



Course Outline

Sport, Business & Law Master of Science (M.Sc.)

At the University of Bayreuth

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General Explanations

Structure and Module Areas

The master's programme Sport, Business & Law seeks to familiarize students with the necessary specialist knowledge for professional practice. One central concern is to provide a comprehensive methodology and expertise that empowers students to work scientifically and enables them to work with scientific methods to develop practical solutions to problems.

The standard study period in the master's programme is four semesters. Studies can be started in the winter and in the summer semester. It is possible to finish the degree before reaching the standard study if all study and exam results are available. Prior knowledge from other programmes will be rewarded with up to 120 credits.

The program comprises **five modules**:

- **Module A: Input Module**
- **Module B: Specialization Business Administration**
- **Module C: Specialization Sports Science**
- **Module D: Add-On Module**
- **Module E: Master's Thesis**

The modularized form of study organization combined with the ECTS-System facilitates the comparability and portability of study achievements in the European framework. The balance between compulsory and elective courses ensures the acquisition of well-founded basic knowledge and offers a largely independent prioritization in specific areas.

The contents of the courses are announced each semester in the course catalog. Exercise courses should not exceed a maximum of 60 participants. In in-depth lectures, the number of participants with 30 to a maximum of 60 students will already favor intensive work. This applies even more to courses and advanced seminars, where the number of participants should not exceed 20 to 25.

Based on the successful completion of the examination, the University of Bayreuth, through the Faculty of Humanities & Social Sciences, awards the **academic degree of Master of Science (M.Sc.)**.

Forms of knowledge transfer

Since the forms of knowledge transfer are usually tied to types of courses, these will be described here with validity for everything that follows. Forms of knowledge transfer include lectures (V), exercises (Ü), advanced seminars (S), excursions (E) and independent study:

- **Lectures** (abbreviation: V) cover selected topics of a respective subject area in a coherent presentation. They convey methodical knowledge as well as an overview and special knowledge.
- **Exercises** (abbreviation: Ü) mostly accompany the lecture and force to question problems and to complete and deep the knowledge of particular topics.
- **Tutorials** (abbreviation: T) accompany selected lectures and are intended to support the follow-up work of lecture and exercise contents through the joint discussion of questions and problems. In addition, tutorials offer the opportunity to supplement and deepen basic knowledge.
- **Advanced Seminars** (abbreviation: HS) deal with problems of research on selected individual questions. They serve to focus on the respective area of specialization and to prepare for the master thesis.
- **Courses** (abbreviation: K) deal with specific questions and methods of the respective subject area in the form of business games, case studies or intensive exercises with preparatory lecture passages. Typically, courses make use of a combination of the various other event types suitable for the intensive development of the respective topic. Selected chapters are worked on in small groups. The work of case studies and computationally intensive studies on the PC may also be provided for.
- **Independent Study:** Beside going to lectures, self-studying is mandatory to learn the independent scientific work. This includes the preparation and the follow-up of the courses and the independent literature study.

Attendance Requirements & Calculation of Workload and Performance Records

General attendance requirements for all courses is the enrolment as a student of the University of Bayreuth.

One Credit Point (CP) corresponds to the average student workload of 30 working hours. Further information on the calculation can be found at the end of the module description.

Types of Examination

The Assessment Components consists of the module exams including the master's thesis. The module exams each relate to the contents of the associated module. The form of the module examinations is set out in the respective module description.

Since there are typical forms of examination, these will be briefly described in advance:

- **Lectures**, especially with accompanying exercises, usually end with **end-of-semester exams**. In order to promote interaction with the students and motivation, one or more accompanying performance assessments or a final oral exam may also be given, replacing the written exam in whole or in part.
- The examination for **advanced seminars** usually includes written as well as oral performance components in the form of **assignments, presentations** and **discussion contributions**. In addition, it may also include a written exams.
- Performance assessment for **courses** is based on course-related elements such as **written exercises** and **assignments, presentations, contributions to discussions**, and **oral examinations**, and may include a written exam as a supplement or alternative.

The course-related form of examination is announced by the respective examiner at the beginning of the course.

Area & Module Overview

Areas	Semester Hours per Week (SWS)	Credit Points (CP)
Module A: Input Module A-1, A-2, A-3	6-28	30
Module B: Specialization Business Administration B-1, B-2, B-3, B-4, B-5	ca. 15	30
Module C: Specialization Sports Sci- ence C-1, C-2, C-3, C-4	ca. 8	20
Module D: Add-On Module	4-12	10
Module E: Master's Thesis		30
Total	50	120

Module A: Input Module

	SWS	CP	Options
A-1: Input Module for degree B.Sc. Sport, Business & Law / B.Sc. Sports Management			
A-1-0 Lecture Series Research Methods	2	5	
A-1-1 Foreign Languages	8	8	Choice between A-1-2 + A-1-3 (11 CP) or A-1-3 (19 CP) or A-1-4 or A-1-5 + A-1-6
A-1-2 Business Administration Courses, Sports Science Courses or Jurisprudence Courses	6-10	11-19	
A-1-3 Semester Abroad		19	
A-1-4 International Internship		14	
A-1-5 Sport Management: Sport Marketing	3	5	
A-1-6 Sport Law	2	3	
A-1-7 Sport Marketing Law	2	3	
<i>Total</i>	6-20	30	
A-2: Input Module for degree B.Sc. Business Administration / B.Sc. Health Care Economics			
A-2-0 Lecture Series Research Methods	2	5	
A-2-1 Training, Movement, Medicine I	4	4	
A-2-2 Sports in Society and Business I	4	4	
A-2-3 Advanced Seminar Sports Governance / Event Management	2	4	
A-2-4 Fitness Basics	3	2	
A-2-5 Sports of Choice	4	3	
A-2-6 BGB I (Civil Code I)	4	4	
A-2-7 BGB II (Civil Code II)	4	4	
<i>Total</i>	27	30	
A-3: Input Module for degree B.Sc. Sports Science			
A-3-0 Lecture Series Research Methods	2	5	
A-3-1 Bookkeeping, Costing	6	5	
A-3-2 Interdisciplinary Sports Science	2-3	3	
A-3-3 Introduction to Economics	3	3	
A-3-4 Finance	3	3	
A-3-5 Marketing	3	3	
A-3-6 BGB I (Civil Code I)	4	4	
A-3-7 BGB II (Civil Code II)	4	4	
<i>Total</i>	27-28	30	

Module B: Specialization Business Administration

Choice between B-1, B-2, B-3 or B-4	SWS	CP	Options
Module B-1: Marketing & Services			
B-1-1a Consumer Behavior	3	6	One Module (6 CP) from the Offer
B-1-1b Corporate Communication, Media and Marketing	3	6	
B-1-2a Value in Service Management	3	6	One Module (6 CP) from the Offer
B-1-2b Quality in Service Management	3	6	
B-1-3a Innovation Marketing	3	6	One Module (6 CP) from the Offer
B-1-3b Dialog Marketing	3	6	
B-1-4a Traditional approaches and new perspectives in brand management	3	6	One Module (6 CP) from the Offer
B-1-4b Current aspects of digital transformation	3	6	
B-1-5 Seminar in Marketing- and Service Management	3	6	
<i>Total</i>	<i>15</i>	<i>30</i>	
Module B-2: Business Management			
B-2-1 International Corporate Governance	3/4	6	Two Modules (12 CP) from the Offer
B-2-2 Value in Service Management	3	6	
B-2-3 Management Basics / Strategic Management	3	6	
B-2-4 HR Analytics	3	6	
B-2-5 Selected Topics in Business Informatics	4	6	
B-2-6 Sports and Taxes / Sports and Controlling	3	6	Two Modules (12 CP) from the Offer
B-2-7 Financial Management	3	6	
B-2-8 Controlling Applications	3	6	
B-2-9 Financial Statement and Company Analysis	3	6	One Module (6 CP) from the Offer
B-2-10 Advanced Seminar Management	3	6	
B-2-11 Advanced Seminar Corporate Taxation	3	6	
<i>Total</i>	<i>15</i>	<i>30</i>	

Module B-3: Corporate Taxation			
B-3-1 Sports and Taxes / Sports and Controlling	3	6	
B-3-2 Financial Management	3	6	Three Modules (18 CP) from the Offer
B-3-3 Controlling Applications	3	6	
B-3-4 Value-oriented Controlling	3	6	
B-3-5 Corporate Reporting on Capital Markets	3	6	
B-3-6 Financial Statement and Company Analysis	3	6	
B-3-7 Advanced Seminar Corporate Taxation	3	6	
<i>Total</i>	<i>15</i>	<i>30</i>	
Module B-4: International Personnel Management in the Service Sector			
B-4-1 HR Analytics	3	6	
B-4-2 Selected Aspects of HRM/Intrapreneurship	3	6	
B-4-3 Advanced Seminar in Human Resource Management & Intrapreneurship	3	6	
B-4-4 International Corporate Governance	3/4	6	Two Modules or 12 CP from the Offer
B-4-5 Quality in Service Management	3	6	
B-4-6 Project Seminar: Methods of empirical (HR-) Management Research	6	12	
<i>Total</i>	<i>15-16</i>	<i>30</i>	
Module B-5: Digital Economy			
B-5-1a Value-oriented Process Management	3	6	Four Modules (24 CP) from the Offer
B-5-1b Strategic Information Management	3	6	
B-5-1c IT Security	3	6	
B-5-1d Introduction to Business & Information Systems Research	3	6	
B-5-1e Management of digital Projects and Programs	3	6	
B-5-1f Energy Industry in Times of Digitalization	3	6	
B-5-1g Behavioral Economics and Information Systems	3	6	
B-5-1h Entrepreneurial Thinking & Business Design	3	6	
B-5-2a Advanced Seminar Business Informatics	3	6	One Module (6CP) from the Program
B-5-2b Practical Seminar Business Informatics	3	6	
B-5-2c Ideation Week	3	6	
<i>Total</i>	<i>15</i>	<i>30</i>	

Module C: Specialization Sports Science

Choice between C-1, C-2, C-3 or C-4	SWS	CP	Options
Module C-1: Health & Fitness Management			
C-1-1 Health & Fitness from a medical Perspective	2	5	
C-1-2 Health & Fitness Management: Implementation of Health Programs	2	5	
C-1-3 Physical Fitness – Training and Testing Concepts	2	5	
C-1-4 Trends in Health and Fitness Sports	2	5	
<i>Total</i>	8	20	
Module C-2: Sports Governance and Event Management			
C-2-1 Event Management 1	2	5	
C-2-2 Event Management 2	2	5	
C-2-3 Sports Governance 1	2	5	
C-2-4 Sports Governance 2	2	5	
<i>Total</i>	8	20	
Module C-3: Training – Performance – Competition			
C-3-1 Training and Movement Science III	3	5	
C-3-2 Training – Performance – Competition	2	5	
C-3-3 Nutrition, Substitution and Doping	2	5	
C-3-4 Internship Performance Sports Facility		5	
<i>Total</i>	9	20	
Module C-4: Sports Ecology and Outdoor Sports			
C-4-1 Sports Ecology	4	5	
C-4-2 Nature Sports Tourism	4	5	
C-4-3 Quantitative Sports Ecology	3	5	Two Modules from the Offer
C-4-4 Sports Ecology Research Lab	3	5	
C-4-5 Ecological Deepening		5	
<i>Total</i>	9	20	

Module D: Add-On Module

Module	SWS	cP	Options
D-1 Sports Management: Marketing	3	5	Modules from the Offer to the Extent of at least 10 cP
D-2 Courses from the Subject Area of Business Administration	3	5 / 6	
D-3 Courses from the Subject Area of Sports Science	2	5	
D-4 Sports Ethics	2	5	
D-5 Sports of Choice	4	3	
D-6 Sports Law	2	3	
D-7 Corporate Law for Sports Economists	2	3	
D-8 Sports Marketing Law	2	3	
D-9 Foreign Languages	8	8	
D-10 Key Qualifications	2	2	
<i>Total</i>	<i>4-12</i>	<i>10</i>	

Module E: Master Thesis

Module	SWS	CP	Options
E-1: Applied Research Methods	2	5	
E-2: Master Thesis		25	
<i>Total</i>		<i>30</i>	

Module A: Input Module

This Module Area is composed as follows:

A-1 Input Module for degree B.Sc. Sport, Business & Law / B.Sc. Sports Management

A-2 Input Module for degree B.Sc. Business Administration / Health Care Economics

A-3 Input Module for degree B.Sc. Sports Science

**A-1: Input Module for degree B.Sc. Sport, Business & Law /
B.Sc. Sports Management**

A-1-0: Lecture Series Research Methods

N.N.

A-1-1: Foreign Languages

Responsible Unit	Language Centre	
Educational Objectives	At the end of the course, students will be able to understand texts in foreign languages and independently use and evaluate specialist literature. In addition, students will extend their vocabulary, apply strategies for text analysis and thus will understand specialized texts.	
Learning Content	<ul style="list-style-type: none"> - Elaboration of specialist literature - Elaboration and discussion of current foreign-language texts - Sharing of strategies for text analysis - Technical lexis 	
Form of Knowledge Transfer	Tutorial	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Exam	
Workload	Active participation in tutorial	120h
	Preparation and follow-up	90h
	Preparation for exam	30h
	Total	240h
ECTS Credit Points	8 CP	
Duration	8 Credit Hours Tutorial	

A-1-2: Business Administration Courses, Sports Science Courses or Jurisprudence Courses

Responsible Unit	Chair of the Audit Committee								
Educational Objectives	At the end of a course in the field of business administration, sports science or jurisprudence, students will be able to understand conceptual and theoretical fundamentals in one field. In this context, students gain specific knowledge and can apply them in selected case studies.								
Learning Content	Depending on the Course								
Form of Knowledge Transfer	Lecture								
Participation Requirements	None								
Recommended prior Knowledge	None								
Assessment Components	Graded assessment components depending on the course								
Workload	Usually per course: <table> <tr> <td>Active participation in lecture</td> <td>30h</td> </tr> <tr> <td>Tutorial</td> <td>15h</td> </tr> <tr> <td>Preparation, follow-up, presentations and preparation for exam</td> <td>105h</td> </tr> <tr> <td>Total</td> <td>150h</td> </tr> </table>	Active participation in lecture	30h	Tutorial	15h	Preparation, follow-up, presentations and preparation for exam	105h	Total	150h
Active participation in lecture	30h								
Tutorial	15h								
Preparation, follow-up, presentations and preparation for exam	105h								
Total	150h								
ECTS Credit Points	Courses with maximum 11 Credit Points in total								
Duration	Usually 2 Credit Hours Lecture								

A-1-3: Semester Abroad

Responsible Unit	Chair of the Audit Committee (Contact Person for studies abroad: Dr. Kristoff Reichel)
Educational Objectives	After the completion of a semester abroad, students will have an increased intercultural competence and deepened language skills, which form the basis for the master's program. In addition, students will have country-specific knowledge in business administration, sports science, or jurisprudence. They can evaluate existing differences and use them for various professional fields, e.g. in sports management.
Learning Content	Varying offer of partner universities from the field of business administration, sports science, or jurisprudence. Foreign-language courses need not be chosen. Sports can only make up a maximum of 7 Credit Points.
Form of Knowledge Transfer	Varying
Participation Requirements	The studies abroad should be coordinated with the contact person (departmental coordinator Dr. Kristoff Reichel) in advance.
Recommended prior Knowledge	Foreign-language knowledge
Assessment Components	Graded Assessment Components must be submitted. A maximum of 4 Credit Points will be accepted without a grade.
Workload	Total 570h
ECTS Credit Points	19 Credit Points
Duration	Varying

A-1-4: International Internship

Responsible Unit	Chair of the Audit Committee (Contact Person for international internships: Dr. Kristoff Reichel)
Educational Objectives	After the completion of an international internship, students will have an increased intercultural competence and deepened language skills, which form the basis for the master's program. In addition, students will have country-specific knowledge. They can evaluate existing differences and use them for various professional fields, e.g. in sports management.
Learning Content	Varying offer of partner universities from the field of business administration, sports science, or jurisprudence. A reference to sports is not mandatory but recommendable. Activities must include a predominant proportion of organizational tasks. German or German-speaking employers are only allowed if the predominant proportion of activities and working environment takes place in a foreign language.
Form of Knowledge Transfer	Varying
Participation Requirements	The international internship should be coordinated with the contact person (departmental coordinator Dr. Kristoff Reichel) in advance.
Recommended prior Knowledge	Foreign-language knowledge
Assessment Components	Ungraded Assessment Components: Submission of an internship certificate
Workload	Total 420h
ECTS Credit Points	14 Credit Points
Duration	3 Months

A-1-5: Sport Management: Sport Marketing

Responsible Unit	Prof. Dr. Herbert Woratschek, BWL VIII (Marketing & Service Management)		
Educational Objectives	After attending one of the courses in the area of sport management (marketing), students are able to assess special features about this field. By dealing with the special characteristics in sport management, they can elaborate on possible solutions as well as recommendations for specific problems. Thus, students gain knowledge and skills for a professional career in sport management.		
Learning Content	Different courses with changing content, e.g. management of service brands, marketing of international service companies, service-dominant logic, project management, complaint management, sport new media, sport sponsorship, innovative approaches to service marketing, facility management, etc.		
Form of Knowledge Transfer	In the case of a lecture, the theoretical foundations are built, which are then deepened in exercises using practical examples. In the case of a seminar, current theoretical issues are addressed, written assignments are prepared, and important results are presented orally. In the case of a project seminar, current issues are addressed, theoretical foundations are built, and a case study is worked on. The courses can also be held in foreign languages and be taught by internationally renowned visiting professors or qualified lecturers.		
Participation Requirements	None		
Recommended prior Knowledge			
Assessment Components	Graded Assessment Components on the basis of a 1 hour exam, a term paper or a presentation		
Workload		Lecture/ Tutorial	Seminar
	Active participation in course	45h	30h
	Preparation of term paper/case study		100h
	Preparation of presentation		20h
	Preparation and follow-up	75h	
	Preparation for exam	30h	
	Total	150h	150h
ECTS Credit Points	5 Credit Points		
Duration	3 Credit Hours		

A-1-6: Sports Law

Responsible Unit	Prof. Dr. Peter Heermann Civil Law VI (Commercial & Economic Law, Comparative Law & Sports Law)	
Educational Objectives	After attending the lecture "sports law", students will be able to recognize and legally classify problems under association law and European law. In addition, students are able to evaluate legal issues in sports and are familiar with the interplay between the autonomy of associations and state law. They can determine the differences between association and sports arbitration in the field of sports.	
Learning Content	<ul style="list-style-type: none"> - Basics of (German) association law - Basics of European law - Association's autonomy versus state law - Association and arbitration jurisdiction 	
Form of Knowledge Transfer	Lecture (and tutorial)	
Participation Requirements	Successful participation BGB I (Civil Code I) and BGB II (Civil Code II)	
Recommended prior Knowledge		
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	30h
	Preparation for exam	30h
	Total	90h
ECTS Credit Points	3 Credit Points	
Duration	2 Credit Hours	

A-1-7: Sports Marketing Law

Responsible Unit	Prof. Dr. Peter Heermann Civil Law VI (Commercial & Economic Law, Comparative Law & Sports Law)	
Educational Objectives	After attending the lecture "sports marketing law", students will be able to classify the basic features of antitrust law, copyright law, trademark law and fair trading law and apply them to practical situations, as well as to legally evaluate the phenomenon of ambush marketing. They will be familiar with the basics of the personal rights of athletes as well as selected legal problems of (sports) sponsorship contracts.	
Learning Content	<ul style="list-style-type: none"> - Basics of antitrust law, copyright law, trademark law and fair trading law - Marketing I: ambush marketing at major sporting events - Marketing II: personal rights of athletes – basics 	
Form of Knowledge Transfer	Lecture (and tutorial)	
Participation Requirements	Successful participation BGB I (Civil Code I) and BGB II (Civil Code II)	
Recommended prior Knowledge		
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	30h
	Preparation for exam	30h
	Total	90h
ECTS Credit Points	3 Credit Points	
Duration	2 Credit Hours	

A-2: Input Module for degree B.Sc. Business Administration / Health Care Economics

A-2-0: Lecture Series Research Methods

N.N.

