiar with the basic contents and stages of staff management in their particular importance for service companies in sports, taking into account the different forms of commitment.

Literature and teaching aids**Business Administration in Sports**

Bezold, T. et al. (2019): Handwörterbuch des Sportmanagement, 2nd edition, Peter Lang, Berlin.

Bruhn, M. (2013): Qualitätsmanagement für Dienstleistungen. 9th edition, Springer Gabler, Berlin.

Fahrner, M. (2014): Grundlagen des Sportmanagements, 2nd edition, Oldenbourg, Munich.

Galli, A. et al. (2012): Sportmanagement, 2nd edition, Vahlen, Munich.

Horch, H.-D. et al. (2014): Besonderheiten der Sportbetriebslehre, Springer, Berlin & Heidelberg.

Wadsack, R. & Wach, G. (2019): Digitale Disruption und Sportmanagement, Peter Lang, Berlin.

Lecture notes Business Administration in Sports

Financial Management in Sports

Professional sports:

Galli, A. et al. (2012): Sportmanagement, 2nd edition, Vahlen, Munich.

Lecture notes

Club and association sports:

Bezold, T. et al. (2019): Handwörterbuch des Sportmanagement, 2nd edition, Peter Lang, Berlin.

Haibach, M. (2006): Handbuch Fundraising, 3rd edition, Frankfurt a. M.

Geckle, G. (Eds.; et al. 2019): Der Verein (Loseblatt-Sammlung), Haufe-Lexware, Planegg.

Urselmann, M. (2018): Fundraising, 7th edition, Springer Gabler, Wiesbaden.

Vilain, M. (2007): Finanzierungslehre für Nonprofit-Organisationen, VS, Wiesbaden.

Wadsack, R./ Lienig, H. (2000): Finanzcheck Verein, Frankfurt a. M.

Personnel Management in Sports:

Bezold, T. et al. (2019): Handwörterbuch des Sportmanagement, 2nd edition, Peter Lang, Berlin.

Landessportbund Niedersachsen & Niedersächsischer Turner-Bund (eds.; 2019): Freiwilliges Engagement im Sport, Online-Ressource, Hannover (especially contributions by Wadsack).

Wadsack, R. (2005): Ehrenamtliche Mitarbeit attraktiv gestalten, Lexmark, Planegg.

Lecture notes Personnel Management in Sports

4. Term 4

AL10 Introduction to Corporate Management

No: AL10	Mandatory module: Introduction to Corporate Management	Language: German		Credit points: 6
		Frequency: Each spring term		Term: 4
	Prerequisites for participation: none	Workload: 180h		Form of examination: KL80
Contact hours: 56h		Self-study hours: 124h		
Courses:		Module commissioner: Prof. Dr. Anja Corduan-Claussen	Teaching and learning types:	Scope (SWS):
Financial Mathematics			V+Ü	2
Financial Planning and Analysis			V+Ü	2
This module is used for the following degree programs: SPM, SRM (without financial mathematics), TM				
Contents <u>Financial Mathematics:</u> <ul style="list-style-type: none"> - Interest calculation - Pension calculation - Redemption statement - Depreciation - Economic efficiency of investments <u>Financial Planning and Analysis:</u> <ul style="list-style-type: none"> - Tasks of financial planning and analysis - Accounting, key figures and key figure systems, reporting - Basics of operational, tactical and strategic planning and control - Tools, e.g. standard costing, target costing, balanced scorecard - Opportunity and risk controlling 				
Learning objectives and competencies to be imparted <u>Financial Mathematics:</u> Students will be introduced to financial mathematical methods, enabling them to evaluate future or past cash flows. <u>Financial Planning and Analysis:</u> Students learn what the functions of controlling are. The basics of controllership design as well as information supply, planning and control are taught. They will be able to differentiate between operational and strategic controlling and apply the controlling tools they have learned. In addition, students learn to identify, evaluate and manage opportunities and risks.				
Literature and teaching aids <u>Financial Mathematics:</u> Caprano, E./Wimmer, K. (2013): Finanzmathematik, Vahlen, Munich. Ihrig, H./Pflaumer, P. (2008): Finanzmathematik, Oldenbourg, Munich. Kobelt, H./Schulte, P. (2006): Finanzmathematik, NWB, Munich.				

Tietze (2013): Einführung in die angewandte Wirtschaftsmathematik, Braunschweig
Schwarze (2010): Mathematik für Wirtschaftswissenschaftler, Herne

Financial Planning and Analysis:

Behringer, S. (2018): Controlling, Springer Gabler, Wiesbaden.

Britzelmaier, B. (2017): Controlling: Grundlagen, Praxis, Handlungsfelder, 2nd edition, Pearson, Hallbergmoos.

Horváth, P./Gleich, R./Seiter, M. (2019): Controlling, 14th edition, Vahlen, Munich.

Küpper, H.-U./Friedl, G. (2013): Controlling: Konzeption, Aufgaben, Instrumente, 6th edition, Schäffer Poeschel, Stuttgart.

Reichmann, T./Kißler, M./Baumöl, U. (2017): Controlling mit Kennzahlen, Vahlen, München.

Steinle, C./Daum, A. (2007): Controlling, Schäffer-Poeschel, Stuttgart.

Weber, J./Schäffer, U. (2016): Einführung in das Controlling, 15th edition, Schäffer-Poeschel, Stuttgart.

