



UNIVERSITÄT  
BAYREUTH

## Course Outline

# **Sport, Business & Law Bachelor of Science (B.Sc.)**

at the University of Bayreuth

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## Introduction

The bachelor's programme Sport, Business & Law has the goal 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 bachelor programme is six semesters. New students can only start in the winter semester. There is a possibility to finish the degree in less time than the standard period of study if all study and exam results are available. Up to 120 credits can be awarded for prior knowledge from other programmes.

The programme comprises 23 modules:

- Module A: Propaedeutics
- Module B-1: Introduction Sport Management & Economics
- Module B-2: Fundamentals of Business Administration
- Module B-3: General Business Administration
- Module B-4: Sport Management 1: Fundamentals
- Module B-5: Sport Management 2: Management Accounting
- Module B-6: Sport Management 3: Marketing
- Module C: Law
- Module D-1 - 2: Natural Sciences of Sports
- Module D-3 - 4: Social Science in Sport
- Module D-5: Fitness Basics
- Module D-6 - 9: Didactics & Methodology of Sports
- Module D-10 - 12: Sports scientific occupational Fields
- Module E: Key Qualifications
- Module F: Internship
- Module G: Bachelor Thesis

The modularized form of study organization combined with the ECTS system facilitates the comparability and transferability of study credits in the European framework. The balance between compulsory and elective courses ensures the acquisition of sound basic knowledge and offers a largely independent prioritization in specific areas.

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## General Explanations

### *Contents of the Courses*

The content of the courses is announced every semester in the course catalogue.

### *Intended size of the courses*

Lectures	maximum 100 Participants
Tutorials	maximum 60 Participants
Seminar	maximum 30 Participants
Key Qualifications	maximum 30 Participants
Advanced Seminars and Excursions	maximum 15 Participants

### *Forms of knowledge transfer*

The forms of knowledge transfer are usually linked to course types; they are described in the following. Forms of knowledge transfer include lectures (V), tutorials (Ü), advanced seminars (S), excursions (E) and also independent study:

- **Lectures** (abbreviation: V) cover selected topics of a respective subject area in a coherent presentation. They convey methodical knowledge as well as general and special knowledge.
- **Seminars** (abbreviation S) talk about research problems using the example of selected individual questions. They help to specialize in the chosen field of knowledge and help to prepare students for the bachelor's thesis.
- **Tutorials** (abbreviation: Ü) mostly accompany the lecture and force to question problems and to complete and deep the knowledge of particular topics.
- **Advanced Seminars** (abbreviation: HS) talk about research problems using the example of selected individual questions. They help to specialize in the chosen sector of knowledge and help to prepare students for the bachelor's thesis.
- **Excursions** (abbreviation: E) enable students to acquire their theoretically learned knowledge to work with practical application examples. The offer of excursions is based on the module-related content.
- **Independent Study:** Aside from going to lectures, independent study is mandatory for scientific work. This includes the preparation and the follow-up of the courses and independent literature study.

### *Admission Requirements*

General admission requirements for all courses are the general higher education entrance qualification and enrolment as a student of the University of Bayreuth in the bachelor's programme Sport, Business & Law after undergoing an aptitude assessment process (details cf. Examination regulations, § 7).

### *Calculation of Workload and Performance Records*

One credit point (CP) corresponds to an average student workload of 30 hours of work. Further information on the calculation can be found at the end of each course description.

## Module Overview

### Module A: Propaedeutics\*

	SWS	CP	Options
<b>Module A: Propaedeutics</b>			
<b>Mandatory Part</b>			
A-1 Bookkeeping	3	5	
A-2 Costing	3	5	
A-3 Disciplines and Methods of Sports Science	3	5	
<b>Elective Part</b>			
A-4 Statistical Methods of Sports Science	3	5	One Module from the Offer
A-5 Mathematical Basics for Economists	5	5	
A-6 Information Processing for Economists	3	5	
<b>Total Module A</b>	<b>12-14</b>	<b>20</b>	

## Subject Area: Business Administration

	SWS	CP	Options
<b>Module B-1: Introduction Sport Management &amp; Economics</b>			
B-1-1 Introduction to Economics	3	5	
B-1-2 Introduction to Sport Management	3	5	
<i>Total Module B-1</i>	<b>6</b>	<b>10</b>	
<b>Module B-2: Basics Business Administration</b>			
B-2-1 Accounting (Financial Statements)	3	5	
B-2-2 Investment with Business Valuation	3	5	
B-2-3 Finance	3	5	
B-2-4 Marketing	3	5	
<i>Total Module B-2</i>	<b>12</b>	<b>20</b>	
<b>Modulbereich B-3: Elective Part Business Administration</b>			
<b>Elective Part</b>			
B-3-1 Basics of Corporate Taxation	3	5	3 Modules from the Offer
B-3-2 Customer Relationship Management	3	5	
B-3-3 Basics Business Informatics	3	5	
B-3-4 Financial Management	3	5	
B-3-5 Basics of Human Resource Management	3	5	
B-3-6 Basics International Management	3	5	
B-3-7 General Management: Business Simulation	3	5	
<i>Total Module B-3</i>	<b>9</b>	<b>15</b>	
<b>Module B-4: Sport Management 1: Fundamentals</b>			
B-4-1 Fundamentals of Marketing- and Service Management	3	5	
B-4-2 Fundamentals of Sport Management	3	5	
<i>Total Module B-4</i>	<b>6</b>	<b>10</b>	
<b>Module B-5: Sport Management 2: Sport Controlling</b>			
B-5-1 Sport and Controlling	3	5	One Module from the Offer
B-5-2 Sport and Taxes	3	5	
B-5-3 Main Seminar Sport Controlling	3	5	
B-5-4 Selected Instruments of Sport Controlling	3	5	
<i>Total Module B-5</i>	<b>3</b>	<b>5</b>	
<b>Module B-6: Sport Management 3: Sport Marketing</b>	3	5	
<b>Total Module B</b>	<b>39</b>	<b>65</b>	



## Subject Area: Law

	<b>SWS</b>	<b>CP</b>	<b>Options</b>
<b>Module C: Law</b>			
C-1 BGB I (Civil Law I) for Sport, Business & Law Students	4	5	
C-2 BGB II (Civil Law II) for Sport, Business & Law Students	4	5	
C-3 Criminal Law for Sport, Business & Law Students	2	5	
<b>Total Module C</b>	<b>10</b>	<b>15</b>	