A-2-1: Training, Movement, Medicine I

This Module Area is composed as follows:

A-2-1-1 Sports Biology I (Anatomy) (Lecture)

A-2-1-2 Sports Biology II (Physiology) (Lecture)

A-2-1-3 Training Science I (Lecture)

A-2-1-4 Movement Science (Lecture)

Responsible Unit	Prof. Dr. Andreas Hohmann, Sports Science I Prof. Dr. Walter Schmidt, Sports Science IV	
Educational Objectives	After participating in the module training, movement and medicine (4 lectures), students know the scientific theory of the self-concept of Training Science, Movement Science, Sports Anatomy and Sports Physiology. They can explain and estimate with regard to their explanatory power in relation to practical phenomena of physical activity, the central scientific theories of the categories performance / capability, training and competition as well as movement control and movement learning, movement coordination and technique, physique (anatomy) and body function (physiology) as well as biomechanical motion analysis and sport medical performance diagnostics.	
Learning Content	Theoretical findings, research methods and applied optimization methods as well as certain tried and tested practice solutions for performance diagnostics, motion diagnostics, as well as coordination and technical training as seen from the perspective of sports medicine and movement science, as well as for performance, training and competition in various fields of action (e.g., performance sports, fitness sports, health sports, association sports, school sports and recreational sports) as seen from the perspective of sports medicine and training science.	
Form of Knowledge Transfer	Lectures	
Assessment Components	Final exam in "A-2-1-1 & A-2-1-2" and in "A-2-1-3 & A-2-1-4"	
Workload	A-2-1-1 Sports Biology I (Anatomy)	20h
	A-2-1-2 Sports Biology II (Physiology)	20h
	A-2-1-3 Training Science I	20h
	A-2-1-4 Movement Science I	20h
	Follow-up of the lecture, literature studies and preparation for exam	40h
	Total	120h
ECTS Credit Points	4 Credit Points	
Duration	1 Credit Hour for each Lecture	

A-2-1-1 and A-2-1-2: Lectures Sports Biology I and II

Responsible Unit	Prof. Dr. Walter Schmidt, Sport Science IV
Educational Objectives	<p>After attending the lecture "sports biology I", students know the basic anatomy of the human body. They understand the functional relationships of the locomotor system and are able to use this knowledge in the analysis of the execution of movements. In addition, they develop an understanding of the causes and consequences of sports injuries.</p> <p>After attending the lecture "sports biology II", students know the basic physiological functions and biological processes in the human body. They get an understanding of acute and chronic adaptations of the organism to sporting activity or inactivity and learn to estimate the limits of performance. Furthermore, they get an insight into research methods and possibilities of intervention to improve the performance.</p>
Learning Content	<p><u>Lecture Sports Biology I (Anatomy)</u></p> <p>Knowledge and research methods of the locomotor system. Connections between structures and their function. Importance of anatomical structures in sports.</p> <p>Thematic Focus:</p> <ul style="list-style-type: none"> - Histology of bones and muscles - Specific anatomy of the upper and lower extremities - Specific anatomy of the trunk - Specific anatomy of the back and shoulder - Specific anatomy of the head - Vulnerable structures <p><u>Lecture Sports Biology II (Physiology)</u></p> <p>Knowledge and research methods of the function of individual organ systems and the whole body under resting conditions, during acute exercise and during training.</p> <p>Thematic Focus:</p> <ul style="list-style-type: none"> - Metabolism and energy conversion - Muscles - Cardiovascular system - Motion control - Blood and breathing - Performance diagnostics - Training and environmental adaptations
Form of Knowledge Transfer	Lecture (divided in two-one-hour lectures)
Participation Requirements	None
Recommended prior Knowledge	None
Assessment Components	Graded assessment on the basis of a 1 hour exam

Workload	Active participation in lecture	40h
	Preparation and follow-up	10h
	Preparation for exam	10h
	Total:	60h
ECTS Credit Points	2 Credit Points	
Duration	2 x 1 Credit Hour	

A-2-1-3 Training Science I

Responsible Unit	Prof. Dr. Andreas Hohmann, Sport Science I	
Educational Objectives	After attending the lecture "training science I", students know the scientific theory of the self-concept of training science. Furthermore, they are able to describe the central scientific theories and methods to the scientific categories: performance / capability, training and competition and with regard to their explanatory power in relation to practical phenomena of sports.	
Learning Content	<p>Theoretical findings as well as selected proven solutions for performance, training and competition in different fields of action of sports and training (e.g. fitness and health sports, association sports, school sports and leisure sports).</p> <p>Thematic Focus:</p> <ul style="list-style-type: none"> - Development of training and training science - Structure of sports performance and capability - Performance diagnostics in training and competition - Models of training control and training results - Training planning, control, documentation and evaluation - Training content, methods and equipment - Competition systems and competition analysis - Competition preparation, control and evaluation - Training and competition in specific fields of action (Performance sports, fitness sports, health sports, etc.). 	
Form of Knowledge Transfer	Lecture	
Participation Requirements	None	
Recommended prior Knowledge	Lecture A-2-1-1 and A-2-1-2	
Assessment Components	Graded assessment on the basis of a 1 hour exam (A-2-1-3 and A-2-1-4)	
Workload	Active participation in lecture	20h
	Preparation and follow-up	5h
	Preparation for Exam	5h
	Total	30h
ECTS Credit Points	1 Credit Point	
Duration	1 Credit Hour	

A-2-1-4 Movement Science I

Responsible Unit	Prof. Dr. Andreas Hohmann, Sport Science I	
Educational Objectives	After attending the lecture “movement science I”, students know scientific-theoretical principles of movement science. Furthermore, they can describe fundamental scientific theories and methods of motion control, movement coordination, movement technique, as well as acquisition and development of sports related facilities. They are able to explain phenomena in sport practice using this background information.	
Learning Content	<p>Theoretical insights and a selection of proven practical solutions to performance, training and competition in various fields of physical training (e.g. competitive sport, health and fitness sport; e.g. in clubs, schools or leisure).</p> <p>Thematic Focus:</p> <ul style="list-style-type: none"> - Development of movement science and sub disciplines like biomechanics and sport motoric - Fundamentals of human biomechanics and sport motoric skills - Acquisition and development of sport motoric skills - Coordination and technique training - Methods of biomechanical and sport motoric diagnosis and optimization 	
Form of Knowledge Transfer	Lecture	
Participation Requirements	None	
Recommended prior Knowledge	Lecture A-2-1-1 and A-2-1-2	
Assessment Components	Graded assessment on the basis of a 1 hour exam (A-2-1-3 and A-2-1-4)	
Workload	Active participation in lecture	20h
	Preparation and follow-up	5h
	Preparation for Exam	5h
	Total	30h
ECTS Credit Points	1 Credit Point	
Duration	1 Credit Hour	

A-2-2: Sport in Society and Business I

This Module is composed as follows:

A-2-2-1 Lecture Social Sciences in Sport

A-2-2-2 Lecture Sport Economics

Responsible Unit	Prof. Dr. Susanne Tittlbach, Sport Science III Prof. Dr. Markus Kurscheidt, Sport Science II	
Educational Objectives	After participating in the module "sport in society and economy I", students have basic knowledge of social and economic aspects of sport. The students can explain individual, social and economic conditions of sport and physical activity behavior (active and passive sport consumption) and can derive strategic recommendations for sport and health policy as well as sports and fitness management.	
Learning Content	<p>Basics of sport pedagogy and sport sociology: e.g. clarification of sport pedagogical and social terms, social diversity, competence orientation, sport engagement and active lifestyle, the life course, trend sports, fields of action of sport.</p> <p>Basics of sport psychology: e.g. introduction to research questions of (sport) psychology, motivation, emotion, cognition, personality, health, social, fields of application of sport psychology.</p> <p>Basics of sports economics: goods theory, market failure, sports system; sports demand, value added business models, competitive strategies; market structures in sports, natural monopolies, League sports markets; Organizational / Institutional Economics and political economy of sport, sports development and sports policy.</p>	
Form of Knowledge Transfer	Lectures	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Two graded assessments on the basis of a 1 hour exam each	
Workload	Active participation in lecture	40h
	Preparation and follow-up	40h
	Preparation for exam	40h
	Total	120h
ECTS Credit Points	4 Credit Points	
Duration	4 Credit Hours	

A-2-2-1: Lecture Social Science in Sport

Responsible Unit	Prof. Dr. Susanne Tittlbach, Sport Science III	
Educational Objectives	<p>After attending the lecture “social sciences in sport”, students have basic knowledge in sport pedagogy, sport sociology and sport psychology. The students are familiar with different socialization and developmental requirements in childhood and youth as well as with data on sport involvement throughout the life course. They are able to recognize and evaluate different educational and socialization fields of sport, especially sports club / association, and know about the interactions and interdependencies between sport and society. They have insight into sport psychological subfields (e.g., personality, motivation, emotions, cognition) and have applied social science competences related to leisure sport, competitive sports, health sport with different target groups throughout the lifespan.</p>	
Learning Content	<p><u>Lecture Social Sciences in Sport I</u></p> <p>Basics of sport pedagogy and sport sociology: e.g. clarification of sport pedagogical and sport sociological terms, social diversity, competence orientation, physical activity engagement and active lifestyle throughout the life span, trend sports, fields of action in sport</p> <p><u>Lecture Social Sciences in Sport II</u></p> <p>Basics of sport psychology: e.g. introduction to research questions of (sport) psychology, development, motivation, emotion, cognition, personality, health, social, sport psychological applications</p>	
Form of Knowledge Transfer	Lecture (divided into two one-hour lectures)	
Participation Requirements	First insights into sports and movement areas	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	20h
	Preparation and follow-up	20h
	Preparation for exam	20h
	Total	60h
ECTS Credit Points	2 Credit Points	
Duration	2 x 1 Credit Hours	

A-2-2-2 Lecture Sports Economics

Responsible Unit	Prof. Dr. Markus Kurscheidt, Sport Science II	
Educational Objectives	After attending the lecture, students have basic theoretical and empirical insights on structure, functioning and development of sports markets won. You know economic and sociological mechanisms of sports development. On this basis they link to task areas of sports governance and sports policy as well as sports management and strategic conclusions on the efficiency of derive sports organizations	
Learning Content	<ul style="list-style-type: none"> - Differentiation of social and economic science disciplines of sports, goods theory and market failure, sports system as a social subsystem - Sport demand: determinants of sport demand, neoclassical theory of sports consumption, sociological extensions - Sports: neoclassical theory of sports production, Typologies of sports providers, value added, Business Models and competitive strategies - sports markets: neoclassical theory of sports markets, market structures in sports, natural sports monopolies, special features of league sports markets, data and facts to selected sports markets - Organizational and institutional economics of sport, Political Economics of Sports, Sports Development and Sports policy 	
Form of Knowledge Transfer	Lecture	
Participation Requirements	None	
Recommended prior Knowledge	Basics of Economics	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	20h
	Preparation and follow-up (including exercises)	20h
	Preparation for exam	20h
	Total	60h
ECTS Credit Points	2 Credit Points	
Duration	2 Credit Hours	

A-2-3: Advanced Seminar Sports Governance / Event Management

One Seminar has to be chosen from the following offer:

A-2-3-1 Advanced Seminar Sports Governance

A-2-3-2 Advanced Seminar Event Management

A-2-3-1 Advanced Seminar Sports Governance

Responsible Unit	Prof. Dr. Markus Kurscheidt, Sport Science II	
Educational Objectives	After attending the seminar, students have met one series of current and / or characteristic case studies and challenges of sports governance. In addition, they actively have their chosen topic independent scientific work, practiced in a team of two ("Tandem"). This puts them in the position, to prepare in typical occupational fields of sports policy and sports management independent political, industry and organizational analyzes for decision-making. In particular, they master the case study technique as well literature and document analysis as methodological instruments	
Learning Content	Selected in-depth fields of application of (corporate) sport governance and market regulation in sport, sports organization, Sports financing and sports policy, for example: sport promotion policy, financing of sports stadiums, labor market for professional athletes, governance of league sports and major sporting events	
Form of Knowledge Transfer	Seminar (seminar paper / presentation for two in "tandem")	
Participation Requirements	None	
Recommended prior Knowledge	Lecture Sports Economics (A-2-2-2)	
Assessment Components	Seminar paper and presentation (in tandem)	
Workload	Active participation in the seminar	30h
	Preparation and follow-up	90h
	Total	120h
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours	

A-2-3-2 Advanced Seminar Event Management

Responsible Unit	Prof. Dr. Markus Kurscheidt, Sport Science II	
Educational Objectives	After attending the seminar, students have won a basic insight into the tactical-operative event management as systematic process management a time-related event service. In addition, they gain initial experience in practical event management according to the assignment in respective subgroups of the event organization (mostly Program, marketing, catering / logistics, finance). The Advanced Seminar consists of a theoretical part as block seminar and a practical part as a project seminar. The learning object becomes "real" event formats (sports related events) (mostly in winter <i>Ball des Sports</i> and in summer <i>Unikat</i>).	
Learning Content	<ul style="list-style-type: none"> - Introduction to (mainly tactical-operative) event management: Event planning, project management techniques, event financing, event design (programming, competition organization), event marketing (event PR / advertising, ticketing, event sponsoring), event logistics (risk management / security, catering), personnel and quality management, reporting - Project-related training of the practical event management: organization design and team building, project coordination and communication, personnel planning, service behaviour, business communication, precise work under stress and time pressure, reporting - Event project evaluation and academic reflection 	
Form of Knowledge Transfer	Advanced Seminar (block seminar and project work in a team)	
Participation Requirements	None	
Recommended prior Knowledge	Lecture Sports Economics (A-2-2-2)	
Assessment Components	Project report and final presentation (as a team)	
Workload	Active participation in the introduction and the project final session (block seminar)	30h
	Event project work in a team	60h
	Project report / final presentation	30h
	Total	120h
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours	

A-2-4: Fitness Basics

Responsible Unit	Dr. Sascha Hoffmann, Sport Science VI: Theory and Practice of Sports and Movement Fields	
Courses	A-2-6-1 Strength and Stretching Training A-2-6-2 Cardio Training A-2-6-4 Nutrition	
Educational Objectives	After attending the seminars, students are able to correctly demonstrate the specific training contents on the basis of anatomical and physiological knowledge of the human organism (self-demonstration) as well as impart target group specific training programs with adequate organizational competence. In addition, students have acquired knowledge in selected structural and market aspects.	
Learning Content	Specific methods, exercise concepts and tasks for the development of the fitness basics, anatomical and physiological conditions and processes, relations to different target groups, sport economic relations, stress management	
Form of Knowledge Transfer	Advanced Seminar	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Regular and successful participation in the three seminars, ungraded module exam or event-internal Assessment Components	
Workload	<u>A-2-6-1 Strength and Stretching Training</u> Active participation 10h Preparation and follow-up 5h <u>A-2-6-2 Cardio Training</u> Active participation 10h Preparation and follow-up 5h <u>A-2-6-4 Nutrition</u> Active participation 10h Preparation and follow-up 5h Total 45h	
ECTS Credit Points	2 Credit Points	
Duration	1 Credit Hour per Offer	

A-2-5: Sports of Choice

Responsible Unit	Dr. Sascha Hoffmann, Sport Science VI: Theory and Practice of Sports and Movement Fields	
Educational Objectives	After attending the seminars/tutorials, students will be able to impart competences of demonstration, performance and organization of their chosen movement area/sport. In addition, participating students can apply the taught sport associations and event management skills.	
Learning Content	Reference of the chosen sport to the sports scientific disciplines training and movement science, sports medicine / sports physiology, sports pedagogy and sports psychology, sports economic and sports historical references. Consolidation of the contents of the basic seminar.	
Form of Knowledge Transfer	Seminar	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Regular and successful participation, ability to perform and demonstrate, written or oral exam	
Workload	Active Participation	60h
	Preparation and follow-up	30h
	Total	90h
ECTS Credit Points	3 Credit Points	
Duration	4 Credit Hours	

The Choice can be made from the following offer:

Athletics	Ski Alpine
Badminton	Ski Nordic
Basketball	Snowboard
Climbing	Soccer
Golf	Swimming
Gymnastics Apparatus	Table Tennis
Gymnastics and Dance	Tai Ji Quan
Handball	Tennis
Health and Fitness	Volleyball
Karatedo	

The Offer can vary depending on the Job Situation and Teachers.