Extensive self-prepared lecture and exercise material

AL11 Financing and Investment

No: AL11	Mandatory module: Financing and Investment	Language: German		Credit points: 6	
		Frequency: Each spring term		Term: 4	
		Workload: 180h		Form of examination: KL80	
	Prerequisites for participation: none	Contact hours: 56h	Self-study hours: 124h		
Courses:		Module commissioner: Prof. Dr. Albert Galli		Teaching and learning types:	Scope (SWS):
Financing				V+Ü	2
Investment				V+Ü	2
This module is used for the following degree programs: SRM, SPM, TM					
Contents					
<u>Financing:</u>					
- Fundamentals of finance					
- Forms of financing					
- Financial analysis and planning					
<u>Investment:</u>					
- Static and dynamic investment calculation methods					
- Application of the net present value method, the annuity method and the internal rate of return method					
Learning objectives and competencies to be imparted					
<u>Financing:</u>					
Students will learn and evaluate the fundamentals and interrelationships of corporate finance and the basics of financing.					
<u>Investment:</u>					
Students will learn about and evaluate the fundamentals of investing.					
Literature and teaching aids					
<u>Financing:</u>					
Däumler, K.-D./Grabe, J./Meinzer, C. R. (2019): Finanzierung verstehen, 11th edition, NWB, Herne.					
Drukarczyk, J./Lobe, S. (2014): Finanzierung, 11th edition, UTB, Stuttgart.					
Olfert, K./Reichel, C. (2017): Finanzierung, 17th edition, Kiehl, Ludwigshafen.					
Pape, U. (2018): Grundlagen der Finanzierung und Investition, 4th edition, De Gruyter Oldenbourg, Berlin/Boston.					
Perridon, L./Steiner, M./Rathgeber, A. (2016): Finanzwirtschaft der Unternehmung, 17th edition, Vahlen, Munich.					
Lecture notes "financing"					
<u>Investment:</u>					
Galli, A. (2017): Grundlagen der Investitionsrechnung, Schäffer-Poeschel, Stuttgart.					
Olfert, K./Reichel, C. (2015): Investition, 13th edition, Kiehl, Ludwigshafen.					

Pape, U. (2018): Grundlagen der Finanzierung und Investition: Mit Fallbeispielen und Übungen, 4th edition, De Gruyter Oldenbourg, Berlin/Boston.
Perridon, L./Steiner, M./Rathgeber, A. (2016): Finanzwirtschaft der Unternehmung, 17th edition, Vahlen, Munich.
Lecture notes "Investment"

SPM5 Project Management

No: SPM5	Mandatory module: Project Management	Language: German		Credit points: 6	
		Frequency: Each spring term		Term: 4	
	Prerequisites for participation:	Workload: 180h		Form of examination: PA	
Contact hours: 56h		Self-study hours: 124h			
Courses:		Module commissioner: AdL Dipl.-Kffr. Kerstin Roberg		Teaching and learning types:	Scope (SWS):
Introduction to Project Management				V+Ü	2
Applied Project Management				Ü	2
This module is used for the following degree programs: SPM					
Contents					
<u>Introduction to Project Management</u>					
<ul style="list-style-type: none"> - Characteristics of projects, types of projects, peculiarities of service projects - Actors: roles and distribution of tasks in "classic" project management - Phases of classic project management with the essential components <ul style="list-style-type: none"> o Project initialization (project profitability, project financing) o Project definition (project mission, goal formulation, project environment and stakeholder analysis) o Risk management o Project planning (work breakdown structure, network technique) o Project implementation and controlling (reporting and information management, project controlling, crisis management) o Project completion (final report and presentation) - Agile project management (agile techniques and methods) 					
<u>Applied Project Management</u>					
<ul style="list-style-type: none"> - Practical projects with sports relevance for external clients, taking into account the diversity of different areas of sports management (e.g. sports companies, municipalities, associations) - The selection of projects takes into account the breadth of sports operations depending on their availability 					
Learning objectives and competencies to be imparted					
<u>Introduction to Project Management</u>					
Students learn the basic systematics of project management, project-specific organizational forms and instruments as well as success factors of successful projects. They also classify stakeholder analysis and apply and evaluate various project management methods and procedures.					
<u>Applied Project Management</u>					
The students apply the theoretical knowledge of project definition, planning, realization as well as project completion in the context of practical projects using various project management tools to run through the project life cycle exemplarily and to reflect critically. Students will expand their project skills in the following subject areas:					
<ul style="list-style-type: none"> o Project planning (plan, manage and control projects supported by project management software) o Project implementation (process and document concrete implementation tasks) o Risk management (identify, analyze and eliminate possible hazards and ensure factors for project success) 					

- Team management (developing and reflecting on team-building with those involved and affected)

Literature and teaching aidsIntroduction to Project Management and Applied Project Management:

Drews, G./Hillebrand, N./Kärner, M./Peipe, S./Rohrschneider, U. (2014): Praxishandbuch Projektmanagement, Haufe, Freiburg.

Heintel, P./Krainz, E. E. (2015): Projektmanagement. Hierarchiekrisis, Systemabwehr, Komplexitätsbewältigung, 6th ed., Gabler, Wiesbaden.

Litke, H.-D. (2018): Projektmanagement, 4th edition, Haufe, Freiburg.

Preußig, J. (2018): Agiles Projektmanagement. Scrum, User Stories, Task Boards & Co, 2nd edition, Haufe, Freiburg.

Rehn-Göstenmeier, G. (2011): Das Einsteigerseminar Projektmanagement mit Microsoft Project 2010, bhv, Heidelberg.