## Subject Area: Sport

	SWS	CP	Options
<b>Module D-1 - 4: Theory of Sports Science</b>			
D-1 Training, Movement and Medicine I	4	6	
D-2 Training, Movement and Medicine II	4	6	
D-3 Sport in Society and Economy I	4	6	
D-4 Sport in Society and Economy II	4	6	
<i>Total Module D-1 - 4</i>	<b>16</b>	<b>24</b>	
<b>Module D-5: Fitness Basics</b>	4	4	
<b>Module D-6 - 9: Theory and Practice of Sports and Movement Fields</b>			
D-6 Sports and Movement Fields 1	4	4	
D-7 Sports and Movement Fields 2	4	4	
D-8 Sports and Movement Fields 3	4	4	
D-9 Sports and Movement Fields 4	4	4	
<i>Total Module D-6 - 9</i>	<b>16</b>	<b>16</b>	
<b>Module D-10 – 12: Sports Science Career Fields</b>			
D-10 Competitive Sports	5	7	One Module from the Offer D-10 - 12
D-11 Health and Fitness Sports	6	7	
D-12 Sports Ecology and Outdoor Sports	5	7	
<i>Total Module D-10 - 12</i>	<b>5-6</b>	<b>7</b>	
<b>Total Module D</b>	<b>41-42</b>	<b>51</b>	

## Module E: Key Qualifications

	SWS	CP	Options
<b>Module E: Key Qualifications</b>			
E-1 Business English	5	5	Freely selectable
E-2 Excursion	1	1	
E-3 Lecture Series Sports Ethics	2	2	
E-4 Further Courses in the Area of Key Qualifications (e.g. Conversation Skills, Conflict Management, Intercultural Management, Business Etiquette etc.)	2	2	
<b>Total Module E</b>	<b>6</b>	<b>7</b>	

## Module F: Internship

	SWS	CP	Options
<b>Module F: Internship</b>			
<i>Internship (8 weeks during the lecture-free period; see notes in the examination and study regulations §3)</i>		10	
<b>Total Module F</b>		<b>10</b>	

## Module G: Bachelor Thesis

	SWS	CP	Options
<b>Module G: Bachelor Thesis</b>		12	
<i>Total Module G</i>		12	
<b>TOTAL</b>		<b>180</b>	

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## **Subject Area: Propaedeutics**

### **Module A: Propaedeutics**

This module area is composed as follows:

#### **Mandatory Courses:**

A-1 Bookkeeping

A-2 Costing

A-3 Disciplines and Methods of Sports Science

#### **Elective course (one course from the offering):**

A-4 Statistical Methods of Sports Science

A-5 Mathematical Basics for Economists

A-6 Information Processing for Economists

## A-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"> <li>- Basis of accounting</li> <li>- System and technology of double bookkeeping</li> <li>- Business transactions</li> <li>- Legal form-specific profit and loss distribution</li> </ul>	
Form of Knowledge Transfer	Lecture and Tutorial	
Participation Requirements	None	
Recommended prior Knowledge	Basic mathematical knowledge is required.	
Assessment components	Graded proof of performance 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
	<b>Total</b>	<b>90h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

## A-2: Cost Accounting

Responsible Unit	Prof. Dr. Friedrich Sommer, BWL XII (Controlling)	
Educational Objectives	As part of the course, the students gain basic knowledge in the cost accounting as part of the company's internal accounting. They are then able to recognize and assess the problems associated with the set-up and execution of a cost account and to use the cost accounting as an information and control instrument. By mediating knowledge about the different systems of cost accounting from the full cost calculation to the actual cost base to the marginal cost calculation with the associated possibilities for variance analysis, the students are able to deal with operational decision-making problems, in particular regarding short-term planning, management and monitoring.	
Learning Content	<ul style="list-style-type: none"> <li>- Fundamentals of cost accounting</li> <li>- Elements of cost accounting</li> <li>- Systems of the full cost calculation</li> <li>- Systems of partial costing</li> <li>- Design principles and newer developments in cost accounting</li> </ul>	
Form of Knowledge Transfer	Lecture and Tutorial	
Participation Requirements	Basic knowledge of mathematics is required, prior attendance of the course Bookkeeping (A-1) is recommended.	
Recommended prior Knowledge	None	
Assessment components	Graded assessment on the basis of a one hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	15h
	Tutorial	15h
	Preparation for exam	30h
	<b>Total</b>	<b>90h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

## A-3: Disciplines and Methods of Sports Science

This Module is composed as follows:

A-3-1 Lecture and Tutorial/Project Seminar:	Basics and Methods of Sports Science	
A-3-2 Lecture and Tutorial:	Statistics of Sports Science	
Responsible Unit	Prof. Dr. Andreas Hohmann, Department Sports Science I Prof. Dr. Manuel Steinbauer, Department Sports Science V	
Courses	A-3-1 Basics and Methods of Sports Science A-3-2 Statistics of Sports Science	
Educational Objectives	After participating in the module <i>Disciplines and Methods of Sports Science</i> , students are familiar with various sub-fields of sports science and are able to plan, conduct, evaluate and critically reflect on the empirical research process in sports science. Students are familiar with the methods of data collection, processing, evaluation and interpretation commonly used in sports science. They are able to create and evaluate sports science publications based on empirical studies.	
Learning Content	Fundamentals of sports science and its subfields; basic knowledge in scientific work; strategies of basic and applied research; research methods such as test, observation, experiment, quantitative and qualitative survey and document analysis (including quality criteria); methods of data analysis for descriptive statistics and inferential statistics.	
Form of Knowledge Transfer	Lecture / Tutorial / Project Seminar	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment components	Graded performance record of the two courses (Project report / seminar paper / presentation / written exam / oral exam / exercises; announcement at the beginning of the module)	
Workload	A-3-1 Lecture and Tutorial/Project Seminar	30h
	A-3-2 Lecture and Tutorial	15h
	Preparation and follow-up	30h
	Working on the exercise/project tasks	45h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	3 Credit Hours	