A-2-6: BGB I / Civil Code I for Sport, Business & Law Students

Responsible Unit	Prof. Dr. Peter Heermann, LL.M., Civil Law VI	
Educational Objectives	<p>In the lecture "BGB I" the students receive an introduction to civil law, in particular in the legal way of working. They learn the expert opinion technology for solution of civil cases. After attending lecture and practice, students are able to solve problems from the general part of the BGB as well as the legal obligation to classify general obligations and expert opinion to edit. Central is the legal business theory, especially the declaration of intention, Contestation, business ability and the emergence of Contracts. The students get an insight into the statutory regulations on representation, as well as in the main objections and objections, in particular in the limitation of claims. Furthermore, they learn the principles of the general law of obligations, in particular the right of the performance disturbances (impossibility, debt default, Non-performance, poor performance, secondary injury, culpa in contrahendo, creditor's delay). Finally, the students develop a problem awareness with regard to the design of general terms and conditions.</p>	
Learning Content	<ul style="list-style-type: none"> - Introduction to civil law - Legal entities and legal objects - Legal Business - Legal action for third parties - Introduction to the law of obligations - Performance disruptions / breaches of duty - Offsetting and assignment - Terms of Service 	
Form of Knowledge Transfer	Lecture and exercise; (optional) tutorial (if available)	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	20h
	Tutorial	30h
	Preparation for exam	40h
	Total	120h
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours Lecture and 2 Credit Hours Tutorial	

A-2-7: BGB II / Civil Code II for Sport, Business & Law Students

Responsible Unit	Prof. Dr. Peter Heermann, LL.M., Civil Law VI	
Educational Objectives	Building on the events "BGB I" the students get insights into selected areas of the Special Obligations Law as well as of the Property law. The main types of contracts are moving into focus (purchase contract, work contract, lease and service / employment contract), whereby the purchase and work contractual are in the main focus. The students learn principles of tort law (with a focus on sport-specific features) as well as the right of enrichment. After participating in the events, they are also able to legally judge problems that result from the participation of third parties in a debt relationship. In the field of property law students learn, the legal acquisition of property of moving things.	
Learning Content	<ul style="list-style-type: none"> - Repeat General Law of Obligation - Purchase law - Contractual contract law - Tenancy - Employment contract and employment law - Tort law - Third party in debt - Enrichment law - Property law 	
Form of Knowledge Transfer	Lecture and exercise; (optional) tutorial (if available)	
Participation Requirements	Participation in lecture and exercise BGB I (A-2-6)	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	20h
	Tutorial	30h
	Preparation for exam	40h
	Total	120h
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours Lecture and 2 Credit Hours Tutorial	

A-3: Input Module for Degree B.Sc. Sport Science

A-3-0: Lecture Series Research Methods

N.N.

A-3-1: Bookkeeping

Responsible Unit	Prof. Dr. Sebastian Schanz, BWL II (Business Taxation & Auditing)	
Educational Objectives	During the course students acquire basic knowledge of the financial accounting of business processes in companies. By imparting the basic structure of the accounting system and the presentation of the relationship between success and status, the students are able to apply the system and technology of double-entry accounting for the preparation of the annual financial statements and its interpretation. At the end of the course, students will be able to complete the bookkeeping process from the opening bookings to a variety of different business transactions until the end of the accounting period by determining the annual surplus and the implementation of the profit distribution for different legal forms.	
Learning Content	<ul style="list-style-type: none"> - Basis of accounting - System and technology of double bookkeeping - Business transactions - Legal form-specific profit and loss distribution 	
Form of Knowledge Transfer	Lecture and Tutorial	
Participation Requirements	None	
Recommended prior Knowledge	Mathematical basic knowledge is required.	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	15h
	Tutorial	15h
	Preparation for exam	30h
	Total	90h
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

A-3-2: Interdisciplinary Sports Science

N.N.

A-3-3: Introduction to Economics

Responsible Unit	Prof. Dr. Martin Leschke, Institutional Economics	
Educational Objectives	The aim of the course "Introduction to Economics" is the teaching of basic knowledge and methods from the field of economics. The students should get an overview of the various areas of economics and their interrelationships. After successful completion of the module, the students are able to classify economic events, to deal with economic problems, and to formulate their line of argumentation.	
Learning Content	<ul style="list-style-type: none"> - Conceptual and theoretical foundations - Building an economy - Economic systems and economic regulations - Introduction to basic theories and models of micro- and macroeconomics - Introduction to Economic Policy - Fundamentals of real and monetary foreign trade 	
Form of Knowledge Transfer	Lecture and Tutorial	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	60h
	Tutorial + preparation	30h
	Preparation for exam	30h
	Total	150h
ECTS Credit Points	3 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

A-3-4: Finance

Responsible Unit	Prof. Dr. Klaus Schäfer, BWL I (Finance and Banking)								
Educational Objectives	This course covers the key financial issues of a company. The lecture is accompanied by a tutorial featuring brief examples and additional exercises. Students will learn to characterize internal and external financing instruments and corporate finance decisions. They will be able to apply and analyze methods of capital budgeting and especially the net present value.								
Learning Content	Main content areas (non-exhaustive and subject to changes without prior notice): Finance and the Firm, Internal and External Financial Instruments, Common Stock, Raising Capital by Initial Public Offerings, Debt Instruments (Bonds, Leasing, Credit Decisions, Bank Loans), Short and Long Term Financial Planning, Capital Budgeting Decisions, The Net Present Value Rule, Internal Rate of Return, Modified Internal Rate of Return, Deciding When to Replace an Existing Machine, Basic Concepts of Risk Analysis, Cost of Capital and the Effect of Financial Leverage.								
Form of Knowledge Transfer	Lecture (2 hours-per-week), Tutorial (1 hour-per-week). The tutorial supports the exam preparation through additional examples and case studies to the Lecture.								
Participation Requirements	None								
Recommended prior Knowledge	Existing basic knowledge of interest calculation is helpful.								
Assessment Components	Graded assessment on basis of a 1 hour written exam								
Workload	<table> <tr> <td>Active participation in lecture</td> <td>30h</td> </tr> <tr> <td>Tutorial</td> <td>15h</td> </tr> <tr> <td>Preparation, follow-up & preparation for exam</td> <td>45h</td> </tr> <tr> <td>Total</td> <td>90h</td> </tr> </table>	Active participation in lecture	30h	Tutorial	15h	Preparation, follow-up & preparation for exam	45h	Total	90h
Active participation in lecture	30h								
Tutorial	15h								
Preparation, follow-up & preparation for exam	45h								
Total	90h								
ECTS Credit Points	3 Credit Points								
Duration	2 hours-per-week Lecture and 1 hour-per-week Tutorial								

A-3-5: Marketing

Responsible Unit	Prof. Dr. Claas Christian Germelmann, BWL III (Marketing & Consumer Behaviour)	
Educational Objectives	Upon completion of this course, students are familiar with the most important instruments of marketing. They will be able to apply the instruments in order to solve problems in marketing and they will be able to use these instruments within the scope of the marketing mix. The students gained insight into different institutional marketing perspectives and are able to recognize and to apply specific institutional requirements of the marketing mix (e.g., sports marketing). The students are additionally familiar with the global challenges of marketing. They are able to investigate marketing decisions in terms of ethical tenability within the scope of socially responsible marketing.	
Learning Content	<ul style="list-style-type: none"> - Marketing from an instrumental perspective: product policy, pricing policy, communication policy, distribution policy, use of the marketing mix in customer relationship management - Marketing from an institutional perspective: trade marketing, sports marketing, digital marketing - Global challenges for marketing - Social responsibility and ethics in marketing 	
Form of Knowledge Transfer	Lecture and Tutorial	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on basis of an exam or written essay / paper and an oral presentation.	
Workload	Active participation in lecture	30h
	Preparation and follow-up	15h
	Tutorial	15h
	Preparation for exam	30h
	Total	90h
ECTS Credit Points	3 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

A-3-6: BGB I / Civil Code I for Sports Economists

Responsible Unit	Prof. Dr. Peter Heermann, LL.M., Civil Law VI	
Educational Objectives	<p>In the lecture "BGB I" the students receive an introduction to civil law, in particular in the legal way of working. They learn the expert opinion technology for solution of civil cases. After attending lecture and practice, students are able to solve problems from the general part of the BGB as well as the legal obligation to classify general obligations and expert opinion to edit. Central is the legal business theory, especially the declaration of intention, Contestation, business ability and the emergence of Contracts. The students get an insight into the statutory regulations on representation, as well as in the main objections and objections, in particular in the limitation of claims. Furthermore, they learn the principles of the general law of obligations, in particular the right of the performance disturbances (impossibility, debt default, Non-performance, poor performance, secondary injury, culpa in contrahendo, creditor's delay). Finally, the students develop a problem awareness with regard to the design of general terms and conditions.</p>	
Learning Content	<ul style="list-style-type: none"> - Introduction to civil law - Legal entities and legal objects - Legal Business - Legal action for third parties - Introduction to the law of obligations - Performance disruptions / breaches of duty - Offsetting and assignment - Terms of Service 	
Form of Knowledge Transfer	Lecture and exercise; (optional) tutorial (if available)	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	20h
	Tutorial	30h
	Preparation for exam	40h
	Total	120h
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours Lecture and 2 Credit Hours Tutorial	

A-3-7: BGB II / Civil Code II for Sports Economists

Responsible Unit	Prof. Dr. Peter Heermann, LL.M., Civil Law VI	
Educational Objectives	Building on the course "BGB I" the students get insights into selected areas of the Special Obligations Law as well as of the Property law. The main types of contracts are moving into focus (purchase contract, work contract, lease and service / employment contract), whereby the purchase and work contractual are in the main focus. The students learn principles of tort law (with a focus on sport-specific features) as well as the right of enrichment. After participating in the events, they are also able to legally judge problems that result from the participation of third parties in a debt relationship. In the field of property law students learn, the legal acquisition of property of moving things.	
Learning Content	<ul style="list-style-type: none"> - Repeat General Law of Obligation - Purchase law - Contractual contract law - Tenancy - Employment contract and employment law - Tort law - Third party in debt - Enrichment law - Property law 	
Form of Knowledge Transfer	Lecture and Exercise; (optional) Tutorial (if available)	
Participation Requirements	Participation in Lecture and Exercise BGB I (A-2-6)	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	20h
	Tutorial	30h
	Preparation for exam	40h
	Total	120h
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours Lecture and 2 Credit Hours Tutorial	

Module B: Specialization Business Administration

This Module Area is composed as follows (One Specialization as a Choice):

B-1 Marketing & Services

B-2 Business Management

B-3 Corporate Taxation

B-4 International Personnel Management in the Service Sector

B-5 Digital Economy

Module B-1: Marketing & Services

B-1-1a: Consumer Behaviour

Responsible Unit	Prof. Dr. Claas Christian Germelmann, BWL III (Marketing & Consumer Behaviour)	
Educational Objectives	The aim of the module is to provide students with a state-of-the-art overview of the contributions of behavioural consumer research to marketing and to demonstrate its possible applications in the context of concrete marketing decisions.	
Learning Content	Contents include: History and paradigms of consumer behaviour research; psychological determinants of consumer behaviour (activating processes and cognitive processes); social determinants of consumer behaviour; behavioural design and nudging; consumer behaviour in the digital age; persuasion knowledge and consumer sovereignty.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (1 Credit Hour). The tutorial supports exam preparation through examples, work with scientific publications and case studies that complement the lecture content.	
Participation Requirements	Basic knowledge of marketing is required.	
Recommended prior Knowledge	None.	
Assessment Components	The module examination usually consists of an essay or a written paper and a presentation or a written examination.	
Workload	Active participation in lecture	30h
	Tutorial	15h
	Preparation, follow-up & preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-1-1b: Corporate Communication, Media and Marketing

Responsible Unit	Prof. Dr. Claas Christian Germelmann, BWL III (Marketing & Consumer Behaviour)	
Educational Objectives	The students are able to analyze the mechanisms and the interplay of the diverse marketing communication instruments. They are able to understand marketing communications from consumer strategic perspective informed by consumer behaviour research. They understand the importance of consumers' media environment for the effectiveness of communication strategies. Moreover, students learn to discuss and conceptualize advertising- and PR-strategies applying marketing communication and media theories. They can derive hypotheses on advertising-and media effects, and they are able to design advertising-and media research concepts.	
Learning Content	Main content areas (non-exhaustive and subject to changes without prior notice): The importance of the media-perspective for marketing; basic terms and the evolution of the advertising-and media-research; advertising-and media effects as parts of integrated marketing communications; moderators and mediators for media effects: engagement, credibility and trust; media as advertising context; classical advertising vs. "below the line"; areas of application for media in marketing; PR strategies and tactics; principles of advertising and media research; media, and advertising.	
Form of Knowledge Transfer	Interactive Lecture (2 Credit Hours), Tutorial (1 Credit Hour) - in English language. The interactive elements of the lecture as well as the tutorial support the students' exam preparation by practical examples, exercises, and case studies.	
Participation Requirements	Basic knowledge in marketing is required. Good language skills in English are expected.	
Recommended prior Knowledge	None	
Assessment Components	The module examination usually consists of an essay and a presentation or a written exam.	
Workload	Active participation in lecture	30h
	Tutorial	15h
	Preparation, follow-up & preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-1-2a: Value in Service Management

Responsible Unit	Prof. Dr. Herbert Woratschek, BWL VIII (Marketing & Service Management)	
Educational Objectives	After participating in the course "Value in Service Management", students have a sound knowledge of central areas of value creation in service management. They will be able to present and discuss the Service-Quality Value Framework and its central influencing and moderating variables. In particular, students will be able to assess the importance of customer satisfaction, variety-seeking behaviour and recommendation for customer loyalty and customer acquisition in the service sector. They are able to guide service companies through measures in the areas of brand policy, pricing policy and positioning.	
Learning Content	Contents include: Customer satisfaction and customer loyalty, variety-seeking behaviour, recommendations, positioning process and positioning models, brand policy, performance measurement systems in service management, price management for services.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (1 Credit Hour). The tutorial supports the exam preparation with examples and case studies that complement the lecture content.	
Participation Requirements	Basic knowledge of service management is required, e.g. the module "Fundamentals of Marketing and Service Management".	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of an exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-1-2b: Quality in Service Management

Responsible Unit	Prof. Dr. Herbert Woratschek, BWL VIII (Marketing & Service Management)	
Educational Objectives	After participating in the course "Quality in Service Management", students are able to explain the special significance of quality management in service companies. In particular, they are able to assess the problem of the dependence of quality control on the part of the provider on the participation of the customer and other stakeholders and to derive implications for the management of service companies. Students have a sound knowledge of feature- and event-oriented methods of measuring service quality from the customer and provider perspective. In addition, they are proficient in statistical methods used for quality measurement and in quality management.	
Learning Content	Contents include: Characteristic-oriented and event-oriented methods of measuring service quality from the customer and provider perspective, problem evaluation methods, internal company measurements of service quality, benchmarking, statistical methods.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (1 Credit Hour). The tutorial supports the exam preparation by examples and case studies complementing the lecture contents.	
Participation Requirements	Basic knowledge of service management is assumed, e.g. in the Bachelor of Business Administration in the module "Fundamentals of Marketing and Service Management".	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of an exam	
Workload	Active participation in lecture	30h
	Tutorial	15h
	Preparation, follow-up & preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-1-3a: Innovation Marketing

Responsible Unit	Prof. Dr. Daniel Baier, BWL XIV (Innovation and Dialog Marketing)	
Educational Objectives	After attending the lecture "Innovation Marketing", students will be able to assess the opportunities, risks and success factors of new products and services. They know how the development and introduction of new products and services can be organized and which methods can be used to support the activities and decisions on the way from the idea to the concept to the market launch. They know the advantages and disadvantages of using the various methods and can also apply them.	
Learning Content	<ul style="list-style-type: none"> - Basics: importance and risks of innovations, types of innovations (product, process, market, technology, incremental, radical innovations), phase models ("modern" phase models, stage-gate process), success factors for product innovations (success factor research, forecasting models) - From innovation need to concept: idea generation (e.g. brainstorming, SIL, synectics, morphological box, progressive abstraction), idea evaluation (e.g. checklists, scoring models, risk analysis, financial mathematical methods), concept design (e.g. focus groups, conjoint analysis) - From concept to market launch: test market research (including monadic and comparative test market simulation), pricing (expert interviews, direct and indirect customer surveys, price experiments), adoption and diffusion - On the link between product and process innovation: quality design (Quality Function Deployment), Target Costing - Strategic aspects: Industry development model, technology portfolios, „Closed“ vs. „Open“ Innovation 	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (1 Credit Hour).	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of an exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up	90h
	Preparation for exam	29h
	Exam	1h
	Self study and research	15h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-1-3b: Dialog Marketing

Responsible Unit	Prof. Dr. Daniel Baier, BWL XIV (Marketing & Innovation)	
Educational Objectives	After attending the lecture "Dialog Marketing", students know essential instruments and strategies of dialog marketing. They are able to efficiently use new media in customer contact via multiple channels and to orchestrate them within the framework of customer relationship management. They know how to measure the acceptance and impact of the various instruments and, based on this, implement multi-channel management via customer contact centres. They know the advantages and disadvantages of customer segmentation as well as those of customer clubs and other loyalty programs.	
Learning Content	<ul style="list-style-type: none"> - Introduction to dialog marketing: from direct marketing to dialog marketing, forms of dialog marketing: media and areas of application, organization of dialog marketing - Basics of dialog marketing: On the information and buying behavior of customers, communication technologies and measuring their acceptance, customer loyalty and customer relationship management, impact measurement in dialog marketing, legal basics - Instruments of dialog marketing: from the sales representative visit to the written sales conversation, telephone marketing, online marketing, social media marketing, mobile dialog marketing, search engine marketing - Dialog marketing strategies: development of communication strategies, segmentation and individualization, customer acquisition, retention and recovery, customer clubs and loyalty programs, customer contact centres and multi-channel management, crowd sourcing - Dialog marketing management accounting: customer value and customer analysis, effectiveness and efficiency measurement 	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (1 Credit Hour),	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of an exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up	90h
	Preparation for exam	29h
	Exam	1h
	independent study and research	15h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-1-4a: Traditional Approaches and new Perspectives in Brand Management

Responsible Unit	Prof. Dr. Tim Ströbel, BWL XV: Marketing & Sport Management	
Educational Objectives	After participating in the module „Traditional approaches and new perspectives in brand management“, students have a sound knowledge of brand management. Building on traditional approaches, students will in particular be able to understand new perspectives in brand management. They are able to link current research approaches with practice-oriented questions and derive implications for research and practice.	
Learning Content	Contents include: Brand equity and brand strength, special features of brand management in services (e.g. in sports), case studies on brand building, brand governance, personal branding/human branding, integrative branding.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), tutorial (1 Credit Hour). The tutorial supports the exam preparation by examples and case studies complementing the lecture contents.	
Participation Requirements	None.	
Recommended prior Knowledge	None.	
Assessment Components	Graded assessment on the basis of an exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up Literature review and preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-1-4b: Current Aspects of digital Transformation

Responsible Unit	Prof. Dr. Tim Ströbel, BWL XV: Marketing & Sport Management	
Educational Objectives	After participating in the module „Current aspects of digital transformation“, students are able to assess different aspects concerning the disruptive potential of digitalisation with regard to theories and concepts in marketing and sport management. Students will develop an understanding of the influence of digitalisation on strategic marketing activities and will be able to derive appropriate consequences and measures.	
Learning Content	Contents include: Digital transformation in the context of value co-creation, digital engagement platforms, development of innovative business models, digital transformation of brand management.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), tutorial (1 Credit Hour). The tutorial supports the exam preparation by examples and case studies complementing the lecture contents.	
Participation Requirements	None.	
Recommended prior Knowledge	None.	
Assessment Components	Graded assessment on the basis of an exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up	
	Literature review and preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-1-5: Seminar in Marketing- & Service Management

Responsible Unit	Prof. Dr. Herbert Woratschek, BWL VIII (Marketing & Service Management)								
Educational Objectives	The seminar enables students to deal intensively with a current research area of the Marketing & Services department and to work independently with advanced scientific literature in German and English. The preparation of scientific texts is learned through the independent written seminar paper. Through the scientific discourse, students are able to present and defend central results of the seminar paper in a scientific lecture. The seminars are jointly supervised by the departments of Marketing & Consumer Behaviour, Marketing & Service Management, Marketing & Innovation and Marketing & Sport Management.								
Learning Content	Selected topics of the Marketing & Services Area								
Form of Knowledge Transfer	Seminar (3 Credit Hours). Unless the seminar has been explicitly announced as an English-language seminar, the seminar will be held in German. If desired, the seminar lectures and the seminar discussions can be held in English ("English on demand"). Papers can always be written in German or English.								
Participation Requirements	In-depth knowledge of the Marketing & Services specialization and competence in dealing with English-language texts are required.								
Recommended prior Knowledge	For organizational planning of the event, advance registration is required. Please note the separate announcements.								
Assessment Components	The module examination consists of the preparation of a written advanced seminar paper according to scientific form regulations, the presentation and defense of the contents as well as the active participation in the discussion on the occasion of the defense of the further advanced seminar topics.								
Workload	<table border="0" style="width: 100%;"> <tr> <td>active participation in the advanced seminar (pre- and post-seminar discussions, supervision, block seminar)</td> <td style="text-align: right;">45h</td> </tr> <tr> <td>Preparation of the paper</td> <td style="text-align: right;">120h</td> </tr> <tr> <td>Preparation of the lecture and the seminar</td> <td style="text-align: right;">15h</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">180h</td> </tr> </table>	active participation in the advanced seminar (pre- and post-seminar discussions, supervision, block seminar)	45h	Preparation of the paper	120h	Preparation of the lecture and the seminar	15h	Total	180h
active participation in the advanced seminar (pre- and post-seminar discussions, supervision, block seminar)	45h								
Preparation of the paper	120h								
Preparation of the lecture and the seminar	15h								
Total	180h								
ECTS Credit Points	1 Semester (Advanced Seminar 3 Credit Hours). The module is offered in blocks. The dates will be announced in a separate announcement.								