Zirkler, B./Nobach, K./Hofmann, J./Behrens, S. (2018): Projektcontrolling. Leitfaden für die betriebliche Praxis, Springer Gabler, Wiesbaden.

Lecture notes Project Management

SPM6 Sports in Society

No: SPM 6	Mandatory module: Sports in Society	Language: German		Credit points: 6
		Frequency: Each spring term		Term: 4
	Prerequisites for participation: none	Workload: 180h		Form of examination: KL80
Contact hours: 56h		Self-study hours: 124h		
Courses:		Module commissioner: Prof. Dr. Albert Galli		Teaching and learning types:
Sports Economics				V
Sports Sociology				S
Sports Ethics				S
This module is used for the following degree programs: SPM				
Contents				
<u>Sports Economics</u>				
<ul style="list-style-type: none"> - Relationship state and sports - Definition of the subject of sports economics - Sports markets and sports companies - Economic significance of sport 				
<u>Sports Sociology</u>				
<ul style="list-style-type: none"> - Sports as a social construct - Sports models - Body and emotions in sports - Institutional order of the sports - Domination and power in sports - Technology in sports - Sports and space - Social processes in sports - Social figures in sports - Changes in society as a whole and consequences for sports 				
<u>Sports Ethics:</u>				
Students are taught the basics of ethical thinking and acting and exemplarily apply that knowledge to areas of sports: e.g. doping, fairness/fair play and/or equal opportunities.				
Learning objectives and competencies to be imparted				
<u>Sports Economics</u>				
Students will learn the basic relationships of sports and sports economy as a component of the national economy.				
<u>Sports Sociology</u>				

Students will develop a basic understanding of sociology by explaining the subject and perspective of sports sociology and by taking a sociological view of sports. They are able to comprehend and evaluate the theoretical and methodological foundations of current research in the sociology of sports.

Sports Ethics:

Students should know basic ways of thinking about ethics and be able to apply them to sports issues.

Literature and teaching aids

Sports Economics

Bezold, T. et al. (2019): Handwörterbuch des Sportmanagements, Frankfurt am Main.

Daumann, F. (2019): Sports Economics, 3rd edition, UTB, Stuttgart.

Deutscher, C. et al. (2016): Handbuch Sportökonomik, Hofmann, Schorndorf.

Heinemann, K. (1995): Einführung in die Ökonomie des Sports, Hofmann, Schorndorf.

Lecture notes

Sports Sociology

Borggreve, C. et al. (2019): Weltmeister werden mit Euch! Aber wie? Eine Studie zum Problem der Unterrepräsentanz von Spielerinnen und Spielern mit Migrationshintergrund im Handball, Hofmann, Schorndorf.

Heinemann, K. (2007): Einführung in die Soziologie des Sports, 5th, revised and updated edition, Hofmann, Schorndorf.

Thalheim, V. (2019): Heroische Gemeinschaften. Ich-bin-Räume von Ultras im Fußball, Beltz Juventa, Weinheim.

Thiel, A. et al. (2013): Sportsoziologie. Ein Lehrbuch in 13 Lektionen. Meyer & Meyer, Aachen.

Thole, W. (2019): Fußball als Soziales Feld. Studien zu Sozialen Bewegungen, Jugend- und Fankulturen, Springer, Wiesbaden.

Wolter, V. (2019): Inklusion und gesellschaftliche Teilhabe von Menschen mit Demenz: Die Rolle der Sportvereine, Hofmann, Schorndorf.

Lecture notes Sociology of Sport

Sports Ethics:

Franke, E. (2011): Ethik im Sport, Hofmann, Schorndorf.

Pawlenka, C. (2004): Sportethik, mentis, Paderborn.

Lecture notes Sports Ethics and current media reports

SPM7-1 Event Management I (1 elective out of 2)

No: SPM7-1:	Mandatory module: Event Management I	Language: German		Credit points: 6	
	choose 1 out of at least 2 courses offered, plus the course Event Management Theory	Frequency: Each spring term		Term: 4	
		Workload: 180h		Form of examination: RE	
	Prerequisites for participation: none	Contact hours: 56h	Self-study hours: 124h		
Courses:		Module commissioner: Prof. Dr. Ariane Bagusat		Teaching and learning types	Scope (SWS)
Symposium bpspm				S	3
or International Study Trip				S	3
or Sports Event				S	3
or other course				S	3
and Event Management Theory (for all students)				S	1
may be divided into different organizational units					
This module is used for the following degree programs: SPM					
Contents					
<u>Symposium bpspm</u> Event management is experienced as a concrete, designed and documented process. Network planning techniques, methods of time efficiency, cost calculation, development of sponsoring concepts, personnel and location management, catering, PR, program planning as well as the role of the project manager are tested by the students in different groups in the context of planning and preparing the symposium "blickpunkt sportmanagement". The experiences are critically reflected.					
<u>International Study Trip</u> Event management is experienced as a concrete, designed and documented process. Network planning techniques, methods of time efficiency, cost calculation, development of fundraising concepts, program planning, location management, risk analysis and crisis management as well as the role of the project leader are tested and critically reflected by the students in different groups under the conditions of planning and organizing an international study trip.					
<u>Sports event:</u>					
<ul style="list-style-type: none"> - Planning and organization of a sports event at the Salzgitter campus - Elaboration of different aspects and themes of an event. This is done in different groups (controlling, sponsoring, catering, logistics, internet presence, etc.) - Preparation of the implementation of the event - Post processing of an event 					
<u>Other course:</u>					
Event management is experienced as a concrete, designed and documented process. Network planning techniques, methods of time efficiency, cost calculation, development of sponsoring and fundraising concepts, personnel and location management, catering, PR, program planning as well as the role of the project manager					

are tested by the students in different groups on the basis of an actual event. The experiences are critically reflected.