## A-3-1: Basics and Methods of Sports Science

Responsible Unit	Prof. Dr. Andreas Hohmann, Sports Science I	
Educational Objectives	<p>After attending the lecture, students will be able to interpret epistemological foundations of sports science and relate their own research strategies and concepts to them. With regard to the collection of empirical data, the students can name, justify and apply the most important social-scientific research methods.</p> <p>They are familiar with various subfields/subdisciplines of sports science and their structural classification. Furthermore, they master the basic tools of (sports) scientific writing.</p>	
Learning Content	<p>The course offers an introduction to the general sub-disciplines and sub-areas of sports science as well as to research strategies, research methods &amp; study designs.</p> <p>Basic tools of (sports-) scientific work. Strategies of basic and applied research; methods such as test, observation, experiment, quantitative and qualitative survey and document analysis (incl. quality criteria); quasi- and experimental research designs.</p>	
Form of Knowledge Transfer	Lecture / Tutorial / Project Seminar / Key Qualification	
Participation Requirements	None	
Assessment components	<p>Graded proof of performance</p> <p>(Project report / seminar paper / presentation / written examination / oral examination / exercises / active participation; announcement at the beginning of the course)</p>	
Workload	Active participation in courses	30h
	Preparation and follow-up	30h
	Working on the exercise/project tasks	30h
	Preparation for exam	30h
	<b>Total</b>	<b>120h</b>
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours	



## A-3-2: Statistics of Sports Science

Responsible Unit	Prof. Dr. Manuel Steinbauer, Sports Science V	
Educational Objectives	After attending the lecture, students will be able to statistically process and evaluate quantitative sports science data. With regard to the evaluation of empirical data, students will be able to name, justify, apply and interpret the most important evaluation methods for checking differences and correlations. In doing so, the students should become familiar with the possibilities and limitations of statistical methods and be enabled to make independent critical assessments as well as to apply statistical methods in an informed manner.	
Learning Content	This course provides an introduction to statistical methods used in sports science. Descriptive statistics (frequency distributions, measures of central tendency, measures of dispersion, etc.) Inferential statistics (e.g., t-test, analysis of variance, correlation, regression).	
Form of Knowledge Transfer	Lecture / Tutorial	
Participation Requirements	None	
Assessment components	Graded Proof of Performance (active participation/ exercises / written exam)	
Workload	Active participation in course	15h
	Working on exercises	15h
	<b>Total</b>	<b>30h</b>
ECTS Credit Points	1 Credit Point	
Duration	1 Credit Hour	

## A-4: Statistical Methods of Sports Science

This Module is composed as follows:

A-4-1 Lecture Statistical Methods of Sports Science

A-4-2 Tutorial Programmemeing and Statistics

Responsible Unit	Prof. Dr. Manuel Steinbauer, Sports Science V	
Courses	A-4-1 Statistical Methods of Sports Science A-4-2 Programing and Statistics	
Educational Objectives	After participating in the module Statistical Methods in Sports Science, students will be able to apply the analytical methods covered and visualize and communicate their own analysis results. Learned approaches can be transferred to new sports science problems. They are able to understand and evaluate the results of common statistical analyses in sports science publications.	
Learning Content	Analytical methods such as T-test, ANOVA, linear regression, mixed models and ordinations are taught in a user-oriented manner using the example of sports science data and questions, and their implementation in the programing language R is trained. Strategies for a predictive experimental design with regard to the statistical evaluation based on it will be worked out using the example of different research methods (e.g. test, observation, survey and document analysis).	
Form of Knowledge Transfer	Lecture, Small Group Exercise	
Participation Requirements	Successful participation in Module A-3 "Disciplines and Methods of Sports Science" is recommended.	
Assessment components	Seminar paper / presentation / written exam / oral exam (to be announced at the beginning of the module)	
Workload	Active participation in courses	45h
	Preparation and follow-up	75h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	3 Credit Hours	

## A-5: Mathematical Basics for Economists

Responsible Unit	Prof. Dr. Jörg Rambau, Mathematical Economics	
Educational Objectives	After the course, the students know basic mathematical methods of linear algebra, differential and integral calculus as well as linear and differentiable optimization under constraints, can execute corresponding calculation methods by hand and apply them to didactically reduced economic problems. Furthermore, students have developed a fundamental awareness of the importance of mathematical methods in economics.	
Learning Content	<ul style="list-style-type: none"> <li>- Linear algebra with vector and matrix calculus and Gaussian algorithm</li> <li>- Linear optimization with normal and dual simplex algorithm,</li> <li>- Differential calculus in one and more dimensions</li> <li>- Integral calculus with calculation and interpretation of integrals and expected values</li> </ul>	
Form of Knowledge Transfer	Lecture and Tutorial	
Participation Requirements	None	
Recommended prior Knowledge	Mathematical pre-semester (block course)	
Assessment components	Graded Proof of Performance on the basis of a 4 hour exam	
Workload	Active participation in lecture	45h
	Preparation and follow-up	15h
	Tutorial	30h
	Preparation for exam	30h
	<b>Total</b>	<b>120h</b>
ECTS Credit Points	5 Credit Points	
Duration	3 Credit Hours Lecture and 2 Credit Hours Tutorial	

## A-6: Information Processing for Economists

Responsible Unit	Prof. Dr. Torsten Eymann, BWL VII (Information Systems Management)	
Educational Objectives	At the beginning of the course, theoretical foundations of information processing in companies are laid (number systems, process and data modeling models, decision and information systems). Subsequently, the students get to know the Java programming language and deal with data types, methods, branches, arrays as well as interval nesting, sorting algorithms and recursion.	
Learning Content	In the course, the basics of data processing (hardware and software) and the concepts behind them are discussed. Within the tutorials, basic knowledge in the use of office, internet and project planning applications as well as selected contents of the lecture will be deepened.	
Form of Knowledge Transfer	Lecture and Tutorial	
Participation Requirements	None	
Recommended prior Knowledge	Basic knowledge in the operation of computers and operating systems (Windows)	
Assessment components	Graded Proof of Performance on the basis of a 1 hour exam	
Workload	Active participation in lecture	15h
	Preparation and follow-up	15h
	Tutorial	30h
	Preparation for exam	30h
	<b>Total</b>	<b>90h</b>
ECTS Credit Points	5 Credit Points	
Duration	1 Credit Hour Lecture and 2 Credit Hours Tutorial	

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**Subject Area: Business Administration****Module B-1: Introduction Sport Management & Economics**

This Module Area is composed as follows:

B-1-1 Introduction to Economics

B-1-2 Introduction to Sport Management

## B-1-1: Introduction to Economics

Responsible Unit	Prof. Dr. Martin Leschke, Department VWL V (Institutional Economics)	
Educational Objectives	The aim of the course <i>Introduction to Economics</i> is to provide basic knowledge and methods from the field of economics. The students should get an overview of the different areas of economics as well as their interrelationships. After successful completion of the module, students will be able to classify economic events, work independently on economic problems and formulate chains of argumentation.	
Learning Content	<ul style="list-style-type: none"> <li>- Conceptual and theoretical basics</li> <li>- Structure of a national economy</li> <li>- Economic systems and economic regulations</li> <li>- Introduction to basic theories and models of microeconomics and macroeconomics</li> <li>- Introduction to economic policy</li> <li>- Fundamentals of real and monetary foreign trade</li> </ul>	
Form of Knowledge Transfer	Lecture and Tutorial	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment components	Graded Proof of Performance on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up of lecture	60h
	Active participation in tutorial	15h
	Preparation and follow-up of tutorial	15h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

## B-1-2: Introduction to Sport Management

Responsible Unit	Prof. Dr. Tim Ströbel, BWL XV (Marketing & Sports Management)		
Educational Objectives	After attending the lecture <i>Introduction to Sport Management</i> , students will be able to define the terms "sports" and "sport management", transfer basic business theories to sport management and assess the special features that exist in sport management. Thus, students are able to overview the variety of topics in sports management and comprehend the basic features of individual subject areas. At the same time, they are able to assess the specific aspects of sport management on both an international and national level.		
Learning Content	<ul style="list-style-type: none"> <li>- Conceptual and theoretical basics of sport management</li> <li>- Development of sport management</li> <li>- Critical thinking in sports, public relations in the sports industry</li> <li>- Basics of sports facility and event management</li> <li>- Basics of sports marketing and sports tourism, among others</li> </ul>		
Form of Knowledge Transfer	In the case of a lecture, the theoretical foundations are laid, which are then further developed in the exercise using practical examples. In the case of a seminar, current theoretical issues are addressed and written assignments are prepared on them, and important results are presented orally. In the case of a project seminar, current issues are addressed, theoretical foundations are laid and a case study is worked on. The courses can also take place in foreign languages and be held by internationally renowned visiting professors or qualified lecturers.		
Participation Requirements	None		
Assessment components	Graded Proof of Performance on the basis of a 1 hour exam		
Workload		Lecture/ Tutorial	Seminar
	Active participation in course	45h	30h
	Preparation of paper/case study		100h
	Preparation of presentation		20h
	Preparation and follow-up	75h	
	Preparation for exam	30h	
	<b>Total</b>	<b>150h</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points		
Duration	3 Credit Hours		

## **Module B-2: Basics Business Administration**

This Module Area is composed as follows:

B-2-1 Accounting (Financial Statements)

B-2-2 Investment with Business Valuation

B-2-3 Finance

B-2-4 Marketing



## B-2-1: Accounting (Financial Statements)

Responsible Unit	Prof. Dr. Sebastian Schanz (BWL II: Department for Business Taxation & Auditing) and Prof. Dr. Rolf Uwe Fülbier (BWL X: International Financial Reporting)	
Educational Objectives	Students will be able to understand and master the foundations of accounting to make better economic decisions based on corporate financial numbers and ratios. Based on the knowledge and understanding of the purpose of financial accounting, the legal and conceptual foundations of accounting regulations according to German Commercial Code (HGB) as well as international accounting standards (IFRS), students can prepare, read and interpret annual financial statements. In addition, they are able to identify and assess differences between the accounting concepts.	
Learning Content	<ul style="list-style-type: none"> <li>- Basics of annual financial statements</li> <li>- Components of financial statements and assessment of financial statements prepared according to German Commercial Code (HGB), German tax law and international standards (IFRS)</li> <li>- Annual financial statements with regard to financial statements structure</li> <li>- Accounting of assets and liabilities</li> <li>- income statements</li> <li>- Notes and management reports</li> <li>- Introduction to Consolidated Financial Statements</li> </ul>	
Form of Knowledge Transfer	Lecture and Tutorial	
Recommended prior Knowledge	Previous visit to the lecture bookkeeping (A-1) is required and prior visit of the lecture costing (A-2) is recommended	
Participation Requirements	None	
Assessment components	Graded proof of performance on basis of a 1 hour exam	
Workload	Active participation in Lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

## B-2-2: Investment with Business Valuation

Responsible Unit	Prof. Dr. Sebastian Schanz (BWL II: Department for Business Taxation & Auditing)	
Educational Objectives	Investments are made to create added value. Economic calculations serve to make the worthwhile investments to recognize. The students gain an overview on the methods for assessing investment projects and will be able to manage the various asset and use return methods purposefully. You will be eligible for alternative financing as well as the often distorting in the investment calculation. In addition, they are able to do so after the event has ended among other things, the optimal service life, the optimal Replacement time and the optimal investment programme to determine as well as the uncertainty in the investment planning too account. They learn with the company evaluation the increasingly important central application of the know and master capital value calculus.	
Learning Content	<ul style="list-style-type: none"> <li>- Fundamentals of investment planning</li> <li>- Decision models for the assessment of individual investments</li> <li>- Selection of technically exclusive alternatives</li> <li>- Investment decision and taxes</li> <li>- Optimum service life and optimal investment programme</li> <li>- Inclusion of uncertain expectations</li> <li>- Fundamentals and basic questions of business valuation</li> </ul>	
Form of Knowledge Transfer	Lecture and Tutorial	
Recommended prior Knowledge	Knowledge of financial mathematics is recommended (be in Overview of an additional exercise)	
Participation Requirements	None	
Assessment components	Graded proof of performance on basis of a 1 hour exam	
Workload	Active participation in Lecture	30h
	Preparation and follow-up	70h
	Tutorial	20h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

## B-2-3: Finance

Responsible Unit	Prof. Dr. Klaus Schäfer, Department BWL I (Finance and Banking Management)	
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	
Assessment components	Graded proof of performance on basis of a 1 hour written exam	
Workload	Active participation in Lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 hours-per-week Lecture and 1 hour-per-week Tutorial	