Module B-2: Business Management

B-2-1: International Corporate Management

Responsible Unit	Prof. Dr. Reinhard Meckl, BWL IX (International Management)	
Educational Objectives	After participating in the lecture "International Corporate Management", students will be familiar with models and theories for managing international companies and will be able to derive possible solutions to basic management problems in an international environment using decision-oriented approaches. In addition, the participants acquire in-depth knowledge in the areas of strategic and structural management of international companies and have detailed knowledge in international risk management as well as in the processing of emerging markets.	
Learning Content	After a differentiation of the various forms of internationalization, strategic, industrial economic, resource-oriented and capital market theoretical approaches to the explanation and derivation of concrete recommendations for the design of international business activities are dealt with. This is followed by content on the value-oriented management of international companies, such as internationalization and e-media, the management of foreign companies and emerging markets. The topic of risk management is dealt with in the context of questions on the structural management of international companies.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (2 Credit Hours). Basically, all parts of the module are interactive. In addition to lectures, students will work on case studies and present their results during class. Furthermore, an independent literature study with subsequent discussion of the contents in the lecture and/or exercise is part of the course („guided readings“).	
Participation Requirements	The module builds on basic knowledge of International Management (as contained e.g. in Meckl, Reinhard (2014): Internationales Management, 3rd edition, Munich). Knowledge of the Bachelor major Basics International Management is beneficial	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	120 minutes lectures and 120 minutes tutorial per week	

B-2-2: Value in Service Management

Responsible Unit	Prof. Dr. Herbert Woratschek, BWL VIII (Marketing & Service Management)	
Educational Objectives	After participating in the course "Value in Service Management", students have a sound knowledge of central areas of value creation in service management. They will be able to present and discuss the Service-Quality Value Framework and its central influencing and moderating variables. In particular, students will be able to assess the importance of customer satisfaction, variety-seeking behaviour and recommendation for customer loyalty and customer acquisition in the service sector. They are able to guide service companies through measures in the areas of brand policy, pricing policy and positioning.	
Learning Content	Contents include: Customer satisfaction and customer loyalty, variety-seeking behaviour, recommendations, positioning process and positioning models, brand policy, performance measurement systems in service management, price management for services.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (1 Credit Hour). The tutorial supports the exam preparation with examples and case studies that complement the lecture content.	
Participation Requirements	Basic knowledge of service management is required, e.g. the module "Basics of Marketing and Service Management".	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of an exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-2-3: Management Basics / Strategic Management

Responsible Unit	Prof. Dr. Ricarda Bouncken, BWL VI (Strategic Management and Organization)	
Educational Objectives	Students of the module Management Basics should gain a comprehensive understanding of different strategies in companies (corporate strategies, business segment strategies, diversification strategies, growth strategies, etc.) and be enabled to select and implement these strategies correctly depending on the requirements and goals in the company and to use suitable instruments for strategy selection and implementation.	
Learning Content	Contents include: Basic structure of management systems, corporate policy, corporate planning, organization, personnel; management process; classical and modern management concept; management cultures.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (1 Credit Hour)	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-2-4: HR Analytics

Responsible Unit	Prof. Dr. Rodrigo Isidor, BWL IV (HRM and Intrapreneurship)
Educational Objectives	
Learning Content	
Form of Knowledge Transfer	
Participation Requirements	
Recommended prior Knowledge	
Assessment Components	
Workload	
ECTS Credit Points	6 Credit Points
Duration	

B-2-5: Selected Topics in Business Informatics

Responsible Unit	Prof. Dr. Torsten Eymann, BWL VII (Information Systems Management)	
Educational Objectives	Participants acquire an in-depth integrative understanding of theoretical, technical and business issues in the context of business information systems.	
Learning Content	Changing, in each case current topics from business informatics, in particular distributed business information systems.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Group Works, Tutorial (2 Credit Hours)	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	The module examination consists of individual performances (term paper, presentations, participation or written examination).	
Workload	Active participation in lecture	30h
	Active participation in tutorial	30h
	Preparation and follow-up, preparation for exam	120h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 2 Credit Hours Tutorial	

B-2-6: Sports and Taxes / Sports and Controlling

One course must be chosen from the following:

B-2-6-1 Sports and Taxes

B-2-6-2 Sports and Controlling

B-2-6-1 Sports and Taxes

Responsible Unit	Prof. Dr. Sebastian Schanz; BWL II (Business Taxation & Auditing)	
Educational Objectives	After attending the course "Sports and Taxes", students will be able to apply the basic knowledge of corporate taxation to specific problems in sport. They will be able to answer selected international questions in addition to national questions on taxation in sports. In the area of national taxation, students will deal in particular with the status of non-profit associations and the taxation of athletes as natural persons. In the international context, the students are able to expand the national topics by the "limited tax liability" as well as the problem of "international double taxation" and its avoidance. In addition, they will learn to understand the background of the spin-off of license game departments.	
Learning Content	<ul style="list-style-type: none"> - Taxation of non-profit associations - Taxation of (internationally active) athletes - Taxation of sports events - Tax treatment of sponsoring with special consideration of VIP boxes in sports stadiums - Spin-off of licensed match departments 	
Form of Knowledge Transfer	Lecture (2 Credit Hours)	
Participation Requirements	The course builds on the basic accounting, bookkeeping and cost accounting courses.	
Recommended prior Knowledge	The knowledge imparted in the basic business administration and economics courses is required. The course builds on the contents of the course "Fundamentals of Corporate Taxation". In addition, knowledge of investment accounting (e.g. "Investment with Fundamentals of Business Valuation") is recommended.	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture	

B-2-6-2 Sports and Controlling

Responsible Unit	Prof. Dr. Friedrich Sommer, BWL XII: Management Accounting	
Educational Objectives	The aim of the course "Sport and Controlling" is to impart knowledge and skills that prepare students for a professional future in sport management accounting and/or for a more in-depth study of the contents of management accounting in the master's program. After attending the course, students will be able to comprehend conceptual and theoretical basics of management accounting. In particular, they will be able to handle and apply certain management accounting instruments. In this context, the students acquire specific knowledge for the use of management accounting instruments in sports and can apply these in selected case studies.	
Learning Content	<ul style="list-style-type: none"> - Introduction to management accounting - Conceptual and theoretical basics - Information supply and coordination in sport management accounting (key figures and key figure systems, reporting) - Balanced scorecard in sport management accounting - management accounting and monitoring in sports (variance analyses, risk management accounting) - Operational and strategic planning in sports 	
Form of Knowledge Transfer	Lecture and Tutorial	
Participation Requirements	None	
Recommended prior Knowledge	Knowledge of bookkeeping as well as cost accounting	
Assessment Components	Graded assessment on the basis of a 1 hour exam and the preparation of two case studies ("additional performance"; see also: Department's homepage → Serviceangebote → Anrechnungen → Hinweise zur Anrechnung der Veranstaltung "Sport und Controlling" im Masterstudium BWL)	
Workload	Active participation in lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Preparation for exam	30h
	Preparation of two case studies	30h
	Total	180h
ECTS Credit Points	6 Credit Points (5 Credit Points Exam; 1 Credit Point additional performance)	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-2-7: Financial Management

Responsible Unit	Prof. Dr. Klaus Schäfer, BWL I (Finance and Banking)	
Educational Objectives	In this course the students get an introduction into the most important theories of finance. The lecture is accompanied by a tutorial featuring brief examples and additional exercises. Students will be able to analyze and apply theoretical models of finance. Furthermore they can describe selected parts of the German system of corporate finance.	
Learning Content	Main content areas (non-exhaustive and subject to changes without prior notice): Theory of Finance in the Case of Frictionless Markets (Fisher-Separation, Shareholder-Value), Modigliani-Miller-Theorem, Introduction to Agency Theory, Spot and Forward Rates, Portfolio Selection and Tobin-Separation, Capital Asset Pricing Model, Derivative Markets and Derivative Instruments, The Basic Idea of Option Pricing, Financial Markets and Corporate Finance in Germany.	
Form of Knowledge Transfer	Lecture (2 hours-per-week), Tutorial (1 hour-per-week). The tutorial supports the exam preparation through additional examples and case studies to the Lecture.	
Participation Requirements	None	
Recommended prior Knowledge	The contents of the module "Finance" are required.	
Assessment Components	Graded assessment on the basis of a 1 hour written exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 hours-per-week Lecture and 1 hour-per-week Tutorial	

B-2-8: Controlling Applications

Responsible Unit	Prof. Dr. Friedrich Sommer, BWL XII (Management Accounting)	
Educational Objectives	After attending the course, students will be able to conceptually classify, discuss and evaluate the essential instruments of management accounting. In addition, they will be able to analyze their concrete implementation in central areas of application, develop new procedures and make suggestions for improvement. In addition to information orientation, the course focuses on aspects of planning, management and control of economic decisions in companies. Both strategic and operational concepts and methods are covered.	
Learning Content	<p>Contents include:</p> <ul style="list-style-type: none"> - Introduction to management accounting - Operational management accounting - Strategic management accounting - Functional area oriented management accounting - (e.g. procurement, production, marketing) - (Industry-) specific forms of management accounting. 	
Form of Knowledge Transfer	Lecture (2 Credit Hours) and Tutorial (1 Credit Hour)	
Participation Requirements	None	
Recommended prior Knowledge	Knowledge of cost and activity accounting, which can be acquired by attending the course "Managerial Accounting II: Cost Accounting", is assumed. In addition, knowledge of the Bachelor specialization Controlling is helpful.	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-2-9: Financial Statement and Company Analysis

Responsible Unit	Prof. Dr. Rolf Uwe Fülbier, BWL X (International Accounting)	
Educational Objectives	After attending the course "Financial Statement and Company Analysis", students will be able to assess globally operating companies on the basis of financial statements. On the one hand, they can process, analyze and interpret accounting ratios using standard and more sophisticated methods. On the other hand, they can extend financial statement analysis to company analysis and valuation by incorporating capital market data and other, also nonfinancial, information. As a result, students are capable of analyzing companies by their financials and questioning their capital market valuations. In addition, they are able to deal with annual reports as well as other corporate information and to perform their own basic analyses.	
Learning Content	<ul style="list-style-type: none"> - Introduction, initial issues and objectives of financial statement and company analysis in times of globalization and digitalization - Accounting ratio-based analysis, including more complex analytical methods - Analysis of qualitative and non-financial data (also with AI-techniques) - Financial statement and company analysis from the perspective of equity and debt capital providers - Non-GAAP measures and financial charts as further challenges - Capital market-oriented company analysis and valuation 	
Form of Knowledge Transfer	Lecture with interactive elements (esp. discussion, short presentations by students) and tutorial	
Participation Requirements	None	
Recommended prior Knowledge	Basic knowledge of national and international accounting according to German Commercial Code (HGB) and/or IFRS	
Assessment Components	Graded assessment on the basis of an exam.	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up	105h
	Preparation for exam	30h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	Lecture (2 Credit Hours Lecture and 1 Credit Hour Tutorial)	

B-2-10: Advanced Seminar Management

Responsible Unit	Prof. Dr. Sebastian Schanz, BWL II (Business Taxation & Auditing)								
Educational Objectives	After participation in the “Advanced Seminar Management”, students can handle independent scientific techniques for writing a term paper or a research report and can write a term paper or a research project report on a current subfield from the field of B-2-1. Students have experience in independent literature study as well as in scientific discourse and are able to present and defend central results of the seminar work in a scientific lecture.								
Learning Content	Selected topics of Business Administration.								
Form of Knowledge Transfer	The module requires the student to work on a specific topic from a scientific point of view. The results are to be presented and defended in the plenum.								
Participation Requirements	None								
Recommended prior Knowledge	In-depth knowledge of business administration is required. For organizational planning of the event, prior registration is required. Please note the separate announcements.								
Assessment Components	The assessment comprises the preparation of a written advanced seminar paper according to scientific formal requirements, the presentation and defense of the contents as well as the active participation in the discussion on the occasion of the defense of the further seminar topics. In addition or as a substitute, further elements of oral or written final examinations may be required. The module grade is composed of the weighting of the individual performances. The detailed requirements and weightings in the module grade will be announced at the beginning of the semester.								
Workload	<table> <tr> <td>Active participation in the seminar (pre- and post-discussions, supervision, block seminar)</td> <td>45h</td> </tr> <tr> <td>Preparation of the paper</td> <td>120h</td> </tr> <tr> <td>Preparation of the lecture and the block course</td> <td>15h</td> </tr> <tr> <td>Total</td> <td>180h</td> </tr> </table>	Active participation in the seminar (pre- and post-discussions, supervision, block seminar)	45h	Preparation of the paper	120h	Preparation of the lecture and the block course	15h	Total	180h
Active participation in the seminar (pre- and post-discussions, supervision, block seminar)	45h								
Preparation of the paper	120h								
Preparation of the lecture and the block course	15h								
Total	180h								
ECTS Credit Points	6 Credit Points								
Duration	3 Credit Hours Seminar. The course is offered as a block course. The specific date will be announced in a separate notice.								

B-2-11: Advanced Seminar Corporate Taxation

Responsible Unit	Prof. Dr. Sebastian Schanz, BWL II (Business Taxation & Auditing)	
Educational Objectives	After participation in the “Advanced Seminar Corporate Taxation”, students are able to handle independent scientific techniques for writing a term paper or a research report and to write a term paper or a research project report on a current subfield from the area B-2-2. Students have experience in independent literature study as well as in scientific discourse and are able to present and defend central results of the advanced seminar paper in a scientific lecture.	
Learning Content	Selected topics of Business Administration.	
Form of Knowledge Transfer	The module requires the student to work on a specific topic from a scientific point of view. The results are to be presented and defended in the plenum.	
Participation Requirements	None	
Recommended prior Knowledge	In-depth knowledge of business administration is required. For organizational planning of the event, prior registration is required. Please note the separate announcements.	
Assessment Components	The assessment comprises the preparation of a written advanced seminar paper according to scientific formal requirements, the presentation and defense of the contents as well as the active participation in the discussion on the occasion of the defense of the further seminar topics. In addition or as a substitute, further elements of oral or written final examinations may be required. The module grade is composed of the weighting of the individual performances. The detailed requirements and weightings in the module grade will be announced at the beginning of the semester.	
Workload	Active participation in the seminar (pre- and post-discussions, supervision, block seminar)	45h
	Preparation of the paper	120h
	Preparation of the lecture and the block course	15h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	Block Course (3 Credit Hours Seminar)	

Module B-3: Corporate Taxation

B-3-1: Sports and Taxes / Sports and Controlling

One course must be chosen from the following:

B-3-1-1 Sports and Taxes

B-3-1-2 Sports and Controlling

B-3-1-1 Sports and Taxes

Responsible Unit	Prof. Dr. Sebastian Schanz; BWL II (Business Taxation)	
Educational Objectives	After attending the course "Sports and Taxes", students will be able to apply the basic knowledge of corporate taxation to specific problems in sport. They will be able to answer selected international questions in addition to national questions on taxation in sports. In the area of national taxation, students will deal in particular with the status of non-profit associations and the taxation of athletes as natural persons. In the international context, the students are able to expand the national topics by the "limited tax liability" as well as the problem of "international double taxation" and its avoidance. In addition, they will learn to understand the background of the spin-off of license game departments.	
Learning Content	<ul style="list-style-type: none"> - Taxation of non-profit associations - Taxation of (internationally active) athletes - Taxation of sports events - Tax treatment of sponsoring with special consideration of VIP boxes in sports stadiums - Spin-off of licensed match departments 	
Form of Knowledge Transfer	Lecture (2 Credit Hours)	
Participation Requirements	The course builds on the basic accounting, bookkeeping and cost accounting courses.	
Recommended prior Knowledge	The knowledge imparted in the basic business administration and economics courses is required. The course builds on the contents of the course "Fundamentals of Corporate Taxation". In addition, knowledge of investment accounting (e.g. "Investment with Fundamentals of Business Valuation") is recommended.	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture	