Event Management Theory:

- Presentation of various event management tools
- Introduction to the different work areas
- Introduction to the organizational and administrative legal frameworks

Learning objectives and competencies to be imparted

Symposium bpspm

Students will learn the tools of event management in their theoretical function and practical application. The concrete planning and preparation of the symposium "blickpunkt sportmanagement", which takes place in the fall term, forms the framework for this.

International Study Trip

Students will learn the tools of event management in their theoretical function and practical application. The concrete planning and preparation of an international study trip, which will be carried out in the fall term, forms the framework for this.

Sports Event:

Students should learn the complete organizational process of an event by working through the content independently. The main aim is to prepare them for and make them aware of typical sports aspects. Subsequently, the acquired knowledge is to be applied in practice. Various guidelines must be adhered to.

Furthermore, content from previous courses (project management, event marketing, sports marketing, basic business administration courses) is applied.

Other course:

Students should become familiar with the tools of event management in their theoretical function and practical application. The concrete planning and preparation of an event to be held in the fall term provides the framework for this.

Event Management Theory:

Students should become familiar with a wide variety of event management tools to support the practical planning, organization and implementation of an event.

Literature and teaching aids

Symposium bpspm:

- Backwinkel, H./Sturtz, P. (2015): Telefonieren, Professionelle Gesprächstechniken, Haufe, Munich.
 Becker, H. (2012): Catering Management: Portrait einer Wachstumsbranche in Theorie und Praxis, 2nd edition
 Becker, L. (2009): Professionelles E-Mail-Management: Von der individuellen Nutzung zur unternehmensweiten Anwendung, Gabler Verlag, Wiesbaden.
 Ebner, M. (2011): Lichttechnik für Bühne und Disko, Elektor, Aachen.
 Fircks, V. (1999): Veranstaltungen perfekt organisieren, Urania-Ravensburger, Berlin.
 Funke, E./Müller, G. (2009): Handbuch zum Eventrecht, 3rd edition, Schmidt, Cologne.
 Graeve, M. v. (2017): Events professionell managen: Das Handbuch für Veranstaltungsorganisation, 5th edition, BusinessVillage, Göttingen.

International Study Trip

- Backwinkel, H./Sturtz, P. (2015): Telefonieren, Professionelle Gesprächstechniken, Haufe, Munich.
 Becker, L. (2009): Professionelles E-Mail-Management: Von der individuellen Nutzung zur unternehmensweiten Anwendung, Gabler, Wiesbaden.
 Graeve, M. v. (2017): Events professionell managen: Das Handbuch für Veranstaltungsorganisation, 5th edition, Business Village, Göttingen.
 Schroevers, S. (2010): E-mails in English, 2nd edition, Haufe, Planegg.
 Schroevers, S. (2008): Phone Calls in English, Gräfe und Unzer, Munich.
 Wokersien, T. (2007): Business English: Soforthilfe für Mail und Phone, Gräfe und Unzer, München.

Sports Event:

Graeve, M. v. (2017): Events professionell managen: Das Handbuch für Veranstaltungsorganisation, 5th edition, Business Village, Göttingen.
Henschel, O. (2010): Lexikon Eventmanagement, Strategie, Kreativität, Logistik, Verwaltung, Beuth, Berlin.
Jaeger, D. (2018): Grundwissen Eventmanagement, 3rd edition, UVK, Munich.
Meffert, H./Bruhn, M. (2009): Dienstleistungsmarketing, Wiesbaden.
Nufer, G. (2011): Event-Marketing und -Management: Grundlagen – Planung – Wirkungen – Weiterentwicklungen, 4th edition, Springer Gabler, Wiesbaden.

Event Management Theory:

Backwinkel, H./Sturtz, P. (2015): Telefonieren, Professionelle Gesprächstechniken, Haufe, Munich.
Becker, L. (2009): Professionelles E-Mail-Management: Von der individuellen Nutzung zur unternehmensweiten Anwendung, Gabler, Wiesbaden
Graeve, M. v. (2017): Events professionell managen: Das Handbuch für Veranstaltungsorganisation, 5th edition, Business Village, Göttingen.
Henschel, O. (2010): Lexikon Eventmanagement, Strategie, Kreativität, Logistik, Verwaltung, Beuth, Berlin u.a.
Meier, G. (2005): E-Mails im Berufsalltag, 2nd rev. edition, expert-Verlag, Renningen.
Reinke, M. I. (2018): Telefoncoaching, In zehn Schritten zum Telefonprofi, 3rd edition, Gabler, Wiesbaden
Sakschewski, T./Paul, S. (2017): Event Management Märkte, Aufgaben und Akteure, 1st edition, Springer Gabler, Wiesbaden.
Schroevers, S. (2010): E-mails in English, 2nd edition, Haufe, Planegg.
Schroevers, S. (2008): Phone Calls in English, Haufe, Munich.
Wokersien, T. (2007): Business-English: Soforthilfe für Mail und Phone, Gräfe und Unzer, München.