## B-2-4: Marketing

Responsible Unit	Prof. Dr. Claas Christian Germelmann, (Department Business Administration 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"> <li>- Marketing from an instrumental perspective: product policy, Pricing policy, communication policy, distribution policy, Use of the marketing mix in customer relationship management</li> <li>- Marketing from an institutional perspective: trade marketing, sports marketing, digital marketing</li> <li>- Global challenges for marketing</li> <li>- Social responsibility and ethics in marketing</li> </ul>	
Form of Knowledge Transfer	Lecture and Tutorial	
Recommended prior Knowledge	None	
Participation Requirements	None	
Assessment components	Graded proof of performance on basis of an exam or written essay / paper and an oral presentation.	
Workload	Active participation in Lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

## **Module B-3: Elective Part Business Administration**

This Module Area is composed as follows:

B-3-1 Introduction to Corporate Taxation

B-3-2 Customer Relationship Management

B-3-3 Introduction to Information Systems Management

B-3-4 Financial Management

B-3-5 Introduction to Human Resource Management

B-3-6 Introduction to International Management

B-3-7 General Management: Business Simulation

## B-3-1: Basics of Corporate Taxation

Responsible Unit	Prof. Dr. Sebastian Schanz (Department BWL II: Business Taxation & Auditing)	
Educational Objectives	Taxes are burdensome burdens for the citizen, necessary for the state Financial sources. The aim of the event is to students to be able to offset the impact of national tax system on the financial position of the economic Comprehensively analyze and quantify stakeholders. On this basis tax-favorable options for the citizens and for the tax legislator can be shown.	
Learning Content	<ul style="list-style-type: none"> <li>- Fundamentals of taxation, in particular taxation principles</li> <li>- Overview of the German tax system with Brief introduction of essential tax types</li> <li>- Principles of income, corporate and trade tax, taxation of economic activity in the context of partnerships, taxation of economic activity in the context of corporations</li> <li>- Taxation of private income of natural persons</li> <li>- loss consideration</li> <li>- Capital gains taxation</li> <li>- Control effect analysis</li> <li>- Tax-related organization of economic matters</li> </ul>	
Form of Knowledge Transfer	Lecture and Tutorial	
Recommended prior Knowledge	Basic knowledge of accounting is required Basic knowledge of the investment calculation is recommended	
Participation Requirements	None	
Assessment components	Graded proof of performance on basis of a 1 hour exam	
Workload	Active participation in Lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

## B-3-2: Customer Relationship Management

Responsible Unit	Prof. Dr. Maximilian Röglinger, Systems & Value-Based Business Process Management	
Educational Objectives	<p><b>Subject-related competences:</b></p> <p>After successful participation in this module, the students will be able to understand basic relationships in the field Customer Relationship Management (CRM) and to analyze and evaluate strategic decision-making in the context of CRM.</p> <p><b>Methodological competences:</b></p> <p>Furthermore, students are able to apply different Customer evaluation methods and data mining methods and interpret the results obtained.</p> <p><b>Interdisciplinary competences:</b></p> <p>The students understand CRM as a strategy in the context of a Value - based business management and concepts of Financial and information management in terms of CRM link.</p> <p><b>Key competences:</b></p> <p>By participating in discussions in the lecture, the editing exercises and the argument with relevant scholarly literature, students are able to critically reflect on CRM issues and explain those to interested laymen as well as an expert audience.</p>	
Learning Content	<ul style="list-style-type: none"> <li>- Basics of CRM</li> <li>- Strategic CRM decisions under consideration of digitization, interculturality and sustainability</li> <li>- Customer evaluation process</li> <li>- Operational CRM</li> <li>- Customer data</li> <li>- Analytical CRM with data mining methods</li> <li>- Social CRM</li> </ul>	
Form of Knowledge Transfer	Lecture and Tutorial	
Recommended prior Knowledge	Basic mathematical knowledge, in the context of the first Semester are taught.	
Participation Requirements	None	
Assessment components	Graded proof of performance on basis of a 1 hour exam	
Workload	Active participation in Lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

## B-3-3: Introduction to Information Systems Management

Responsible Unit	Prof. Dr. Torsten Eymann, Department BWL VII (Information Systems Management)	
Educational Objectives	The course provides in-depth knowledge of the use of information technology in close-to-production, customer-focused and supportive activities in companies as well as the use of information technology in management. The students should be able to get basic Management skills for the operational use of to obtain information technology.	
Learning Content	In the course, the basics of a use of Information technology in primary and secondary activities the added value of the company. Furthermore, there will be the importance of the production factor information and tasks of the information economy treated. In the scope of the tutorial there will be selected contents of the lecture deepened by tasks.	
Form of Knowledge Transfer	Lecture and Tutorial	
Recommended prior Knowledge	See participation requirements	
Participation Requirements	None	
Assessment components	Graded proof of performance on basis of a 1 hour exam	
Workload	Active participation in Lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	



## B-3-4: Financial Management

Responsible Unit	Prof. Dr. Klaus Schäfer, Department BWL I (Finance and Banking Management)	
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.	
Recommended prior Knowledge	The knowledge of the module Finance will be provided	
Participation Requirements	None	
Assessment components	Graded proof of performance on basis of a 1 hour written exam	
Workload	Attendance time in lecture	30h
	Presence time in exercise	15h
	Follow-up of the lecture, study of literature and preparation for the exam	105h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 hours-per-week Lecture and 1 hour-per-week Tutorial	

## B-3-5: Introduction to Human Resource Management

Responsible Unit	Prof. Dr. Rodrigo Isidor, Department BWL IV (Business Administration with a focus on Human Resources & Intrapreneurship))	
Educational Objectives	After attending the course, the students know the tasks of operational personnel management. At the same time, they are able to assess the resulting questions of a scientific study of personnel management. They understand concepts and models for motivating and managing employees in companies. The students are able to analyze problems in an organization related to personnel deployment from the perspective of theoretical models and to critically reflect on the theory and practice of personnel management.	
Learning Content	<ul style="list-style-type: none"> <li>- Economic and behavioural theories explaining motivation and leadership success</li> <li>- Personnel planning</li> <li>- Recruitment and selection</li> <li>- Personnel evaluation</li> <li>- Personnel development</li> <li>- Personnel remuneration</li> </ul>	
Form of Knowledge Transfer	Lecture (2 Credit Hours) Tutorial (1 Credit Hour).	
Recommended prior Knowledge	None	
Participation Requirements	None	
Assessment components	Graded proof of performance on basis of a 1 hour exam	
Workload	Active participation in Lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