B-3-1-2 Sports and Controlling

Responsible Unit	Prof. Dr. Friedrich Sommer, BWL XII: Management Accounting	
Educational Objectives	The aim of the course "Sport and Controlling" is to impart knowledge and skills that prepare students for a professional future in sport management accounting and/or for a more in-depth study of the contents of management accounting in the master's program. After attending the course, students will be able to comprehend conceptual and theoretical basics of management accounting. In particular, they will be able to handle and apply certain management accounting instruments. In this context, the students acquire specific knowledge for the use of management accounting instruments in sports and can apply these in selected case studies.	
Learning Content	<ul style="list-style-type: none"> - Introduction to management accounting - Conceptual and theoretical basics - Information supply and coordination in sport management accounting (key figures and key figure systems, reporting) - Balanced scorecard in sport management accounting - management accounting and monitoring in sports (variance analyses, risk management accounting) - Operational and strategic planning in sports 	
Form of Knowledge Transfer	Lecture and Tutorial	
Participation Requirements	None	
Recommended prior Knowledge	Knowledge of bookkeeping as well as cost accounting	
Assessment Components	Graded assessment on the basis of a 1 hour exam and the preparation of two case studies ("additional performance"; see also: Department's homepage → Serviceangebote → Anrechnungen → Hinweise zur Anrechnung der Veranstaltung "Sport und Controlling" im Masterstudium BWL)	
Workload	Active participation in lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Preparation for exam	30h
	Preparation of two case studies	30h
	Total	180h
ECTS Credit Points	6 Credit Points (5 Credit Points Exam; 1 Credit Point additional performance)	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-3-2: Financial Management

Responsible Unit	Prof. Dr. Klaus Schäfer, BWL I (Finance and Banking)								
Educational Objectives	In this course the students get an introduction into the most important theories of finance. The lecture is accompanied by a tutorial featuring brief examples and additional exercises. Students will be able to analyze and apply theoretical models of finance. Furthermore they can describe selected parts of the German system of corporate finance.								
Learning Content	Main content areas (non-exhaustive and subject to changes without prior notice): Theory of Finance in the Case of Frictionless Markets (Fisher-Separation, Shareholder-Value), Modigliani-Miller-Theorem, Introduction to Agency Theory, Spot and Forward Rates, Portfolio Selection and Tobin-Separation, Capital Asset Pricing Model, Derivative Markets and Derivative Instruments, The Basic Idea of Option Pricing, Financial Markets and Corporate Finance in Germany.								
Form of Knowledge Transfer	Lecture (2 hours-per-week), Tutorial (1 hour-per-week). The tutorial supports the exam preparation through additional examples and case studies to the Lecture.								
Participation Requirements	None								
Recommended prior Knowledge	The contents of the module "Finance" are required.								
Assessment Components	Graded assessment on the basis of a 1 hour written exam								
Workload	<table> <tr> <td>Active participation in lecture</td> <td>30h</td> </tr> <tr> <td>Active participation in tutorial</td> <td>15h</td> </tr> <tr> <td>Preparation and follow-up, preparation for exam</td> <td>135h</td> </tr> <tr> <td>Total</td> <td>180h</td> </tr> </table>	Active participation in lecture	30h	Active participation in tutorial	15h	Preparation and follow-up, preparation for exam	135h	Total	180h
Active participation in lecture	30h								
Active participation in tutorial	15h								
Preparation and follow-up, preparation for exam	135h								
Total	180h								
ECTS Credit Points	6 Credit Points								
Duration	2 hours-per-week Lecture and 1 hour-per-week Tutorial								

B-3-3: Controlling Applications

Responsible Unit	Prof. Dr. Friedrich Sommer, BWL XII (Management Accounting)	
Educational Objectives	After attending the course, students will be able to conceptually classify, discuss and evaluate the essential instruments of management accounting. In addition, they will be able to analyze their concrete implementation in central areas of application, develop new procedures and make suggestions for improvement. In addition to information orientation, the course focuses on aspects of planning, management and control of economic decisions in companies. Both strategic and operational concepts and methods are covered.	
Learning Content	<p>Contents include:</p> <ul style="list-style-type: none"> - Introduction to management accounting - Operational management accounting - Strategic management accounting - Functional area oriented management accounting - (e.g. procurement, production, marketing) - (Industry-) specific forms of management accounting. 	
Form of Knowledge Transfer	Lecture (2 Credit Hours) and Tutorial (1 Credit Hour)	
Participation Requirements	None	
Recommended prior Knowledge	Knowledge of cost and activity accounting, which can be acquired by attending the course "Managerial Accounting II: Cost Accounting", is assumed. In addition, knowledge of the Bachelor specialization Controlling is helpful.	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-3-4: Value-oriented Controlling

Responsible Unit	Prof. Dr. Friedrich Sommer, BWL XII (Management Accounting)	
Educational Objectives	After completing the module, students will be able to demonstrate the relevance of value-based management accounting for business practice. They will be able to explain and analyze the value-based implications for key decision-making situations, identify optimization potential and interpret suitable scientific study results. Students will also be able to recognize and discuss the behavioural implications of performance measurement systems and incentive systems and optimize their design. Finally, students will be able to incorporate recent findings in management accounting research, which are particularly behavioural science oriented, into these considerations.	
Learning Content	<ul style="list-style-type: none"> - Corporate goals - Company valuation and value-oriented corporate transactions - Performance measurement and value-based management ratios - Design of incentive systems - Value orientation for value-based management accounting. 	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (1 Credit Hour).	
Participation Requirements	None	
Recommended prior Knowledge	Knowledge of cost and activity accounting, which can be acquired by attending the course "Managerial Accounting Techniques II: Cost Accounting", is assumed. Furthermore, knowledge of the Bachelor specialization Controlling is helpful.	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-3-5: Corporate Reporting on Capital Markets

Responsible Unit	Prof. Dr. Rolf Uwe Fülber, BWL X (International Accounting)	
Educational Objectives	After attending the module "Corporate Reporting on Capital Markets", students will be able to deal with the various accounting and disclosure requirements of publicly traded companies. They also gain a deeper understanding of the effects of corporate law, accounting standards and securities regulation on the investors by analyzing relevant accounting research studies. In addition, they are able to explain how annual and interim financial reporting is structured, the importance of individual and, especially, consolidated financial statements, and the role of IFRS and the German Commercial Code (HGB) in this context. They also know and understand the corporate reporting instruments on capital markets and are capable of preparing and interpreting crucial reporting elements such as the cash flow statement. Besides, students are able to assess and evaluate increasingly relevant nonfinancial information, notably about sustainability and CSR in times of globalization and digitalization. Finally, they understand how earnings reporting (earnings per share) is linked to the valuation of companies on the capital market.	
Learning Content	Contents include: Theoretical foundations, legal environment and conceptual underpinnings, accounting according to German HGB as well as IFRS, consolidated financial statements, non-financials (e.g., CSR reporting), and Non-GAAP metrics as well as other corporate reporting components.	
Form of Knowledge Transfer	Lecture (2 Credit Hours) with interactive elements (e.g. discussions) tutorials, if necessary (1 Credit Hour). The tutorial supports exam preparation through the discussion of open questions, supplementary examples and smaller case studies.	
Participation Requirements	None	
Recommended prior Knowledge	HGB and IFRS accounting knowledge is highly recommended. This includes, in particular the knowledge from the Bachelor modules in bookkeeping and (cost as well as financial) accounting; basic knowledge in IFRS accounting and financial statement analysis is also helpful.	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-3-6: Financial Statement and Company Analysis

Responsible Unit	Prof. Dr. Rolf Uwe Fülbier, BWL X (International Accounting)	
Educational Objectives	After attending the course "Financial Statement and Company Analysis", students will be able to assess globally operating companies on the basis of financial statements. On the one hand, they can process, analyze and interpret accounting ratios using standard and more sophisticated methods. On the other hand, they can extend financial statement analysis to company analysis and valuation by incorporating capital market data and other, also nonfinancial, information. As a result, students are capable of analyzing companies by their financials and questioning their capital market valuations. In addition, they are able to deal with annual reports as well as other corporate information and to perform their own basic analyses.	
Learning Content	<ul style="list-style-type: none"> - Introduction, initial issues and objectives of financial statement and company analysis in times of globalization and digitalization - Accounting ratio-based analysis, including more complex analytical methods - Analysis of qualitative and non-financial data (also with AI-techniques) - Financial statement and company analysis from the perspective of equity and debt capital providers - Non-GAAP measures and financial charts as further challenges - Capital market-oriented company analysis and valuation 	
Form of Knowledge Transfer	Lecture with interactive elements (esp. discussion, short presentations by students) and tutorial	
Participation Requirements	None	
Recommended prior Knowledge	Basic knowledge of national and international accounting according to German Commercial Code (HGB) and/or IFRS	
Assessment Components	Graded assessment on the basis of an exam.	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up	105h
	Preparation for exam	30h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	Lecture (2 Credit Hours Lecture and 1 Credit Hour Tutorial)	

B-3-7: Advanced Seminar Corporate Taxation (from one of the Modules B-3-1 – B-3-6)

Responsible Unit	Prof. Dr. Sebastian Schanz, BWL II (Business Taxation & Auditing)								
Educational Objectives	After participation in the “Advanced Seminar Corporate Taxation”, students are able to handle independent scientific techniques for writing a term paper or a research report and to write a term paper or a research project report on a current subfield from the area B-3. Students have experience in independent literature study as well as in scientific discourse and are able to present and defend central results of the advanced seminar paper in a scientific lecture.								
Learning Content	Selected topics of Business Administration.								
Form of Knowledge Transfer	The module requires the student to work on a specific topic from a scientific point of view. The results are to be presented and defended in the plenum.								
Participation Requirements	None								
Recommended prior Knowledge	In-depth knowledge of business administration is required. For organizational planning of the event, prior registration is required. Please note the separate announcements.								
Assessment Components	The assessment comprises the preparation of a written advanced seminar paper according to scientific formal requirements, the presentation and defense of the contents as well as the active participation in the discussion on the occasion of the defense of the further seminar topics. In addition or as a substitute, further elements of oral or written final examinations may be required. The module grade is composed of the weighting of the individual performances. The detailed requirements and weightings in the module grade will be announced at the beginning of the semester.								
Workload	<table> <tr> <td>Active participation in the seminar (pre- and post-discussions, supervision, block seminar)</td> <td>45h</td> </tr> <tr> <td>Preparation of the paper</td> <td>120h</td> </tr> <tr> <td>Preparation of the lecture and the block course</td> <td>15h</td> </tr> <tr> <td>Total</td> <td>180h</td> </tr> </table>	Active participation in the seminar (pre- and post-discussions, supervision, block seminar)	45h	Preparation of the paper	120h	Preparation of the lecture and the block course	15h	Total	180h
Active participation in the seminar (pre- and post-discussions, supervision, block seminar)	45h								
Preparation of the paper	120h								
Preparation of the lecture and the block course	15h								
Total	180h								
ECTS Credit Points	6 Credit Points								
Duration	Block Course (3 Credit Hours Seminar)								

Module B-4: International Personnel Management in the Service Sector

B-4-1: HR Analytics

Responsible Unit	Prof. Dr. Rodrigo Isidor, BWL IV (Human Resources & Intrapeneurship)
Educational Objectives	
Learning Content	
Form of Knowledge Transfer	
Participation Requirements	
Recommended prior Knowledge	
Assessment Components	
Workload	
ECTS Credit Points	6 Credit Points
Duration	

B-4-2: Selected Aspects of HRM/Intrapreneurship

Responsible Unit	Prof. Dr. Rodrigo Isidor, BWL IV (Human Resources & Intrapreneurship)	
Educational Objectives	Students acquire an in-depth integrative understanding of theoretical and practical issues of human resource management and/or intrapreneurship. In accordance with the evidence-based management concept, recommendations for action on current issues are derived for entrepreneurial practice on the basis of the best possible empirical evidence.	
Learning Content	Changing, current topics from the field of human resource management and/or intrapreneurship	
Form of Knowledge Transfer	Seminar (2 Credit Hours)	
Participation Requirements	For organizational planning, prior registration is required. Please note the separate announcements.	
Recommended prior Knowledge	Knowledge of human resource management is required. Some affinity for quantitative empirical research is expected.	
Assessment Components	Graded assessment on the basis of individual performances (presentation, participation and 1 hour exam).	
Workload	Active participation in seminar	30h
	Preparation, follow-up and preparation for exam	150h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Seminar	

B-4-3: Advanced Seminar in Human Resource Management & Intrapreneurship

Responsible Unit	Prof. Dr. Rodrigo Isidor, BWL IV (Human Resources & Intrapreneurship)	
Educational Objectives	The advanced seminar should enable students to work independently on a topic from the field of human resource management or intrapreneurship and to work out the topic precisely within the framework of a written elaboration, to select literature and to show possible solutions. Students will also learn how to write a paper in accordance with the requirements for scientific papers, how to present and defend the topic and how to discuss it in a larger group. In addition, students gain an insight into the techniques of scientific work.	
Learning Content	Deepening of knowledge on selected issues of human resource management and/or intrapreneurship	
Form of Knowledge Transfer	Advanced Seminar (3 Credit Hours)	
Participation Requirements	For organizational planning, prior registration is required. Please note the separate announcements.	
Recommended prior Knowledge	Knowledge of human resource management is required.	
Assessment Components	The module examination consists of the preparation of a written advanced seminar paper according to scientific formal requirements, the presentation and defense of the contents as well as the active participation in the discussion on the occasion of the defense of the further advanced seminar topics.	
Workload	Active participation in lecture	45h
	Preparation of the paper	120h
	Preparation and follow-up	15h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	3 Credit Hours Seminar. If necessary, the module will be offered in blocks. The dates will be announced in a separate announcement.	

B-4-4: International Corporate Management

Responsible Unit	Prof. Dr. Reinhard Meckl, BWL IX (International Management)	
Educational Objectives	After participating in the lecture "International Corporate Management", students will be familiar with models and theories for managing international companies and will be able to derive possible solutions to basic management problems in an international environment using decision-oriented approaches. In addition, the participants acquire in-depth knowledge in the areas of strategic and structural management of international companies and have detailed knowledge in international risk management as well as in the processing of emerging markets.	
Learning Content	After a differentiation of the various forms of internationalization, strategic, industrial economic, resource-oriented and capital market theoretical approaches to the explanation and derivation of concrete recommendations for the design of international business activities are dealt with. This is followed by content on the value-oriented management of international companies, such as internationalization and e-media, the management of foreign companies and emerging markets. The topic of risk management is dealt with in the context of questions on the structural management of international companies.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (2 Credit Hours). Basically, all parts of the module are interactive. In addition to lectures, students will work on case studies and present their results during class. Furthermore, an independent literature study with subsequent discussion of the contents in the lecture and/or exercise is part of the course („guided readings“).	
Participation Requirements	The module builds on basic knowledge of International Management (as contained e.g. in Meckl, Reinhard (2014): Internationales Management, 3rd edition, Munich). Knowledge of the Bachelor major Basics International Management is beneficial	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	120 minutes lectures and 120 minutes tutorial per week	

B-4-5: Quality in Service Management

Responsible Unit	Prof. Dr. Herbert Woratschek, BWL VIII (Marketing & Service Management)	
Educational Objectives	After participating in the course "Quality in Service Management", students are able to explain the special significance of quality management in service companies. In particular, they are able to assess the problem of the dependence of quality control on the part of the provider on the involvement of the customer and other stakeholders and to derive implications for the management of service companies. Students have a sound knowledge of feature- and event-oriented methods of measuring service quality from the customer and provider perspective. In addition, they are proficient in statistical methods used for quality measurement and in quality management.	
Learning Content	Contents include: Characteristic-oriented and event-oriented methods of measuring service quality from the customer and supplier perspective, problem evaluation methods, internal company measurements of service quality, benchmarking, statistical methods.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (1 Credit Hour). The tutorial supports the exam preparation by examples and case studies complementing the lecture contents.	
Participation Requirements	Basic knowledge of service management is assumed, e.g. in the Bachelor of Business Administration in the module "Basics of Marketing and Service Management".	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of an exam	
Workload	Active participation in lecture	30h
	Tutorial	15h
	Preparation, follow-up & preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-4-6: Methods of empirical (HR-) Management Research

Responsible Unit	Prof. Dr. Rodrigo Isidor, BWL IV (Human Resources & Intrapeneurship)	
Educational Objectives	After participating in the project seminar „Methods of empirical Management Research“, students are able to independently conduct an empirical research project on a scientific question (e.g. within the framework of an empirical master's thesis). In the project seminar, students learn the confident handling of techniques of scientific work. They are able to formulate research questions and hypotheses based on theory and to conceive a suitable research design. In addition, they master the methods necessary for data collection and analysis and the use of common software (Stata) for statistical data analysis. They are able to appropriately interpret results obtained in the empirical study and derive implications for research and business practice.	
Learning Content	The empirical research process: derivation of the problem, hypothesis generation, research design and operationalization, data collection, analysis and evaluation, interpretation and discussion of findings, scientific documentation. Measurement and survey instruments: Indices and scales, logic of measurement, questionnaire design, observation, experiment/quasi-experiment, field study. Evaluation procedures: Descriptive statistics, logic of statistical hypothesis testing, factor analysis, statistical significance and practical meaningfulness, multivariate data analysis. Use of the statistical software Stata	
Form of Knowledge Transfer	The module requires the student to acquire methods and to participate intensively in the project team.	
Participation Requirements	For organizational planning of the module, prior registration is required. Please note the separate announcements.	
Recommended prior Knowledge	Some affinity for empirical work is required; knowledge of Statistical Methods I and Statistical Methods II from the bachelor's program should be present.	
Assessment Components	Graded assessment on the basis of a 1 hour exam, the preparation of a written project seminar paper, the presentation and defense of the contents, and active participation in the discussion on the occasion of the defense of the other seminar topics.	
Workload	Active participation in lecture	90h
	Implementation of the empirical project (incl. supervision)	210h
	Preparation of the final report and the exam	60h
	Total	360h
ECTS Credit Points	12 Credit Points	
Duration	6 Credit Hours Project Seminar (2 Semesters)	

Module B-5: Digital Economy

B-5-1a: Value-oriented Process Management

Responsible Unit	Prof. Dr. Maximilian Röglinger Systems & Value-Based Business Process Management	
Educational Objectives	The course is aimed at students who have had little or no previous contact with the topics of process management. The course aims to provide students with an introduction to process management and in-depth knowledge in the areas of value orientation and process digitization.	
Learning Content	Contents include central terms and contexts of process management, value orientation in process management, process modeling and identification (incl. process mining), process digitization, process automation, enhancement patterns, Six Sigma, and discussion of selected scientific papers.	
Form of Knowledge Transfer	Lecture (2 Credit Hours) and Tutorial (1 Credit Hour). In the lecture, contents are worked out together with the lecturer and scientific contributions are discussed together. A guest lecture completes the course. The tutorial complements the lecture by deepening selected contents, practicing them and getting to know practice-relevant analysis tools.	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Tutorial	15h
	Preparation, follow-up & preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-5-1b: Strategic Information Management