5. Term 5

SPM7-2 Event Management II (1 elective out of at least 2)

No: SPM7-2:	Mandatory module: Event Management II	Language: German		Credit points: 6	
		Frequency: Each fall term		Term: 5	
	Prerequisites for participation: Must correspond to the course chosen from SPM7-1	Workload: 180h		Form of examination: PA	
Contact hours: 60h		Self-study hours: 120h			
Courses:		Module commissioner: Prof. Dr. Ariane Bagusat		Teaching and learning types	Scope (SWS)
Symposium bpspm				S	4
or International Study Trip				S	4
or Sports Event				S	4
or other course				S	4
may be divided into different organizational units					
This module is used for the following degree programs: SPM					
Contents					
<p><u>Symposium bpspm</u> Event management is experienced through organizing and running the symposium bpspm. The theories of event management learned during the course of study are applied and tested in practical event organization. The experiences are documented and critically reflected.</p> <p><u>International Study Trip</u> Event management is understood as a concrete, designed and documented process and experienced through organizing and conducting an international field trip. The experiences are documented and critically reflected.</p> <p><u>Sports event:</u></p> <ul style="list-style-type: none"> - Implementation, execution and follow-up of a sports event at the Salzgitter campus - Application of different aspects and thematic areas of an event. This is done in different groups (controlling, sponsoring, catering, logistics, Internet presence, etc.). - Implementation of the event at the site - Post-processing and documentation of an event <p><u>Other course:</u> Event management is understood as a concrete, designed and documented process and experienced in the requirements and responsibilities of a specific event. The experiences are documented and critically reflected.</p>					
Learning objectives and competencies to be imparted					
<u>Symposium bpspm</u>					

Students will learn the tools of event management in their theoretical function and practical application. The concrete preparation and implementation of the "Blickpunkt Sportmanagement" symposium provides the framework for this.

International Study Trip

Students will learn the tools of event management in their theoretical function and practical application. The concrete preparation and implementation of an international study trip forms the framework for this.

Sports Event:

Students should learn the complete organizational process of an event by working through the content independently. The concrete preparation and implementation of the sports event form the framework for this. They should pay particular attention to sports-specific aspects. The knowledge acquired is applied concretely in practice. Knowledge acquired in the courses project management, event marketing, sports marketing as well as all other basic courses of business administration is put into practice.

Other course:

Students will learn the tools of event management in their theoretical function and practical application. The concrete preparation and implementation of an event provides the framework for this.

Literature and teaching aids

Symposium bpspm:

Backwinkel, H./Sturtz, P. (2015): Telefonieren, Professionelle Gesprächstechniken, Haufe Verlag, Munich.
 Becker, H. (2012): Catering Management: Portrait einer Wachstumsbranche in Theorie und Praxis, 2nd edition
 Becker, L. (2009): Professionelles E-Mail-Management: Von der individuellen Nutzung zur unternehmensweiten Anwendung, Gabler, Wiesbaden.
 Ebner, M. (2011): Lichttechnik für Bühne und Disko, Aachen.
 Fircks, v. (1999): Veranstaltungen perfekt organisieren, Urania-Ravensburger, Berlin.
 Funke, E./Müller, G. (2009): Handbuch zum Eventrecht, 3rd edition, Schmidt, Cologne.
 Graeve, M. v. (2017): Events professionell managen: Das Handbuch für Veranstaltungsorganisation, 5th edition, Business Village, Göttingen.

International Study Trip

Backwinkel, H./Sturtz, P. (2015): Telefonieren, Professionelle Gesprächstechniken, München.
 Becker, L. (2009): Professionelles E-Mail-Management: Von der individuellen Nutzung zur unternehmensweiten Anwendung, Wiesbaden.
 Graeve, M. v. (2017): Events professionell managen: Das Handbuch für Veranstaltungsorganisation, 5th edition, Business Village, Göttingen.
 Schroevers, S. (2010): E-mails in English, 2nd edition, Haufe Verlag, Planegg.
 Schroevers, S. (2008): Phone Calls in English, Haufe Verlag, Munich.
 Wokersien, T. (2007): Business English: Soforthilfe für Mail und Phone, Gräfe und Unzer, München.

Sports Event:

Graeve, M. v. (2017): Events professionell managen: Das Handbuch für Veranstaltungsorganisation, 5th edition, Business Village, Göttingen.
 Henschel, O. (2010): Lexikon Eventmanagement, Strategie, Kreativität, Logistik, Verwaltung, Beuth, Berlin.
 Jaeger, D. (2018): Grundwissen Eventmanagement, 3rd edition, UVK, Munich.
 Meffert, H./Bruhn, M. (2009): Dienstleistungsmarketing, Wiesbaden.
 Nufer, G. (2011): Event marketing and management: Grundlagen – Planung – Wirkungen – Weiterentwicklungen, 4th edition, Springer Gabler, Wiesbaden.

SPM8 Specific Legal Issues in Sports

No: SPM8	Mandatory module: Specific Legal Issues in Sports	Language: German		Credit points: 9	
		Frequency: Each fall term		Term: 5	
		Workload: 270h		Form of examination: KL120	
	Prerequisites for participation: none	Contact hours: 90h	Self-study hours: 180h		
Courses:		Module commissioner: Prof. Dr. Ronald Wadsack		Teaching and learning types:	Scope (SWS):
Sports Law				V+Ü	2
Tax Law in Sports				V+Ü	2
Marketing and Law				S	2
This module is used for the following degree programs: SPM					
Contents					
<u>Sports Law:</u>					
<ul style="list-style-type: none"> - Concept and legal sources of sports law - Autonomy of associations and federations <ul style="list-style-type: none"> o Art. 9 I GG o Decision-making powers of clubs / associations o Limits of the autonomy of associations o Control powers of state courts - Administration and organization of sports on a national and international level - The registered association (e.V.) <ul style="list-style-type: none"> o Basic features of the "normal club" o Foundation requirements o Organs o Accession, antitrust and civil law Claim to membership o Liability o Membership rights and obligations o Regulatory and penal power (criminal law of associations) - Associations in legal proceedings, execution and insolvency - Associations' power to set standards <ul style="list-style-type: none"> o Binding effect of the regulations (chains of statutes, contract resolution, "dynamic references", advantages and disadvantages of the various binding options) o Limits of the associations' standard-setting powers o Protection of the individual interests of the athlete o 242 BGB as compensation for protection deficit o eligible interests o Protection of general interests o GWB, internat. Antitrust & EU Law - Limits of the application of rules by clubs and associations and their control: <ul style="list-style-type: none"> o practice-relevant conflict cases, transfer law, restriction of marketing activities o Nomination criteria, unequal treatment, fight against doping o Control by state courts 					