## B-3-6: Introduction to International Management

Responsible Unit	Prof. Dr. Reinhard Meckl, Department BWL IX (International Management/ Intercultural Management)	
Educational Objectives	After attending the lecture Introduction to International Management, students will be able to define the term "international company", identify basic management models of international companies as well as the reasons for international business activities from different perspectives. At the same time, students will be able to assess the advantages and disadvantages of different fundamental forms of international market penetration, available for companies, and master the relevant tools for international business processes. Furthermore, students are able to assess special underlying conditions and the resulting opportunities and risks of internationalization of medium-sized companies as well as to recognize decisive parameters of intercultural management.	
Learning Content	The following topics will be addressed in line with the objectives of the event: <ul style="list-style-type: none"> <li>- Understanding "management"</li> <li>- Concept and development of international management</li> <li>- Selected theories to explain international corporate activity</li> <li>- International corporate governance</li> <li>- Optimization of selected business management fields for foreign activities</li> <li>- Management of international business processes</li> <li>- Intercultural management</li> </ul>	
Form of Knowledge Transfer	Lecture and tutorial	
Recommended prior Knowledge	Attendance at and participation in other ABWL lectures	
Participation Requirements	None	
Assessment components	The module examination usually consists of a 60-minute written exam.	
Workload	Active participation during the lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Exam reparation	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	90 minutes lectures and 45 minutes tutorial per week	

## B-3-7: General Management: Business Simulation

Responsible Unit	BWL – all research groups (Contact Person: Dean of Studies Prof. Dr. Friedrich Sommer)	
Educational Objectives	The business simulation is a computer-based simulation of a complex business environment in which several groups (= companies) compete with each other. After completing the business simulation, students are able to analyze complex business decision-making problems - supported by networked thinking - and to solve them on the basis of the analysis. In addition, attendance of the course improves teamwork skills as well as necessary presentation techniques.	
Learning Content	<ul style="list-style-type: none"> <li>- Recognize interrelationships between business units</li> <li>- Get to know fields of application of methods and techniques learned so far in the course of studies</li> <li>- Working under time pressure and with division of labor</li> </ul>	
Form of Knowledge Transfer	Interactive Simulation Participation	
Recommended prior Knowledge	Participation in other ABWL lectures	
Participation Requirements	None	
Assessment components	Proof of performance on the basis of various individual performances	
Workload	Active participation in course	45h
	Preparation and follow-up	45h
	<b>Total</b>	<b>90h</b>
ECTS Credit Points	5 Credit Points	
Duration	3 Credit Hours (Block Course)	

## **Module B-4: Sport Management 1: Fundamentals**

This Module Area is composed as follows:

B-4-1 Fundamentals of Marketing- and Service Management

B-4-2 Fundamentals of Sport Management

## B-4-1: Fundamentals of Marketing- and Service Management

Responsible Unit	<p>Prof. Dr. Daniel Baier (BWL XIV: Marketing &amp; Innovation)</p> <p>Prof. Dr. Herbert Woratschek (BWL VIII: Marketing &amp; Service Management)</p> <p>Prof. Dr. C.C. Germelmann (BWL III: Marketing)</p> <p>Prof. Dr. Tim Ströbel (BWL XV: Marketing &amp; Sport Management)</p>								
Educational Objectives	<p>After attending the course "Fundamentals of Marketing- and Service Management" students know the market research process and the methods of market research. In particular, they know the software (SPSS, R) for sample planning, regression and use conjoint analyses. The students are capable simple marketing planning and market research projects (e.g., demand planning, customer satisfaction analysis). In addition, they understand the specifics of services, can explain the theoretical foundations of service management, understand service companies and make them essential, derive implications for the management. They can explain the continued realization of the economic success of service companies.</p>								
Learning Content	<p>Market research process, methods of market research, theoretical foundations of service management, Service Dominant Logic, Service Profit Chain, Value Analysis.</p>								
Form of Knowledge Transfer	Lecture and exercise resp. Tutorial (deepening practical Examples)								
Recommended prior Knowledge	Basic knowledge of business administration, in particular marketing								
Participation Requirements	None								
Assessment components	Graded proof of performance on basis of a 1 hour exam								
Workload	<table> <tr> <td>Active participation in lecture</td> <td>45h</td> </tr> <tr> <td>Preparation and follow-up</td> <td>45h</td> </tr> <tr> <td>Preparation for exam</td> <td>60h</td> </tr> <tr> <td><b>Total</b></td> <td><b>150h</b></td> </tr> </table>	Active participation in lecture	45h	Preparation and follow-up	45h	Preparation for exam	60h	<b>Total</b>	<b>150h</b>
Active participation in lecture	45h								
Preparation and follow-up	45h								
Preparation for exam	60h								
<b>Total</b>	<b>150h</b>								
ECTS Credit Points	5 Credit Points								
Duration	2 credit hours lecture and 1 credit hour tutorial								

## B-4-2: Fundamentals of Sport Management

Responsible Unit	Prof. Dr. Tim Ströbel, Department BWL XV (Marketing & Sports Management)	
Educational Objectives	After attending the course "Fundamentals of Sport Management", students will be able to comprehend and explain the basic characteristics of sport management as well as the sports industry and derive essential implications for the management of sport organizations. Students learn to understand interrelationships in the sport sector and to analyze them from a marketing and management perspective. Furthermore, students will be able to comprehend the variety of topics and issues in sport management and evaluate them on both an international and national level.	
Learning Content	Value in Social Context and the implications for, e.g.: <ul style="list-style-type: none"> <li>- Price management in sport</li> <li>- Sport sponsoring</li> <li>- Integrative branding in the context of sport</li> <li>- (social) media</li> </ul>	
Form of Knowledge Transfer	Lecture and Tutorial	
Recommended prior Knowledge	Fundamental knowledge of business administration, in particular of marketing	
Participation Requirements	Participation in the course B-1-2 "Introduction to Sport Management" is recommended.	
Assessment components	Graded proof of performance on basis of a 1 hour exam	
Workload	Active participation in lecture	45h
	Preparation and follow-up	45h
	Preparation for exam	60h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 credit hours lecture and 1 credit hour tutorial	