Responsible Unit	Prof. Dr. Nils Urbach Information Systems and Strategic IT Management	
Educational Objectives	The Strategic Information Management module is designed to make students familiar with contemporary topics and challenges related to the strategic management of information technology (IT) and information systems (IS). It stresses the strategic aspects of the topics introduced and shows how they are leveraged to generate sustainable business value. Upon completion of this module, students are acquainted with the most important concepts, methods, and techniques for a business-oriented management of IT organizations. Furthermore, participants will be able to identify the principal constituents of IT strategies and have a sound understanding of how the various domains of IT management contribute to the overall value creation of the business.	
Learning Content	In order to achieve the learning objectives, the lecture will familiarize students with the various decision domains that IT strategy needs to incorporate and align, structured along a reference framework for strategic IT/IS management. The lecture introduces fundamental concepts of IT infrastructure and applications that will enable the students to understand the "IT world" as well as to communicate with IT experts in business settings. Building on these foundations, general principles of IT organizations as well as different models of IT value generation will be introduced and contrasted. An introduction to the principles and particularities of project and project portfolio management will allow students to understand both the running and changing of business IT. Finally, the internal perspective of the IT organization will be complemented by investigating the value chain interfaces of IT. This includes the sourcing and delivery of IT services as well as the alignment of IT and business strategies.	
Form of Knowledge Transfer	Interactive lecture (2 Credit Hours) and tutorial (1 Credit Hour) in English language. The interactive elements of the lecture as well as the tutorial support the students' exam preparation by discussing practical examples, exercises, and case studies.	
Participation Requirements	None	
Recommended prior Knowledge	Basic knowledge in information systems, e.g. from the bachelor course Grundlagen der Wirtschaftsinformatik (not mandatory). Good language skills in English are expected.	
Assessment Components	Graded assessment on the basis of a 1 hour exam. The exam can be taken in English or German.	
Workload	Active participation in lecture	30h
	Tutorial	15h
	Preparation, follow-up & preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Hours	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

B-5-1c: IT Security

Responsible Unit	Prof. Dr. Torsten Eymann BWL VII: Information Systems Management	
Educational Objectives	The module provides basic knowledge of IT security. The students are familiarized with the goals of IT security as well as the central components and concepts for its fulfillment. This should enable the students to recognize and analyze dangerous situations and to propose suitable solutions.	
Learning Content	The course covers the essential topics of IT security. The areas covered include in particular cryptography, signatures (security protocols), authentication (passwords, security tokens, biometrics, authentication protocols), authorization, accountability, data protection and human factors.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (2 Credit Hours)	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Tutorial	30h
	Preparation, follow-up & preparation for exam	120h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 2 Credit Hours Tutorial	

B-5-1d: Introduction to Business & Information Systems Research

Responsible Unit	Prof. Dr. Nils Urbach Information Systems and Strategic IT Management								
Educational Objectives	The Introduction to Business & Information System Research module is designed to provide students with an opportunity to build up basic theoretical and methodological skills needed to conceptualize, conduct, and communicate their own research. Having successfully participated in this module, students will have a basic understanding of the relevance of methods and theories in meaningful research as well as an overview of most common methods and theories used in business and IS research. Further, participants will be able to prepare and execute their own research project (e.g., master thesis) and know the basic quality criteria for scientific research.								
Learning Content	To do so, the lecture will familiarize students with the essential triad consisting of topic, methods, and theories. While selecting an exciting topic is a fundamental anchor for research's relevance, a research's ability to provide rigorous results depends on a sound command of theories and methods. To support students in their preparation for their master theses, the course will introduce the most common methods used in business research by looking at examples from the Information Systems (IS) discipline. This includes how to carry out a literature review as well as qualitative (e.g., case study research) and quantitative (e.g., survey-based research) methods of empirical research. Furthermore, the design science paradigm will be discussed.								
Form of Knowledge Transfer	Interactive Lecture (2 Credit Hours) and Tutorial (1 Credit Hours) in English language. The interactive elements of the lecture as well as the tutorial support the students' exam preparation by discussing examples and exercises.								
Participation Requirements	None								
Recommended prior Knowledge	Basics of scientific work gathered from bachelor thesis, basic knowledge in statistics. Good language skills in English are expected.								
Assessment Components	Graded assessment on the basis of a 1 hour exam. The exam can be taken in English or German.								
Workload	<table border="0" style="width: 100%;"> <tr> <td style="padding-right: 20px;">Active participation in lecture</td> <td style="text-align: right;">30h</td> </tr> <tr> <td>Tutorial</td> <td style="text-align: right;">15h</td> </tr> <tr> <td>Preparation, follow-up & preparation for exam</td> <td style="text-align: right;">135h</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">180h</td> </tr> </table>	Active participation in lecture	30h	Tutorial	15h	Preparation, follow-up & preparation for exam	135h	Total	180h
Active participation in lecture	30h								
Tutorial	15h								
Preparation, follow-up & preparation for exam	135h								
Total	180h								
ECTS Credit Points	6 Credit Hours								
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial								

B-5-1e: Management of digital Projects and Programs

Responsible Unit	N.N Information Systems Management & Sustainable IT Management	
Educational Objectives	Digitization is changing all areas of society. For companies in particular, the question arises as to how they can deal with the digital transformation and disruptive technologies. At the end of the course, students should know measures for the management of digital projects, project portfolios and programs and be able to evaluate and apply them. In addition, students should be able to implement measures for the management of disruptive technologies.	
Learning Content	The skills required for successful management of digital projects, project portfolios and programs are taught. Based on current trends such as blockchain technology and cloud computing, knowledge about project management and project evaluation, sourcing strategies and innovation management as well as approaches for the correct handling of disruptive technologies are taught. Among other things, students will receive an overview of project management methods (agile and classic) and their areas of application as well as current IT trends. In addition, the students have the opportunity to get to know the possibilities and challenges of digital transformation in a practical way within the framework of case studies. Current IT trends and research topics are addressed through the discussion of scientific publications.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Group Work, Presentation, Tutorial (2 Credit Hours).	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Tutorial	30h
	Preparation, follow-up & preparation for exam	120h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 2 Credit Hours Tutorial	

B-5-1f: Energy Industry in Times of Digitalization

Responsible Unit	N.N Information Systems Management & Sustainable IT Management
Educational Objectives	<p>At the end of the course, students will have extensive knowledge of the main challenges and opportunities associated with the energy transition and efficient energy management. In addition, they will gain a fundamental understanding of the contribution that information and communication technologies create within this framework. Based on this content, students will be able to assess technical and economic relationships in the context of the energy transition and sustainable energy management. The topics are structured in a way that first the necessary theoretical basics are explained. Subsequently, the knowledge is applied and deepened in practical case studies or in the discussion of published, scientific articles. In addition, the understanding is consolidated in a concluding exercise. This learning approach thus includes the teaching of theoretical foundations and interactive elements such as the discussion of current IT trends based on published, scientific articles and the conceptualization of problem solving based on exercises and real-world case studies. This enables students to go beyond gaining theoretical knowledge to gaining practically relevant skills.</p>
Learning Content	<p>Our energy systems are changing. For example, more and more centralized, controllable energy generators such as coal-fired and nuclear power plants are being replaced by smaller, decentralized and volatile energy generation plants such as PV modules or wind turbines. Increasingly, consumers are also becoming energy producers themselves through their own generation plants and modern storage technologies and are participating in the energy markets. The control and coordination of tomorrow's energy system, due to these changes, has an increasing need for communication and information exchange. In the focus of the lecture, students will learn more about these needs and the resulting potentials of information and communication technologies in modern energy systems. For example, different technical enablers of the energy transition are discussed as well as the economic potential of electromobility as a trend technology. The lecture is divided into two topic areas:</p> <ul style="list-style-type: none"> • Fundamentals of the energy transition: In this lecture block, students learn about the technical peculiarities of electricity. With reference to these special features, a basic understanding of the energy markets and the actors involved in them is built up in the following lectures. In particular, the triangle of energy policy objectives and its application in the energy markets as well as the trend technology of electric mobility will be discussed. • Digitization of the energy transition: Building on the fundamentals of the first block, the second lecture block delves into the opportunities, approaches and challenges of information and communication technologies in the context of the energy transition. For example, the charging of electric cars can severely affect energy grids, especially at rush hour times. The Energy Informatics approach is presented as a possible solution framework in this context. Subsequently, the theory will be demonstrated using the example of intelligent energy demand control for electric cars. The lecture also deals with the opportunities and challenges that arise from a flexible adaptation of electricity demand to electricity supply. On the one hand, an approach for monetary evaluation will be presented and on the other hand, the application in the context of corporate energy management will be discussed - a topic we

are also dealing with in the context of our publicly funded research project: SynErgie. Finally, the lecture deals with the concept of microgrids as "Building Blocks of the Smart Grid" and as a possible integration concept for the increasingly decentralized power generation.

Form of Knowledge Transfer	Lecture (2 Credit Hours), Group Work, Presentation, Tutorial (2 Credit Hours).	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Tutorial	15h
	Preparation, follow-up & preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Hours	
Duration	2 Credit Hours Lecture and 2 Credit Hours Tutorial	

B-5-1g: Behavioral Economics and Information Systems

Responsible Unit	Prof. Dr. Torsten Eymann BWL VII: Information Systems Management
Educational Objectives	In the course "Behavioural Economics and Information Systems" students work on their own research project. The aim of the course is to learn scientific work in a research project and to apply acquired methods independently. At the end of this course, students will have extensive knowledge of the basics of empirical economic research. In addition, students will be able to conduct experiments as a method in empirical research. Existing research findings are applied to socio-technical systems by practically implementing an experimental study design including data acquisition and data analysis (SPSS). Subsequently, the results will be critically reflected.
Learning Content	The theoretical foundations of privacy in digital systems (information privacy) are taught against the background of the growing interest in personal data and the increasing digitalization of the professional and private everyday life of users. Based on the latest scientific findings, students receive an introduction to and an overview of behavioural economics as well as social-psychological impact relationships in socio-technical systems. The focus is on humans as a risk factor in IT security. Realistic learning of scientific and empirical work from study design, data collection to data evaluation as well as critical reflection of the obtained results are the main focus of the course.
Form of Knowledge Transfer	Seminar (2 Credit Hours). Interactive course with written papers and presentations.
Participation Requirements	Registration via cmlife. The number of participants is limited to 15. Please note any separate announcements.
Recommended prior Knowledge	Any in-depth knowledge that may be required can be found in the announcements of the organizing department.
Assessment Components	The module examination consists of individual assessments.
Workload	Active participation in seminar 30h Preparation, follow-up & preparation for exam 150h Total 180h
ECTS Credit Points	6 Credit Points
Duration	2 Credit Hours Seminar

B-5-1h: Entrepreneurial Thinking & Business Design

Responsible Unit	Prof. Dr. Torsten Eymann Department BWL VII: Information Systems Management	
Educational Objectives	In the module "Entrepreneurial Thinking & Business Design" students think through and develop an innovative business idea (profit or non-profit) and develop a sustainable business model. By attending the module, students acquire knowledge of various methods from innovation research for the identification, evaluation and implementation of solution approaches for future interdisciplinary challenges as well as extensive presentation skills. At the end of the course, students should be able to implement projects and start-ups independently.	
Learning Content	Methods from the design thinking approach, helpful frameworks, such as from agile project management, as well as theoretically sound background knowledge (including economic theories on the emergence of innovation) are taught and applied by the students in in-depth workshops. In free project work in small teams and in collaboration with external speakers and companies, including interim and final presentations, the students work on their business ideas.	
Form of Knowledge Transfer	Lecture (2 Credit Hours), Tutorial (2 Credit Hours). Interactive course with written papers and presentations.	
Participation Requirements	Registration via tender. The number of participants is limited to 30. Please note any separate announcements.	
Recommended prior Knowledge	Any in-depth knowledge that may be required can be found in the announcements of the organizing department.	
Assessment Components	The module examination consists of individual assessments.	
Workload	Active participation in seminar	30h
	Preparation, follow-up & preparation for exam	150h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Seminar	

B-5-2a: Advanced Seminar Business Informatics

Responsible Unit	<p>Prof. Dr. Torsten Eymann (BWL VII: Information Systems Management), N.N. (Information Systems Management & Sustainable IT Management), Prof. Dr. Maximilian Röglinger (Systems & Value-Based Business Process Management), Prof. Dr. Nils Urbach (Information Systems and Strategic IT Management)</p>								
Educational Objectives	<p>After attending the advanced seminar, students will be able to classify current topics from business informatics in the research landscape and assess them from a scientific perspective. They can work independently on a topic assigned to them and conduct an appropriate literature search. Through the seminar, students learn to elaborate problems in writing within the framework of a term paper and are able to point out possible solutions and recommendations for action for selected problems. In addition, the students are able to deal with techniques of scientific work and both the presentation of controversial issues in front of a group and to stand up to a discussion in front of a group.</p>								
Learning Content	Selected topics of Information Systems Management.								
Form of Knowledge Transfer	Advanced Seminar (3 Credit Hours).								
Participation Requirements	For organizational planning of the advanced seminar, prior registration is required. Please note the separate announcements.								
Recommended prior Knowledge	In-depth knowledge of business informatics is required.								
Assessment Components	The module examination consists of the preparation of a written advanced seminar paper according to scientific formal requirements, the presentation and defense of the contents as well as the active participation in the discussion on the occasion of the defense of the further advanced seminar topics.								
Workload	<table border="0" style="width: 100%;"> <tr> <td>Active participation in seminar (preparation and discussions, supervision, block event)</td> <td style="text-align: right;">45h</td> </tr> <tr> <td>Preparation of the paper</td> <td style="text-align: right;">120h</td> </tr> <tr> <td>Preparation of the lecture and the block event</td> <td style="text-align: right;">15h</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">180h</td> </tr> </table>	Active participation in seminar (preparation and discussions, supervision, block event)	45h	Preparation of the paper	120h	Preparation of the lecture and the block event	15h	Total	180h
Active participation in seminar (preparation and discussions, supervision, block event)	45h								
Preparation of the paper	120h								
Preparation of the lecture and the block event	15h								
Total	180h								
ECTS Credit Points	6 Credit Points								
Duration	3 Credit Hours Advanced Seminar. The module is offered as a block.								

B-5-2b: Practical Seminar Business Informatics

Responsible Unit	Prof. Dr. Torsten Eymann (BWL VII: Information Systems Management), N.N. (Information Systems Management & Sustainable IT Management), Prof. Dr. Maximilian Röglinger (Systems & Value-Based Business Process Management), Prof. Dr. Nils Urbach (Information Systems and Strategic IT Management)								
Educational Objectives	The aim of the seminar is to acquire advanced knowledge in scientific research methods and in scientific work in the context of working on a topic from the field of business information systems.								
Learning Content	Selected topics of Business Informatics.								
Form of Knowledge Transfer	Advanced Seminar (3 Credit Hours).								
Participation Requirements	For organizational planning of the advanced seminar, prior registration is required. Please note the separate announcements.								
Recommended prior Knowledge	In-depth knowledge of business informatics is required.								
Assessment Components	The module examination consists of the preparation of a written advanced seminar paper according to scientific formal requirements, the presentation and defense of the contents as well as the active participation in the discussion on the occasion of the defense of the further advanced seminar topics.								
Workload	<table> <tr> <td>Active participation in seminar (preparation and discussions, supervision, block event)</td> <td>45h</td> </tr> <tr> <td>Preparation of the paper</td> <td>120h</td> </tr> <tr> <td>Preparation of the lecture and the block event</td> <td>15h</td> </tr> <tr> <td>Total</td> <td>180h</td> </tr> </table>	Active participation in seminar (preparation and discussions, supervision, block event)	45h	Preparation of the paper	120h	Preparation of the lecture and the block event	15h	Total	180h
Active participation in seminar (preparation and discussions, supervision, block event)	45h								
Preparation of the paper	120h								
Preparation of the lecture and the block event	15h								
Total	180h								
ECTS Credit Points	6 Credit Points								
Duration	3 Credit Hours Advanced Seminar. The module is offered as a block.								

B-5-2c: Ideation Week

Responsible Unit	Prof. Dr. Torsten Eymann	
	BWL VII: Information Systems Management	
Educational Objectives	During Ideation Week, students work together with regional global players. The aim is to provide the companies with innovative proposals for solutions (e.g. business model innovations) to current and future challenges from new perspectives. Since these should offer real added value, high-quality design thinking methods are applied by the students in a structured idea generation process.	
Learning Content	The event takes the form of a one-week workshop, the outcome of which is proposals for solutions to a problem specified by the company. The approach is based on that of the "Innovation Sprint". The Innovation Sprint breaks down the entire Design Thinking process into five steps.	
Form of Knowledge Transfer	Case Study Seminar (2 Credit Hours) with Tutorial (2 Credit Hours), interactive course with written papers and presentations.	
Participation Requirements	Registration via tender. The number of participants is limited to 25. Please note any separate announcements.	
Recommended prior Knowledge	Any in-depth knowledge that may be required can be found in the announcements of the organizing department.	
Assessment Components	The module examination consists of the preparation of a written seminar paper according to scientific formal requirements, the presentation and defense of the contents as well as the active participation in the discussion on the occasion of the defense of the further seminar topics.	
Workload	Active participation in seminar	30h
	Preparation, follow-up & preparation for exam	150h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	4 Credit Hours Case Study Seminar (1 Week)	

Module C: Specialization Sport Science

This Module Area is composed as follows (One Specialization as a Choice):

C-1 Health & Fitness Management

C-2 Sports Governance & Event Management

C-3 Training – Performance – Competition

C-4 Sports Ecology and Outdoor Sports

Module C-1: Health & Fitness Management

Responsible Unit	<p>Prof. Dr. Walter Schmidt, Sport Science IV (Sports Medicine and Sports Physiology)</p> <p>Prof. Dr. Susanne Tittlbach, DSport Science III (Social and health sciences in sport)</p>								
Courses	<ul style="list-style-type: none"> - C-1-1 Health and Fitness from a medical perspective, Advanced Seminar, Department IV - C-1-2 Health and Fitness Management: Implementation of health programs, Advanced Seminar, Department III - C-1-3 Physical Fitness – Training and testing concepts, Advanced Seminar, Department IV, - C-1-4 Trends in health and fitness sports, Advanced Seminar, Departments IV, V 								
Educational Objectives	<p>After attending the module, students got an overview in the biological and medical causes of the occurrence of different civilization diseases and their dependence on lifestyle. They are able to classify the importance of nutrition and physical activity habits for health promotion, prevention and therapy and are familiar with the existing health care systems and the integration of sport and physical activity in national and international health campaigns. With their medical/physiological and social science knowledge, they are able to develop, implement and evaluate fitness and health programs with specific target groups (e.g. older people, gender-specific groups, groups with weight problems, groups with specific diseases). Furthermore, the students learn to plan evaluations and to determine the success of implemented interventions by means of suitable test concepts. They can then apply their acquired knowledge in a targeted manner within the framework of a research project. In addition, they have got the opportunity to test the latest health and fitness trends themselves in order to gain an insight into this industry and to be able to critically examine the offers.</p>								
Learning Content	<p>Aging and anti-aging concepts, weight management, exercise therapy, nutrition, causes of disease, health problems of specific groups</p> <p>Screening and testing as well as development of exercise programs for specific target groups</p> <p>Public health campaigns, corporate health management, networking concepts, health and fitness trends</p>								
Form of Knowledge Transfer	Advanced Seminars (mostly in the form of projects)								
Participation Requirements									
Recommended prior Knowledge	Health and fitness module from the bachelor's program								
Assessment Components	<p>Successful participation in the seminars with own contribution</p> <p>Exam on topic area 1 (Health and Fitness from a medical perspective)</p>								
Workload	<p><u>C-1-2 Health and Fitness Management: Implementation of health programs</u></p> <table border="0" style="width: 100%;"> <tr> <td>Active participation in seminar</td> <td style="text-align: right;">30h</td> </tr> <tr> <td>Text work and empirical research</td> <td style="text-align: right;">40h</td> </tr> <tr> <td>Preparation and presentation of the paper</td> <td style="text-align: right;">80h</td> </tr> </table> <p><u>C-1-3 Physical Fitness, (Project Seminar)</u></p> <table border="0" style="width: 100%;"> <tr> <td>Active participation in seminar</td> <td style="text-align: right;">30h</td> </tr> </table>	Active participation in seminar	30h	Text work and empirical research	40h	Preparation and presentation of the paper	80h	Active participation in seminar	30h
Active participation in seminar	30h								
Text work and empirical research	40h								
Preparation and presentation of the paper	80h								
Active participation in seminar	30h								