- Control by arbitral tribunals (incl. types, applicable law, structure, powers, working method, control of the arbitration award)
- Distinction between real / unreal arbitration tribunals / TAS / CAS
- Interim relief (admissibility and types)
- State law and criminal offences in the context of sport (§§ 265c, 265d, AntiDopG)

Tax Law in Sports:

- Basic tax areas of non-profit associations and their taxation (ideal area, Asset management, tax-privileged economic business operation (special-purpose operation), taxable economic business operation)
- taxation of sportsmen and sports-related companies (esp. income tax, corporate tax, trade tax, sales tax and payroll tax)
- Selected special aspects: sponsorship in sports, employers in sports, sports clubs and donations, taxation of cross-border situations (fundamentals of international tax law), tax evasion and reckless tax evasion

Marketing and Law:

Term "marketing rights", parties involved and typical contents of marketing rights, interests of the parties involved, right to a name, protection of likeness, general right of personality, trademark rights:

- Legal aspects of the presentation and marketing of sports clubs and associations on the Internet ("Online Law")
- The athlete as an advertising medium: prerequisites and limits of the athletes duty to cooperate
- The association / club as an advertising medium (including legal qualification of naming rights contracts)
- Sponsoring
- Basic structures
 - Sponsoring agencies / advertising GmbHs of clubs / associations
 - Marketing of sports teams and national teams
 - Contract design (e.g. performance/counterperformance; team marketing)
- Sports labor law and marketing
 - Basic principles of labor law (formal, substantive and procedural aspects)
 - Contract management in professional sports
- Contractual involvement of employee-athletes in marketing activities of the employer/club

Learning objectives and competencies to be imparted

Sports Law:

Knowledge of the basics of sports and association law along with specializations.

Tax Law in Sports:

Students will apply and evaluate the system of corporate taxation as well as the taxation of shareholders and its effects. Basic tax law issues in sports will be classified.

Marketing and Law:

The students classify the marketing issues occurring in sports in relation to their legal basis and learn about the scope of application in practice.

Literature and teaching aids

Sports Law:

Adolphsen, J./Nolte, M./Lehner, N./Gerlinger, M. (2011): Sportrecht in der Praxis, Kohlhammer, Stuttgart.
 Cherkeh, R./Momsen, C./Orth, J. (2020): Handbuch Sportstrafrecht, C.H.BECK, Munich.
 Fritzweiler, J./Pfister, B./Summerer, T. (2014): Praxishandbuch Sportrecht, 3rd edition, C.H.BECK, Munich.
 Haas, U./Haug T./Reschke, E.: Handbuch des Sportrechts, Loseblattsammlung, Neuwied (current version).
 Reichert, B. (2018): Vereins- und Verbandsrecht, 14th edition, Luchterhand Verlag, Cologne.
 SpuRt - Zeitschrift für Sport und Recht, C.H. Beck, Munich.
 Causa Sport - Sport-Zeitschrift für nationales und internationales Recht sowie für Wirtschaft, Verlage Boorberg/Manz/Schulthess.
 Lecture notes Sports Law

Tax Law in Sports:

Reuber, Die Besteuerung der Vereine (Loseblattwerk), Schäffer-Poeschel (current version)

Schleder (2019): Steuerrecht der Vereine, 12th edition, NWB

Steiner (2009): Steuerrecht im Sport, Boorberg

Lecture notes Tax Law in Sports

Marketing and Law:

Fritzweiler, J. (2003): Sports Marketing and Law, C.H. Beck, Munich.

Heermann P.(2011): Ambush-Marketing bei Sportveranstaltungen, Boorberg/Schulthess.

Wüterich, C./Breucker M.(2006): Das Arbeitsrecht im Sport, Boorberg.

SpuRt - Zeitschrift für Sport und Recht, Verlag C.H. Beck.

Causa Sport - Sport-Zeitschrift für nationales und internationales Recht sowie für Wirtschaft, Verlage

Boorberg/Manz/Schulthess.