## **Module B-5: Sport Management 2: Sport Controlling**

This Module Area is composed as follows:

Changing events from the field of Sports Management - Controlling are offered. The following courses are only listed as examples:

B-5-1 Sport and Controlling

B-5-2 Sport and Taxes

B-5-3 Advanced Seminar Sport Controlling

B-5-4 Selected Instruments of Sport Controlling



## B-5-1: Sport and Controlling

Responsible Unit	Prof. Dr. Friedrich Sommer, Department BWL XII (Controlling)	
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 programme. 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"> <li>- Introduction to management accounting</li> <li>- Conceptual and theoretical basics</li> <li>- Information supply and coordination in sport management accounting (key figures and key figure systems, reporting)</li> <li>- Balanced scorecard in sport management accounting</li> <li>- Management accounting and monitoring in sports (variance analyses, risk management accounting)</li> <li>- Operational and strategic planning in sports</li> </ul>	
Form of Knowledge Transfer	Lecture and Tutorial	
Participation Requirements	Bookkeeping (A-1) & Costing (A-2)	
Recommended prior Knowledge	Modules Basics Sport Economics (B-1) and Basics Business Administration (B-2).	
Assessment components	Graded proof of performance on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

## B-5-2: Sport and Taxes

Responsible Unit	Prof. Dr. Sebastian Schanz; Department 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"> <li>- Taxation of non-profit associations</li> <li>- Taxation of (internationally active) athletes</li> <li>- Taxation of sports events</li> <li>- Tax treatment of sponsoring with special consideration of VIP boxes in sports stadiums</li> <li>- Spin-off of licensed match departments</li> </ul>	
Form of Knowledge Transfer	Lecture	
Participation Requirements	Attendance of the course Basics of Corporate Taxation (B-3-1)	
Recommended prior Knowledge	None	
Assessment components	Graded proof of performance on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 1 Credit Hour Tutorial	

## B-5-3: Advanced Seminar Sport Controlling

Responsible Unit	Prof. Dr. Friedrich Sommer, Department BWL XII (Controlling)	
Educational Objectives	After participating in the "Advanced Seminar Sport Controlling", students will be able to apply and demonstrate in-depth knowledge in the field of sport management accounting. They are able to deal independently with a topic on sport management accounting and to present their insights on a technical issue in writing. In addition, they will master the techniques for writing scientific papers and will be able to conduct a scientific literature search independently. After completing the seminar, they will also be able to present their scientific results and themselves appropriately and to participate in scientific discussions. Furthermore, they are able to deal critically with other problems related to the topic.	
Learning Content	<ul style="list-style-type: none"> <li>- Scientific work in the field of sport management accounting</li> <li>- Deepening of knowledge in sport management accounting</li> <li>- Presentation techniques together with accompanying documentation for the audience</li> <li>- Discussion behaviour in a larger group</li> </ul>	
Form of Knowledge Transfer	Main Seminar: Preparation of a seminar paper with a concluding block seminar session	
Participation Requirements	Bookkeeping (A-1) & Costing (A-2)	
Recommended prior Knowledge	Modules Basics Sport Economics (B-1) and Basics Business Administration (B-2).	
Assessment components	The proof of performance includes 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 in the context of the defense of the further seminar topics. The grade for the course is composed of the weighted grade of the seminar paper (60%) and the grade of the oral performance (40%).	
Workload	Active participation in seminar	45h
	Preparation of term paper	90h
	Preparation of lecture and block event	15h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	3 Credit Hours	

## B-5-4: Selected Instruments of Sport Controlling

Responsible Unit	Prof. Dr. Friedrich Sommer, Department BWL XII (Controlling)	
Educational Objectives	The participants acquire an in-depth integrative understanding of theoretical and practical issues of the instruments of sport management accounting if necessary with a special international focus.	
Learning Content	Selected Topics of sport management accounting.	
Form of Knowledge Transfer	Lecture (2 Credit Hours) and Tutorial (1 Credit Hour).	
Participation Requirements	Events Bookkeeping (A-1) & Costing (A-2). Prior registration may be required. Please refer to the separate notices.	
Recommended prior Knowledge	Modules Basics Sport Economics (B-1) and Basics Business Administration (B-2).	
Assessment components	The module examination consists of individual performances (term paper, presentation, participation or written examination).	
Workload	Active participation in lecture	30h
	Preparation and follow-up	75h
	Tutorial	15h
	Preparation for exam	30h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	3 Credit Hours. If necessary, the module will be offered in blocks. The dates will be announced in a separate notice.	

## Module B-6: Sport Management 3: 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 further developed 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.		
Assessment components	Course B-3-2: Fundamentals of Marketing and Service Management		
Proof of Performance	Graded proof of performance on the basis of a 1 hour exam or a term paper and a presentation		
Workload		Lecture/ Tutorial	Seminar
	Active participation in course	45h	30h
	Preparation of paper/case study		100h
	Preparation of presentation		20h
	Preparation and follow-up	75h	
	Preparation for exam	30h	
	<b>Total</b>	<b>150h</b>	<b>150h</b>
Workload	5 Credit Points per Course		
ECTS Credit Points	3 Credit Hours		

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## **Subject Area: Law**

### **Module C: Law**

This Module Area is composed as follows:

C-1 BGB I (Civil Law I) for Sport, Business & Law Students

C-2 BGB II (Civil Law II) for Sport, Business & Law Students

C-3 Criminal Law for Sport, Business & Law Students

## C-1: BGB I (Civil Law I) for Sport, Business & Law Students

Responsible Unit	Prof. Dr. Peter Heermann, LL.M., Chair 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"> <li>- Introduction to civil law</li> <li>- Legal entities and legal objects</li> <li>- Legal Business</li> <li>- Legal action for third parties</li> <li>- Introduction to the law of obligations</li> <li>- Performance disruptions / breaches of duty</li> <li>- Offsetting and assignment</li> <li>- Terms of Service</li> </ul>	
Form of Knowledge Transfer	Lecture and exercise; (optional) tutorial (if available)	
Assessment components	Graded proof of performance on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	80h
	Tutorial	30h
	Preparation for exam	40h
	<b>Total</b>	<b>180h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 2 Credit Hours Tutorial	