Literature and empirical research	40h
Preparation and presentation of the paper	80h

C-1-4 Trends in health and fitness sports (Advanced Seminar)

Active participation in seminar	30h
Text work and empirical research	40h
Preparation and presentation of the paper	80h

Total	600h
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ECTS Credit Points

4 x 5 = 20 Credit Points

Duration

2 Credit Hours per Advanced Seminar

Module C-2: Sports Governance and Event Management

Responsible Unit	Prof. Dr. Markus Kurscheidt, Sports Science II (Sport Governance and Event Management)																																																				
Courses	<ul style="list-style-type: none"> - C-2-1 Event Management 1 (Advanced Seminar) - C-2-2 Event Management 2 (Advanced Seminar) - C-2-3 Sports Governance 1 (Advanced Seminar) - C-2-4 Sports Governance 2 (Advanced Seminar) 																																																				
Educational Objectives	After attending the courses of the module, students are able to recognize complex structures and processes of national and international sports governance, to understand them analytically and to derive strategic recommendations for action. Special emphasis is placed on the governance analysis of major sporting events. In addition, the applied - predominantly quantitative - market research in governance and event contexts is practiced in project seminars.																																																				
Learning Content	Selected international research and analysis fields of (corporate) sports governance (including state and association sports policy, regulation and financing of sports stadiums, sports leagues, sports clubs, instruments such as licensing, etc.) and event management (including event impact, event leveraging, event legacy, event attendance behavior); methods of market research (surveys [standardized questionnaires, secondary empiricism], applied inferential statistical data analysis)																																																				
Form of Knowledge Transfer	Seminar (D-2-2 / D-2-4 in summer semester in project form)																																																				
Participation Requirements	None																																																				
Recommended prior Knowledge	Module D-4 Sports Governance from the bachelor's program in sports economics or master's program A-2-5																																																				
Assessment Components	Successful participation in the seminars (in winter semester: paper; in summer semester: project report)																																																				
Workload	<table border="0" style="width: 100%;"> <tr> <td colspan="3"><u>C-2-1 Event Management 1</u></td> </tr> <tr> <td>Active participation</td> <td></td> <td style="text-align: right;">30h</td> </tr> <tr> <td>Preparation and follow-up</td> <td></td> <td style="text-align: right;">90h</td> </tr> <tr> <td>Term paper</td> <td></td> <td style="text-align: right;">30h</td> </tr> <tr> <td colspan="3"><u>C-2-2 Event Management 2</u></td> </tr> <tr> <td>Active participation</td> <td></td> <td style="text-align: right;">30h</td> </tr> <tr> <td>Preparation and follow-up</td> <td></td> <td style="text-align: right;">90h</td> </tr> <tr> <td>Project report</td> <td></td> <td style="text-align: right;">30h</td> </tr> <tr> <td colspan="3"><u>C-2-3 Sports Governance 1</u></td> </tr> <tr> <td>Active participation</td> <td></td> <td style="text-align: right;">30h</td> </tr> <tr> <td>Preparation and follow-up</td> <td></td> <td style="text-align: right;">90h</td> </tr> <tr> <td>Term paper</td> <td></td> <td style="text-align: right;">30h</td> </tr> <tr> <td colspan="3"><u>C-2-4 Sports Governance 2</u></td> </tr> <tr> <td>Active participation</td> <td></td> <td style="text-align: right;">30h</td> </tr> <tr> <td>Preparation and follow-up</td> <td></td> <td style="text-align: right;">90h</td> </tr> <tr> <td>Project report</td> <td></td> <td style="text-align: right;">30h</td> </tr> <tr> <td>Total</td> <td></td> <td style="text-align: right;">600h</td> </tr> </table>		<u>C-2-1 Event Management 1</u>			Active participation		30h	Preparation and follow-up		90h	Term paper		30h	<u>C-2-2 Event Management 2</u>			Active participation		30h	Preparation and follow-up		90h	Project report		30h	<u>C-2-3 Sports Governance 1</u>			Active participation		30h	Preparation and follow-up		90h	Term paper		30h	<u>C-2-4 Sports Governance 2</u>			Active participation		30h	Preparation and follow-up		90h	Project report		30h	Total		600h
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Total		600h																																																			
ECTS Credit Points	4 x 5 = 20 Credit Points																																																				
Duration	2 Credit Hours each seminar																																																				

Module C-3: Training – Performance – Competition

Responsible Unit	Prof. Dr. Andreas Hohmann, Sports Science I, Prof. Dr. Walter Schmidt, Sports Science IV																																								
Courses	<ul style="list-style-type: none"> - C-3-1 Training and Movement Science III (Lecture and Tutorial; summer semester) - C-3-2 Training – Performance – Competition (Advanced Seminar, winter semester) - C-3-3 Nutrition, Substitution and Doping (Advanced Seminar, summer semester) - C-3-4 Internship in a competitive sports facility (of choice) 																																								
Educational Objectives	After participating in the module Training - Performance - Competition, the students know the application-related technologies as well as the most important evaluation strategies for the scientific monitoring and optimization of the practical actions of the various actors (athletes, coaches, medical, psychological and technical service personnel, organizational functionaries, media) in elite sports. In addition, students will be able to plan, carry out, evaluate and optimize performance diagnoses, training processes and competition performances under top-class sport conditions.																																								
Learning Content	Training and movement science in the context of competitive sports; performance and competition diagnostic planning, control and optimization methods in elite sports; sports medicine and sports psychology application scenarios in the field of competitive and high performance sports, biomechanics of the sports disciplines																																								
Form of Knowledge Transfer	Lecture, Tutorial, Seminar, Internship																																								
Participation Requirements																																									
Recommended prior Knowledge	Module competitive sports of the bachelor program sports economics or comparable previous knowledge																																								
Assessment Components	Graded assessment for the lecture and tutorials (written exam) and for the seminars/tutorials																																								
Workload	<table border="0" style="width: 100%;"> <tr> <td colspan="3"><u>C-3-1 Lecture and Tutorial TWS/BWS III</u></td> </tr> <tr> <td>Active participation in lecture/tutorial</td> <td style="text-align: right;">45h</td> <td></td> </tr> <tr> <td>Preparation and follow-up</td> <td style="text-align: right;">45h</td> <td></td> </tr> <tr> <td>Preparation for exam</td> <td style="text-align: right;">60h</td> <td></td> </tr> <tr> <td colspan="3"><u>C-3-2 Advanced Seminar Training – Performance – Competition</u></td> </tr> <tr> <td>Active participation in Advanced Seminar</td> <td style="text-align: right;">30h</td> <td></td> </tr> <tr> <td>Empirical work, paper & presentation</td> <td style="text-align: right;">120h</td> <td></td> </tr> <tr> <td colspan="3"><u>C-3-3 Advanced Seminar Nutrition, Substitution and Doping</u></td> </tr> <tr> <td>Active participation in Advanced Seminar</td> <td style="text-align: right;">30h</td> <td></td> </tr> <tr> <td>Empirical work, paper & presentation</td> <td style="text-align: right;">120h</td> <td></td> </tr> <tr> <td colspan="3"><u>C-3-4 Internship (competitive sports facility)</u></td> </tr> <tr> <td></td> <td style="text-align: right;">150h</td> <td></td> </tr> <tr> <td>Total</td> <td style="text-align: right;">600h</td> <td></td> </tr> </table>		<u>C-3-1 Lecture and Tutorial TWS/BWS III</u>			Active participation in lecture/tutorial	45h		Preparation and follow-up	45h		Preparation for exam	60h		<u>C-3-2 Advanced Seminar Training – Performance – Competition</u>			Active participation in Advanced Seminar	30h		Empirical work, paper & presentation	120h		<u>C-3-3 Advanced Seminar Nutrition, Substitution and Doping</u>			Active participation in Advanced Seminar	30h		Empirical work, paper & presentation	120h		<u>C-3-4 Internship (competitive sports facility)</u>				150h		Total	600h	
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Total	600h																																								
ECTS Credit Points	20 Credit Points																																								
Duration	8 Credit Hours Lectures, Tutorials and Seminars, 150 hours Internship in the period of 1-3 months																																								

Module C-4: Sports Ecology and Outdoor Sports

Responsible Unit	Prof. Dr. Manuel Steinbauer (Sport Ecology)
Courses	<p>C-4-1 Module Sports Ecology (winter semester, 5 Credit Points)</p> <ul style="list-style-type: none"> - Impact analysis of outdoor sports (Advanced Seminar, 2 Credit Hours) - Sports ecological correlation (Course/Tutorial), 2 Credit Hours) <p>C-4-2 Module Nature Sports Tourism (summer semester, 5 Credit Points)</p> <ul style="list-style-type: none"> - Sports tourism and destination management (Lecture/Tutorial, 2 Credit Hours) - Tourist guiding principles in nature sports (Advanced Seminar, 2 Credit Points) <p>Choice of two of the three following Modules:</p> <p>C-4-3 Module Quantitative Sports Ecology (winter semester, 5 Credit Points)</p> <ul style="list-style-type: none"> - Quantitative Sports Ecology (Advanced Seminar, 3 Credit Hours) <p>C-4-4 Module Sport Ecology Research Lab (summer semester, 5 Credit Points)</p> <ul style="list-style-type: none"> - Sports Ecology Research Lab (HS, 3 SWS) <p>C-4-5 Ecological Specialization (winter and summer semester, 5 Credit Points)</p> <ul style="list-style-type: none"> - Choice from ecology courses (by arrangement)
Educational Objectives	<p>After participating in the module Sports Ecology (C-4-1), students understand the correlations between sports and ecological systems and can illustrate them with practical examples. Quantitative statements regarding direct effects of outdoor sports on ecological systems can be determined from scientific publications and critically reflected.</p> <p>After participating in the module Nature Sports Tourism (C-4-2), students will understand the economic importance of nature sports and their dependence on an intact nature and landscape, as well as their correlation between protection and sport tourism use of nature. They are familiar with the principles of sports tourism and destination management and understand how to create and apply tourism models and concepts for nature sports offers. This enables them to develop sports offers that are target group-oriented and compatible with nature.</p> <p>After participating in the module Quantitative Sports Ecology (C-4-3), students are familiar with the measurement methods of sports ecology, can evaluate collected data and critically reflect on analysis results. This enables them to efficiently quantify the interactions between sport activities and ecological systems.</p> <p>After participating in the module Sports Ecology Research Lab (C-4-4), students will be able to critically evaluate scientific literature and derive their own research questions from it. They are able to</p>

	<p>plan and conduct their own research project and to communicate the findings in a reflective manner.</p> <p>Participation in a module from the Ecological Specialization (C-4-5) enables students to choose their own content or methodological focus in the field of ecology for their personal development.</p>														
Learning Content	<p>The module Sports Ecology (C-4-1) explains the importance of nature sports, their potential for conflict with the goals of nature conservation and environmental protection, and the potential of sports in communicating ecological relationships and derived strategies for action. Students jointly develop conceptual, functional and methodological foundations for the economic consideration of ecology and nature conservation and for the analysis of interactions between human actions and ecological systems in the field of sport.</p> <p>The module Nature Sports Tourism (C-4-2) provides planning basics for sustainable landscape use by outdoor sports. Based on this, students create guiding principles for the nature-compatible development of sports in natural environments (mountains, water bodies, forests) that do justice to all aspects of sustainability (ecological, economic, social).</p> <p>The module Quantitative Sports Ecology (C-4-3) teaches methods for capturing human use behaviour and ecosystem responses, taking into account digital and technological developments. This includes the management and analysis of movement data, data acquisition through wearables, automatic image classification, the intersection of health data with space use information, and social media analysis.</p> <p>The module Sports Ecology Research Lab (C-4-4) includes the supervised planning and execution of a scientific research project in the field of sport ecology. Students practice evaluating and presenting the results obtained.</p> <p>The modules that can be chosen in the Ecological Specialization (C-4-5) are discussed with the module responsible of the module area C-4: Sports Ecology and Outdoor Sports or are communicated by the module responsible. The contents of the modules are the responsibility of the lecturers responsible for each module.</p>														
Form of Knowledge Transfer	Lectures, Small group tutorials (with field visits), advanced seminars. These may be offered in English.														
Participation Requirements															
Recommended prior Knowledge	Module Sports Ecology and Outdoor Sports of the Bachelor's Degree Program Sports Economics														
Assessment Components	Report / presentation / written exam / oral exam (to be announced at the beginning of the module)														
Workload	<p><u>C-4-1 Module Sports Ecology</u></p> <table border="0"> <tr> <td data-bbox="630 1713 1300 1747">Active participation in seminar</td> <td data-bbox="1300 1713 1423 1747">30h</td> </tr> <tr> <td data-bbox="630 1758 1300 1792">Active participation in small group tutorials</td> <td data-bbox="1300 1758 1423 1792">30h</td> </tr> <tr> <td data-bbox="630 1803 1300 1836">Preparation and follow-up</td> <td data-bbox="1300 1803 1423 1836">60h</td> </tr> <tr> <td data-bbox="630 1848 1300 1881">Preparation for exam</td> <td data-bbox="1300 1848 1423 1881">30h</td> </tr> </table> <p><u>C-4-2 Module Nature Sports Tourism</u></p> <table border="0"> <tr> <td data-bbox="630 1937 1300 1971">Active Participation in Lecture</td> <td data-bbox="1300 1937 1423 1971">30h</td> </tr> <tr> <td data-bbox="630 1982 1300 2016">Active participation in seminar</td> <td data-bbox="1300 1982 1423 2016">30h</td> </tr> <tr> <td data-bbox="630 2027 1300 2060">Preparation and follow-up</td> <td data-bbox="1300 2027 1423 2060">60h</td> </tr> </table>	Active participation in seminar	30h	Active participation in small group tutorials	30h	Preparation and follow-up	60h	Preparation for exam	30h	Active Participation in Lecture	30h	Active participation in seminar	30h	Preparation and follow-up	60h
Active participation in seminar	30h														
Active participation in small group tutorials	30h														
Preparation and follow-up	60h														
Preparation for exam	30h														
Active Participation in Lecture	30h														
Active participation in seminar	30h														
Preparation and follow-up	60h														

Preparation for exam 30h

C-4-3 Module Quantitative Sports Ecology (Choice)

Active participation in Advanced Seminar
45h

Preparation and follow-up 75h

Preparation for exam 30h

C-4-4 Module Sports Ecology Research Lab (Choice)

Active participation in Advanced Seminar
45h

Preparation and follow-up 75h

Preparation for exam 30h

C-4-5 Module Ecological Specialization (Choice)

150 hours according to module choice (see module manuals
Master Geoecology, Global Change Ecology and Biodiversity
and Ecology).