Lecture notes Marketing and Law

SPM9 Special Issues in Sports

No: SPM 9	Mandatory module: Special Issues in Sports	Language: German		Credit points: 6	
		Frequency: Each fall term		Term: 5	
		Workload: 180h		Form of examination: KL80	
	Prerequisites for participation: none	Contact hours: 60h	Self-study hours: 120h		
Courses:		Module commissioner: Prof. Dr. Anja Corduan-Claussen		Teaching and learning types:	Scope (SWS):
Sports and Media				V	2
Sporting Goods Industry				V+Ü	2
This module is used for the following degree programs: SPM					
Contents					
<u>Sports and Media:</u>					
<ul style="list-style-type: none"> - Media sports and sports reporting - Legal framework, rights marketing and rights exploitation - Media production - Press and public relations 					
<u>Sporting Goods Industry:</u>					
<ul style="list-style-type: none"> - Identifying market potentials and market structures, supply and demand, globalization - Presentation of selected procurement problems (economic and social theoretical aspects) - Exemplary demonstration of product development processes and product management aspects - Understanding of marketing management and marketing management concepts - Getting to know distribution and trade structures - Presentation of trends and sustainability aspects in the sporting goods industry - Application of the acquired knowledge by means of case studies 					
Learning objectives and competencies to be imparted					
<u>Sports and Media:</u>					
Students will learn the basic relationships between sports, media and marketing and how to use the media.					
<u>Sporting Goods Industry:</u>					
Students will learn to analyze and assess the value chain, market potential, competitive situation, market participants and their product range and marketing strategies. They will learn about current trends such as digitalization, globalization and customization for the sporting goods industry and how to evaluate them.					
Literature and teaching aids					
<u>Sports and Media:</u>					
Galli, A. et al. (2012): Sportmanagement, 2nd edition, Vahlen, Munich. Lecture notes Sports and Media					
<u>Sporting Goods Industry:</u>					

Becker, J. Marketing-Konzeption, Grundlagen des zielstrategischen und operativen Marketing-Management, Munich (10th edition).

Bruhn, M. (2015): Kommunikationspolitik: Systematischer Einsatz der Kommunikation für Unternehmen, Vahlen, München (8th edition).

Corduan, A. (2018): Social Media als Instrument der Kundenkommunikation, Springer, Wiesbaden.

Hermanns, A. /Ringle, T. /van Overloop, P. (Eds.; 2008): Handbuch Markenkommunikation: Grundlagen, Konzepte, Fallbeispiele, Vahlen, München.

Lipsey (2006): The Sporting Goods Industry: History, Practices and Products, Jefferson.

Specialist journals (among others, Sport und Mode, Textilwirtschaft).

Sporting Goods Intelligence Europe (ed.) (2010): The Sports Goods Market in Central Europe: Volume 4 - Germany, Warwickshire.

Trosien, G. (1999): Die Sportbranche: Wachstum, Wettbewerb, Wirtschaftlichkeit, Frankfurt/M. (current edition).

Ott: Der Sportartikelmarkt in Deutschland, Berlin (current edition).

SPM10a Specialization: Sports Providers/Participant Sports

No: SPM 10a	Mandatory module: Specialization: Sports Providers/Participant Sports	Language: German		Credit points: 6	
		Frequency: Each fall term		Term: 5	
	Prerequisites for participation: none	Workload: 180h		Form of examination: KL80	
Contact hours: 60h		Self-study hours: 120h			
Courses:		Module commissioner: Prof. Dr. Ronald Wadsack		Teaching and learning types:	Scope (SWS):
Commercial Sports Providers				V+Ü	2
Clubs/Associations				S	2
This module is used for the following degree programs: SPM					
Contents					
<u>Commercial Sports Providers:</u>					
<ul style="list-style-type: none"> - Spectrum and types of commercial sports providers - Basic business analysis of commercial sports providers - Commercial sports providers in an international context - Market situation in selected areas of commercial sports offers - Exemplary processing of key topics such as offer and service concept, attractiveness, management tasks and operational management 					
<u>Clubs/Associations:</u>					
<ul style="list-style-type: none"> - Overview of the spectrum of sports clubs and associations in Germany and their special tasks - Special features of the management of sports clubs and associations, in particular professional and volunteer work, committee work, organizational policy - Broadening the knowledge on the business management requirements of clubs and associations (including strategic development, mission statement process, funding) - Status and prospects of digitization in sports associations and clubs 					
Learning objectives and competencies to be imparted					
<u>Commercial Sports Providers:</u>					
Students should be able to recognize and classify the diversity of commercial sports offers and their specific business issues.					
<u>Clubs/Associations:</u>					
Students should become familiar with the field of clubs and associations in sports in its broadness and structuring and be able to deal with the special development requirements of non-profit sports organizations.					

Literature and teaching aidsCommercial Sports Providers:

Daumann, F./Römmelt, B. (2015): Marketing und Strategie im Sport, Utb, Stuttgart.

Dieckert, J./Woop, C. (2002): Handbuch Freizeitsport, latest edition, Hofmann, Schorndorf.

Freyer, W. (2011): Sport-Marketing: Modernes Marketing-Management für die Sportwirtschaft.

Hermanns, A./Riedmüller, F. (2011): Management-Handbuch Sport-Marketing, Vahlen, München.

Quirling, C./Kainz, F./Haupt, T. (2017): Sportmanagement: Ein anwendungsorientiertes Lehrbuch mit Praxisbeispielen und Fallstudien, Vahlen, München.

Lecture notes "Commercial Sports Providers"

Clubs/Associations:

Bezold, T. et al. (2019): Handwörterbuch des Sportmanagement, 3rd edition, Peter Lang, Berlin.

Breuer, Chr. (Eds.): Sportentwicklungsbericht (current edition), Köln.

Fahrner, M. (2014): Grundlagen des Sportmanagements, 2nd edition, Oldenbourg, Munich.

Horch, H.-D. et al. (2014): Besonderheiten der Sportbetriebslehre, Springer, Berlin & Heidelberg.

Wadsack, R. & Wach, G. (2019): Digitale Disruption und Sportmanagement, Peter Lang, Berlin.