ECTS Credit Points

20 Credit Points

Duration

14-14 Credit Hours depending on Choice

Module D: Add-On Module

This Module Area is composed as follows (Modules freely selectable, total 15 CP):

D-1 Sports Management: Marketing

D-2 Courses from the Subject Area of Business Administration

D-3 Courses from the Subject Area of Sports Science

D-4 Sports Ethics

D-5 Sports of Choice

D-6 Sports Law

D-7 Corporate Law for Sports Economists

D-8 Sports Marketing Law

D-9 Foreign Languages

D-10 Key Qualifications

D-1: Sport Management: Sport Marketing

Responsible Unit	Prof. Dr. Herbert Woratschek, BWL VIII (Marketing & Service Management)		
Educational Objectives	After attending one of the courses in the area of sport management (marketing), students are able to assess special features about this field. By dealing with the special characteristics in sport management, they can elaborate on possible solutions as well as recommendations for specific problems. Thus, students gain knowledge and skills for a professional career in sport management.		
Learning Content	Different courses with changing content, e.g. management of service brands, marketing of international service companies, service-dominant logic, project management, complaint management, sport new media, sport sponsorship, innovative approaches to service marketing, facility management, etc.		
Form of Knowledge Transfer	In the case of a lecture, the theoretical foundations are built, which are then deepened in exercises using practical examples. In the case of a seminar, current theoretical issues are addressed, written assignments are prepared, and important results are presented orally. In the case of a project seminar, current issues are addressed, theoretical foundations are built, and a case study is worked on. The courses can also be held in foreign languages and be taught by internationally renowned visiting professors or qualified lecturers.		
Participation Requirements	None		
Recommended prior Knowledge	None		
Assessment Components	Graded assessment on the basis of a 1 hour exam, a term paper or a presentation		
Workload		Lecture/ Tutorial	Seminar
	Active Participation in Course	45h	30h
	Preparation of Term Paper/Case Study		100h
	Preparation of Presentation		20h
	Preparation and Follow-Up	75h	
	Preparation for Exam	30h	
	Total	150h	150h
ECTS Credit Points	5 Credit Points, maximum 2 courses can be included		
Duration	3 Credit Hours		

D-2: Courses from the Subject Area of Business Administration

Responsible Unit	Business Administration – all units	
Educational Objectives	After attending a lecture in the field of business administration, students are able to comprehend conceptual and theoretical foundations in a subfield of business administration. In this context, students acquire specific knowledge and can apply it in selected case studies.	
Learning Content	Depending on the Course	
Form of Knowledge Transfer	Lecture and Tutorial	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment for the respective courses	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, presentations, preparation for exam	135h
	Total	180h
ECTS Credit Points	6 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

D-3: Courses from the Subject Area of Sports Science

Responsible Unit	Director of the Department of Sport Science	
Educational Objectives	After attending a lecture in the field of sports science, students are able to comprehend conceptual and theoretical foundations in a subfield of sports science. In this context, students acquire specific knowledge and can apply it in selected case studies.	
Learning Content	Depending on the Course	
Form of Knowledge Transfer	Lecture	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Graded assessment	
Workload	Active participation in lecture	30h
	Active participation in tutorial	15h
	Preparation and follow-up, presentations, preparation for exam	105h
	Total	150h
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture	

D-4: Sports Ethics

Responsible Unit	Prof. Dr. Markus Kurscheidt, Sports Science II Prof. Dr. Walter Schmidt, Sports Science IV Prof. Dr. Alexander Brink, Chair of Business and Corporate Ethics
Educational Objectives	After attending the interdisciplinary course, students will be able to identify systemic failures and undesirable developments in sport on the basis of relevant societal values and norms, to reflect critically on them independently and to question them ethically, as well as to develop proposals for solutions. In view of their later role as academics as well as decision-makers and/or preparers, they should thereby experience guidance on how to develop and implement self-determined responsible action as a relevant actor in the sports system. In particular, they should be able to take a value-based position on the possible problems of sport with doping, competition manipulation, corruption, overload in competitive sport, (over-)commercialization, eventization, etc. and deal with them analytically and argumentatively.
Learning Content	Selected undesirable developments and current, ethically relevant phenomena in sports development and sports policy as well as in sports management and sports marketing will be examined in an interdisciplinary way by Bayreuth professors from sports science, philosophy and business administration as well as guest speakers, e.g: Blood manipulation and doping, manipulation at major events, commercialism and fan violence vs. fan culture in soccer, talent development practices, the role of spectators vis-à-vis doping and corruption, corporate social responsibility in sports, long-term damage after sports injuries; as well as other similar, changing topics.
Form of Knowledge Transfer	Lecture
Participation Requirements	None
Recommended prior Knowledge	Sports in society and economy, sports governance, sports medicine and sports physiology
Assessment Components	Exam
Workload	Active participation in lecture 30h Active participation in tutorial 15h Preparation and follow-up, presentations, preparation for exam 105h Total 150h
ECTS Credit Points	5 Credit Points
Duration	2 Credit Hours Lecture

D-5: Sports of Choice

Responsible Unit	Dr. Sascha Hoffmann, Sports Science VI: Theory and Practice of Sports and Movement Fields	
Educational Objectives	After attending the seminars/tutorials, students will be able to impart competences of demonstration, performance and organization of their chosen movement area/sport. In addition, participating students can apply the taught sport associations and event management skills.	
Learning Content	Reference of the chosen sport to the sports scientific disciplines training and movement science, sports medicine / sports physiology, sports pedagogy and sports psychology, sports economic and sports historical references. Consolidation of the contents of the basic seminar.	
Form of Knowledge Transfer	Seminar	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment Components	Regular and successful participation, ability to perform and demonstrate, written or oral exam	
Workload	Active Participation	60h
	Preparation and follow-up	30h
	Total	90h
ECTS Credit Points	3 Credit Points (only one sports can be included)	
Duration	4 Credit Hours	

The Choice can be made from the following offer:

Athletics	Ski Alpine
Badminton	Ski Nordic
Basketball	Snowboard
Climbing	Soccer
Golf	Swimming
Gymnastics Apparatus	Table Tennis
Gymnastics and Dance	Tai Ji Quan
Handball	Tennis
Health and Fitness	Volleyball
Karatedo	

The Offer can vary depending on the Job Situation and Teachers.

D-6: Sport Law

Responsible Unit	Prof. Dr. Peter Heermann Civil Law VI (Commercial & Economic Law, Comparative Law & Sports Law);	
Educational Objectives	After attending the lecture "sports law", students will be able to recognize and legally classify problems under association law and European law. In addition, students are able to evaluate legal issues in sports and are familiar with the interplay between the autonomy of associations and state law. They can determine the differences between association and sports arbitration in the field of sports.	
Learning Content	<ul style="list-style-type: none"> - Basics of (German) association law - Basics of European law - Association's autonomy versus state law - Association and arbitration jurisdiction 	
Form of Knowledge Transfer	Lecture (and tutorial)	
Participation Requirements	Successful participation BGB I (Civil Code I) and BGB II (Civil Code II)	
Recommended prior Knowledge		
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	30h
	Preparation for exam	30h
	Total	90h
ECTS Credit Points	3 Credit Points	
Duration	2 Credit Hours	

D-7: Corporate Law for Sport, Business & Law Students

Responsible Unit	Prof. Dr. Peter Heermann, Civil Law VI (Commercial & Economic Law, Comparative Law & Sports Law);	
Educational Objectives	After attending the lecture "Corporate Law for Sports Economists", students will be able to differentiate between the various partnerships, commercial companies and corporations, also with regard to the legal regulatory catalogs associated with the respective legal forms.	
Learning Content	Basic principles of the law of partnerships and commercial companies as well as corporations with a special focus on the sports sector	
Form of Knowledge Transfer	Lecture; (optional) Tutorial (if offered)	
Participation Requirements	Successful participation in BGB I and II	
Recommended prior Knowledge	None	
Assessment Components	Preparation of an essay	
Workload	Active participation in lecture	30h
	Preparation and follow-up	30h
	Essay	30h
	Total	90h
ECTS Credit Points	3 Credit Points	
Duration	2 Credit Hours	

D-8: Sport Marketing Law

Responsible Unit	Prof. Dr. Peter Heermann Civil Law VI (Commercial & Economic Law, Comparative Law & Sports Law);	
Educational Objectives	After attending the lecture "sports marketing law", students will be able to classify the basic features of antitrust law, copyright law, trademark law and fair trading law and apply them to practical situations, as well as to legally evaluate the phenomenon of ambush marketing. They will be familiar with the basics of the personal rights of athletes as well as selected legal problems of (sports) sponsorship contracts.	
Learning Content	<ul style="list-style-type: none"> - Basics of antitrust law, copyright law, trademark law and fair trading law - Marketing I: ambush marketing at major sporting events - Marketing II: personal rights of athletes – basics 	
Form of Knowledge Transfer	Lecture (and tutorial)	
Participation Requirements	Successful participation BGB I (Civil Code I) and BGB II (Civil Code II)	
Recommended prior Knowledge		
Assessment Components	Graded assessment on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	30h
	Preparation for exam	30h
	Total	90h
ECTS Credit Points	3 Credit Points	
Duration	2 Credit Hours	

D-9: Foreign Languages

Responsible Unit	Language Centre
Educational Objectives	Course-dependent; see homepage Language Center, search term 'Modulhandbuch'
Learning Content	Course-dependent; see homepage Language Center, search term 'Modulhandbuch'
Form of Knowledge Transfer	Tutorial
Participation Requirements	None (Placement test if necessary)
Recommended prior Knowledge	None
Assessment Components	Skill-oriented assessment components
Workload	<p><u>Course Type 2 Credit Hours</u></p> <p>Active participation in tutorial 30h</p> <p>Preparation and follow-up (+ Assessment Components) 30h</p> <p><u>Course Type 4 Credit Hours</u></p> <p>Active participation in tutorial 60h</p> <p>Preparation and follow-up (+ Assessment Components) 60h</p> <p>Total 240h</p>
ECTS Credit Points	8 Credit Points (one foreign language - languages cannot be mixed)
Duration	8 Credit Hours Tutorial

D-10: Key Qualifications

Further courses from the area of key qualifications (e.g. conversation skills, conflict management, intercultural management, business etiquette, etc.) - depending on the offer.

Module E: Master's Thesis

This Module Area is composed as follows:

E-1 Applied Research Methods

E-2 Master's Thesis

E-1: Applied Research Methods

N.N.

E-2: Master Thesis

N.N.

Structure of the Study Program Master Sport, Business & Law

Fachgebiet	Module	Lehrveranstaltung	Modulverantwortlich	1		2		3		4		Σ SWS	Σ ECTS
				WS	SS	WS	SS	WS	SS				
Eingangsmodulbereich (1 aus 3)	A-1: Eingangsbereich für Studienabschluss B.Sc. Sportökonomie/ B.Sc. Sportmanagement	A-1-1: Fremdsprachenausbildung	Sprachenzentrum	4	4	4	4					8-26	25
		A-1-2: Veranstaltungen aus dem Fächerkanon Betriebswirtschaftslehre, Sportwissenschaft oder Rechtswissenschaft	Vorsitzender des Prüfungsausschusses	6-10	11								
		A-1-3 Auslandsstudium	Vorsitzender des Prüfungsausschusses	x	x								
		A-1-4 Auslandspraktikum	Vorsitzender des Prüfungsausschusses	x	x								
		A-1-5 Sportmanagement: Vermarktung	BWL VIII	x	x								
		Pflichtteil:											
		A-1-6 Sportrecht	Zivilrecht VI			2	3						
		A-1-7 Sportvermarktungsrecht für SportökonomInnen	Zivilrecht VI	2	3								
	A-2: Eingangsbereich für Studienabschluss B.Sc. Betriebswirtschaftslehre / B.Sc. Gesundheitsökonomie	A-2-1 Training, Bewegung, Medizin I	Sportwissenschaft I & IV	x	x								
		A-2-2 Sport in Gesellschaft und Wirtschaft I	Sportwissenschaft II & III	x	x								
		A-2-3 Hauptseminar Sport Governance/Eventmanagement	Sportwissenschaft II	x	x								
		A-2-4 Fitnessgrundlagen	Sportwissenschaft VI	x	x								
		A-2-5 Sportart nach Wahl	Sportwissenschaft VI			x	x						
		A-2-6 BGB I	Zivilrecht VI	x	x								
		A-2-7 BGB II	Zivilrecht VI			x	x						
	A-3: Eingangsbereich für Studienabschluss B.Sc. Sportwissenschaft	A-3-1 Buchführung u. Abschluss, Kostenrechnung	BWL II	x	x								
		A-3-2 Statistische Methoden der Sportwissenschaft	Sportwissenschaft V	x	x								
		A-3-3 Einführung in die Volkswirtschaftslehre	VWL V	x	x								
		A-3-4 Finanzwirtschaft	BWL I			x	x						
		A-3-5 Marketing	BWL III	x	x								
		A-3-6 BGB I	Zivilrecht VI	x	x								
		A-3-7 BGB II	Zivilrecht VI			x	x						

Fachgebiet	Module	Lehrveranstaltung	Modulverantwortlich	1		2		3		4		Σ SWS	Σ ECTS	
				WS	SS	WS	SS	WS	SS					
				SWS	ECTS	SWS	ECTS	SWS	ECTS	SWS	ECTS			
Vertiefungs- modulbereich Betriebswirtschafts- lehre (1 aus 5)	B-1: Marketing & Services	B-1-1 Konsumentenverhalten	BWL III			3	6					15	30	
		B-1-2a Qualität im Dienstleistungsmanagement	BWL III & BWL XIV	3	6									
		B-1-2b Dialogmarketing	BWL VIII & BWL XIV			x	x							
		B-1-3a Corporate Communication, Media and Marketing	BWL VIII	x	x									
		B-1-3b Innovationsmarketing	BWL III & BWL VIII	x	x									
		B-1-4 Wert im Dienstleistungsmanagement	BWL III & BWL VIII			x	x							
		B-1-5 Hauptseminar aus dem Bereich Marketing & Services	Marketing & Services	3	6	3	6							
	B-2: Business Management	Wahlteil: 2 aus 5												
		B-2-1 Internationale Unternehmensführung	BWL IX	x	x									
		B-2-2 Wert im Dienstleistungsmanagement	BWL VIII			x	x							
		B-2-3 Management Grundlagen/ Strategisches Management	BWL VI	x	x									
		B-2-4 HR Analytics	BWL IV			x	x							
		B-2-5 Ausgewählte Themen der Wirtschaftsinformatik	BWL VII	x	x									
		Wahlteil: 2 aus 4												
		B-2-6 Sport & Steuern / Sport & Controlling	BWL II	x	x	x	x							
		B-2-7 Finanzen (Finanzmanagement)	BWL I	x	x									
		B-2-8 Anwendungen des Controllings	BWL XII	x	x									
		B-2-9 Bilanz- und Unternehmensanalyse	BWL X			x	x							
		Wahlteil: 1 aus 2												
	B-2-10 Hauptseminar Management	BWL II					x	x						
	B-2-11 Hauptseminar Unternehmensrechnung	BWL II					x	x						
	B-3: Unternehmensrechnung	Pflichtteil:												
		B-3-1 Sport & Steuern / Sport & Controlling	BWL II	x	x	x	x							
		Wahlteil: 3 aus 5												
		B-3-2 Finanzen (Finanzmanagement)	BWL I	x	x									
		B-3-3 Anwendungen des Controllings	BWL XII	x	x									
		B-3-4 Wertorientiertes Controlling	BWL XII			x	x							
		B-3-5 Kapitalmarktcommunication	BWL X			x	x							
B-3-6 Bilanz- und Unternehmensanalyse		BWL X			x	x								
Pflichtteil:														
B-3-7 Hauptseminar Unternehmensrechnung	BWL II					x	x							

Vertiefungs- modulbereich Betriebswirtschafts- lehre (1 aus 5)	B-4: Internationales Personalmanagement im Dienstleistungsbereich	Pflichtteil:											
		B-4-1 HR Analytics	BWL IV			x	x						
		B-4-2 Ausgewählte Aspekte des HRM/Intrapreneurships	BWL IV	x	x								
		B-4-3 Hauptseminar in Human Resource Management & Intrapreneurship	BWL IV					x	x				
		Wahlteil: 2 aus 3											
		B-4-4 Internationale Unternehmensführung	BWL IX	x	x								
		B-4-5 Qualität im Dienstleistungsmanagement	BWL VIII	x	x								
	B-4-6 Projektseminar: Methoden der empirischen (HR-) Managementforschung	BWL IV					x	x					
	B-5: Digitale Wirtschaft	Wahlteil 4 aus 8											
		B-5-1a Wertorientiertes Prozessmanagement	WPM	x	x								
		B-5-1b Strategic Information Management	SIM	x	x								
		B-5-1c IT-Sicherheit	BWL VII			x	x						
		B-5-1d Introduction to Business & Information System Research	SIM			x	x						
		B-5-1e Management digitaler Projekte und	NIM	x	x								
B-5-1f Energiewirtschaft in Zeiten der Digitalisierung		NIM			x	x							
B-5-1g Verhaltensökonomie und		BWL VII	x	x	x	x							
B-5-1h Entrepreneurial Thinking & Business Design		BWL VII			x	x							
Wahlteil 1 aus 3													
B-5-2a Hauptseminar Wirtschaftsinformatik	BWL VII, WIM, SIM, WPM					x	x						
B-5-2b Praxisseminar Wirtschaftsinformatik	BWL VII, WIM, SIM, WPM					x	x						
B-5-2c Ideation Week	BWL VII					x	x						

Fachgebiet	Module	Lehrveranstaltung	Modulverantwortlich	1		2		3		4		Σ SWS	Σ ECTS
				WS	SS	WS	SS	WS	SS				
Vertiefungs- modulbereich Sportwissenschaft (1 aus 4)	C-1: Health & Fitness Management	C-1-1 Health & Fitness aus medizinischer Sicht	Sportwissenschaft IV			2	5					8	20
		C-1-2 Health and Fitness Management: Implementierung von Gesundheitsprogrammen	Sportwissenschaft III			2	5						
		C-1-3 Physical Fitness – Trainings- und Testkonzepte	Sportwissenschaft I, IV, V					2	5				
		C-1-4 Trends im Gesundheits- und Fitness-Sport	Sportwissenschaft IV, V					2	5				
	C-2: Sport Governance und Eventmanagement	C-2-1 Eventmanagement 1	Sportwissenschaft II					x	x				
		C-2-2 Eventmanagement 2	Sportwissenschaft II			x	x						
		C-2-3 Sport Governance 1	Sportwissenschaft II					x	x				
		C-2-4 Sport Governance 2	Sportwissenschaft II			x	x						
	C-3: Training - Leistung - Wettkampf	C-3-1 Trainings- und Bewegungswissenschaft III	Sportwissenschaft I			x	x						
		C-3-2 Training – Leistung – Wettkampf	Sportwissenschaft I					x	x				
		C-3-3 Ernährung, Substitution und Doping	Sportwissenschaft IV			x	x						
		C-3-4 Praktikum in einer Leistungssporteinrichtung	Sportwissenschaft I					x	x				
	C-4: Sportökologie und Outdoorsport	C-4-1 Sportökologie	Sportwissenschaft V			x	x						
		C-4-2 Natursporttourismus	Sportwissenschaft V					x	x				
		Wahlteil 2 aus 3											
		C-4-3 Quantitative Sportökologie	Sportwissenschaft V					x	x				
C-4-4 Sport Ecology Research Lab		Sportwissenschaft V					x	x					
C-4-5 Ökologische Vertiefung	Sportwissenschaft V					x	x						

Fachgebiet	Module	Lehrveranstaltung	Modulverantwortlich	1		2		3		4		Σ SWS	Σ ECTS
				WS	SS	WS	SS	WS	SS				
Ergänzungs- modulbereich (bis zu 15 ECTS)	D: Ergänzungsmodulbereich	Wahlteil: bis zu 15 ECTS										9	15
		D-1 Sportmanagement: Vermarktung	BWL VIII					3	5				
		D-2 Veranstaltung aus dem Fächerkanon der Betriebswirtschaftslehre	BWL-Lehrstühle					3	5				
		D-3 Veranstaltung aus dem Fächerkanon der Sportwissenschaft	Sport-Lehrstühle					x	x				
		D-4 Sportethik	Sportwissenschaft II, IV					x	x				
		D-5 2 Sportarten nach Wahl	Sportwissenschaft VI					x	x				
		D-6 Sportrecht	Zivilrecht VI			x	x						
		D-7 Gesellschaftsrecht für Sportökonomien	Zivilrecht VI					x	x				
		D-8 Sportvermarktungsrecht für Sportökonomien	Zivilrecht VI					x	x				
		D-9 Fremdsprachenausbildung I	Sprachenzentrum					8	8				
		D-10 Fremdsprachenausbildung II	Sprachenzentrum					8	8				
D-11 Schlüsselqualifikationen	Alle Lehrstühle					2	2						
Masterarbeits- modul	E: Masterarbeitsmodul	Wahlteil: E-1 oder E-2										30	30
		E-1 Autonome Masterarbeit	Alle Lehrstühle der Sportökonomie								30		
		E-2 Integrierte Masterarbeit	Alle Lehrstühle der Sportökonomie								x		
Σ	SEMESTERSUMME												Σ ECTS 120

"X" bezeichnet einen Platzhalter und weist auf alternative gleichwertige Wahlmöglichkeiten innerhalb des Moduls oder zwischen verschiedenen Modulen hin.