Lecture notes "Clubs & Associations"

SPM10b Specialization: Sports Marketing/Spectator Sports

No: SPM 10b	Mandatory module: Specialization: Sports Marketing/Spectator Sports	Language: German		Credit points: 6	
		Frequency: Each fall term		Term: 5	
	Prerequisites for participation: none	Workload: 180h		Form of examination: KL80	
Contact hours: 60h		Self-study hours: 120h			
Courses:		Module commissioner: Prof. Dr. Anja Corduan-Claussen		Teaching and learning types:	Scope (SWS):
Work in Associations, Leagues and Clubs				S	2
Work in Agencies				V+Ü	2
This module is used for the following degree programs: SPM					
Contents					
<u>Work in Associations, Leagues and Clubs:</u>					
<ul style="list-style-type: none"> - Stakeholders, legal and economic framework - Decision-making, organizational, personnel, production and financial structures - Starting points for leadership 					
<u>Work in Agencies:</u>					
<ul style="list-style-type: none"> - Definition, characteristics & types of agencies - Fields of organization and activity in agencies - Service and quality management - Compensation systems in agencies - Communication, positioning and marketing strategies - Project management in agencies 					
Learning objectives and competencies to be imparted					
<u>Work in Associations, Leagues and Clubs:</u>					
Students become familiar with the specific working environment in associations, leagues and clubs in professional sports and deal with management tasks derived from this.					
<u>Work in Agencies:</u>					
Students will learn about the structure and operational procedures of agencies. The specifics of agency management and the development of communication, positioning and marketing strategies in the agency world will be the focus of the course. The project management of agencies is tested by means of case studies.					

Literature and teaching aidsWork in Associations, Leagues and Clubs:

Daumann, F. (2019): Sportökonomie, 3rd edition, UTB, Stuttgart.

Fahrner, M. (2014): Teammanagement, De Gruyter Oldenbourg, München.

Galli, A. et al. (2012): Sportmanagement, 2nd edition, Vahlen, Munich.

Lecture notes "Work in Associations, Leagues and Clubs"

Work in Agencies:

Burghardt, M. (2018): Projektmanagement: Leitfaden für die Planung, Überwachung und Steuerung von Projekten, 10th, revised and expanded edition, Publicis, Erlangen, Germany

Kloss, I. (2011): Werbung: Handbuch für Studium und Praxis, 3rd edition, Oldenbourg, Munich.

Larman, C. (2003): Agile and Iterative Development: A Manager's Guide, Pearson Education, Boston.

Rogge, H.-J. (2004): Werbung, 6th edition, Ludwigshafen (Rhine), Kiehl.

Schwaber, K. (2004): Agile project management with Scrum, Microsoft press.

Schwarze, J. (2010): Übungen zu Projektmanagement und Netzplantechnik, 5th revised and expanded edition, Verlag Neue Wirtschafts-Briefe, Herne.

Torsten, T. (2014): Marketingplanung, 7th edition, Springer Gabler, Wiesbaden.

Unger, F. (2007): Mediaplanung, Methodische Grundlagen und praktische Anwendungen, 5th edition, Springer Gabler, Wiesbaden.

6. Term 6
SPM11 Supervised Internship

No: SPM11	Mandatory module: Supervised Internship	Language: Depends on where the internship is done		Credit points: 15	
		Frequency: Each spring term		Term: 6	
	Prerequisites for participation: see "Praxissemesterrichtlinie"	Workload: 450h		Form of examination: -	
Contact hours: 0h		Self-study hours: 450h			
Courses:		Module commissioner: Supervising lecturer		Teaching and learning types	Scope (SWS):
Internship				B	
Contents					
The content of the internship is determined by the respective internship host/area of responsibility					
Learning objectives and competencies to be imparted					
As a rule, the supervised internships are designed in such a way that the students work on a project at the hosting institution or receive a self-contained sub-project within this framework. In addition to a general orientation in the company / the hosting institution or the establishment of a working environment, the students spend the first weeks of their internship familiarizing themselves with their work and then work independently in the company or in the project.					
Literature and teaching aids					
Admission requirements and organizational matters according to the "Praxissemesterrichtlinie" and "Bachelor-Prüfungsordnung"					

SPM12 Bachelor's Thesis and Defense

No: SPM12	Mandatory module: Bachelor's Thesis and Defense	Language: Usually German		Credit points: 15
		Frequency: -		Term: 6
		Workload: 450h		Form of examination: BA + KO
	Prerequisites for participation: see BPO	Contact hours: 0h	Self-study hours: 450h	
Courses:		Module commissioner: Supervising lecturer		Teaching and learning types
Bachelor's Thesis				B
Defense				B
Contents				
<ul style="list-style-type: none"> - Work on a problem/task chosen by the student or specified by the internship host - Supervision in the editing process by supervisors at the university (search for sources, academic presentation of results, professional discourse) - Scientific treatment of the topic according to the criteria of scientific work in Sports Management - Defense of results 				
Learning objectives and competencies to be imparted				
<p>With their Bachelor's thesis, students demonstrate that they are able to independently work on a problem/task from their field of study, which is formulated by a supervisor/first examiner after consultation with the student, using scientific methods and within a specified period of time. The students should be able to analyze questions from practice/research and to answer them with the help of their expert knowledge and scientific sources. The student must be able to present the results in written and oral form. With the defense, students demonstrate that they can present complex tasks in a structured manner and defend the content. The exact procedure for this is regulated by the "Prüfungsordnung".</p>				
Literature and teaching aids				
<p>Guide to scientific work in Sports Management Guideline for qualitative interviews Literature depending on problem/task</p>				