## C-2: BGB II (Civil Law II) for Sport, Business & Law Students

Responsible Unit	Prof. Dr. Peter Heermann, LL.M., Chair 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 course, 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"> <li>- Repeat General Law of Obligation</li> <li>- Purchase law</li> <li>- Contractual contract law</li> <li>- Tenancy</li> <li>- Employment contract and employment law</li> <li>- Tort law</li> <li>- Third party in debt</li> <li>- Enrichment law</li> <li>- Property law</li> </ul>	
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 proof of performance on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	80h
	Tutorial	30h
	Preparation for exam	40h
	<b>Total</b>	<b>180h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture and 2 Credit Hours Tutorial	



## C-3: Criminal Law for Sport, Business & Law Students

Responsible Unit	Prof. Dr. Brian Valerius, Criminal Law II	
Educational Objectives	The course "Criminal Law for Sport Economists" provides an insight into criminal law as the area of law which, on the one hand, provides the most severe state sanction in the form of imprisonment, but on the other hand, is increasingly sought as a legislative panacea. Therefore, in the lecture, the essential principles of criminal law are first conveyed in an introduction to criminal law, so that the students develop an understanding of the subject matter of criminal law relevant to fundamental rights. Subsequently, essential knowledge from the General Part of the Criminal Code will be explained and the students will learn selected criminal provisions from the Special Part of the Criminal Code and from the Ancillary Criminal Law in order to be able to independently make a legal assessment of the facts most frequently relevant to criminal law in sports.	
Learning Content	<ul style="list-style-type: none"> <li>- Introduction to criminal law: principle of legality, criminal law as "ultima ratio", further elementary principles of criminal law</li> <li>- General Part of the Criminal Code: Fundamentals of Criminal Liability, Attempt, Perpetration and Participation, Legal Consequences of the Crime</li> <li>- Special Part of the Criminal Code: offenses against physical integrity, fraud and breach of trust, offenses against competition</li> <li>- Ancillary criminal law: anti-doping law</li> </ul>	
Form of Knowledge Transfer	Lecture	
Participation Requirements	Participation in lecture and exercise BGB I (A-2-6) recommended	
Recommended prior Knowledge	None	
Assessment components	Graded proof of performance on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	80h
	Preparation for exam	40h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours Lecture	

## **Subject Area: Sport**

### **Module D-1 - 4: Theory of Sports Science**

This Module Area is composed as follows:

D-1 Training, Movement, Medicine I

D-2 Training, Movement, Medicine II

D-3 Sport in Society and Economy I

D-4 Sport in Society and Economy II

## Module D-1: Training, Movement, Medicine I

This Module is composed as follows:

D-1-1 Sports Biology I (Anatomy) (Lecture)

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

D-1-3 Training Science I (Lecture)

D-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	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment components	Final Exam in "D-1-1 & D-1-2" and in "D-1-3 & D-1-4"	
Workload	D-1-1 Sports Biology I (Anatomy)	30h
	D-1-2 Sports Biology II (Physiology)	30h
	D-1-3 Training Science I	30h
	D-1-4 Movement Science I	30h
	Follow-up of the lecture and preparation for exam	60h
	<b>Total</b>	<b>180h</b>
ECTS Credit Points	6 Credit Points	
Duration	1 Credit Hour for each Lecture	

## D-1-1 and D-1-2: Lectures Sports Biology I and II

Responsible Unit	Prof. Dr. Walter Schmidt, Sports 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><b><u>Lecture Sports Biology I (Anatomy)</u></b></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"> <li>- Histology of bones and muscles</li> <li>- Specific anatomy of the upper and lower extremities</li> <li>- Specific anatomy of the trunk</li> <li>- Specific anatomy of the back and shoulder</li> <li>- Specific anatomy of the head</li> <li>- Vulnerable structures</li> </ul> <p><b><u>Lecture Sports Biology II (Physiology)</u></b></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"> <li>- Metabolism and energy conversion</li> <li>- Muscles</li> <li>- Cardiovascular system</li> <li>- Motion control</li> <li>- Blood and breathing</li> <li>- Performance diagnostics</li> <li>- Training and environmental adaptations</li> </ul>	
Form of Knowledge Transfer	Lecture (divided in two-one-hour lectures)	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment components	Graded proof of performance on the basis of a 1 hour exam	
Workload	Active participation in lecture	60h
	Preparation and follow-up	15h

Preparation for exam

15h

**Total****90h**

ECTS Credit Points

3 Credit Points

Duration

2 x 1 Credit Hour

## D-1-3: Training Science I

Responsible Unit	Prof. Dr. Andreas Hohmann, Sports 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"> <li>- Development of training and training science</li> <li>- Structure of sports performance and capability</li> <li>- Performance diagnostics in training and competition</li> <li>- Models of training control and training results</li> <li>- Training planning, control, documentation and evaluation</li> <li>- Training content, methods and equipment</li> <li>- Competition systems and competition analysis</li> <li>- Competition preparation, control and evaluation</li> </ul> <p>- Training and competition in specific fields of action (Performance sports, fitness sports, health sports, etc.).</p>	
Form of Knowledge Transfer	Lecture	
Participation Requirements	None	
Recommended prior Knowledge	Lecture D-1-1 and D-1-2	
Assessment components	Graded proof of performance on the basis of a 1 hour exam (D-1-3 and D-1-4)	
Workload	Active participation in lecture	15h
	Preparation and follow-up	15h
	Preparation for exam	15h
	<b>Total</b>	<b>45h</b>
ECTS Credit Points	1,5 Credit Points	
Duration	1 Credit Hour	

## D-1-4: Movement Science I

Responsible Unit	Prof. Dr. Andreas Hohmann, Sports 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"> <li>- Development of movement science and sub disciplines like biomechanics and sport motoric</li> <li>- Fundamentals of human biomechanics and sport motoric skills</li> <li>- Acquisition and development of sport motoric skills</li> <li>- Coordination and technique training</li> <li>- Methods of biomechanical and sport motoric diagnosis and optimization</li> </ul>	
Form of Knowledge Transfer	Lecture	
Participation Requirements	None	
Recommended prior Knowledge	Lecture D-1-1 and D-1-2	
Assessment components	Graded proof of performance on the basis of a 1 hour exam (D-1-3 and D-1-4)	
Workload	Active participation in lecture	15h
	Preparation and follow-up	15h
	Preparation for exam	15h
	<b>Total</b>	<b>45h</b>
ECTS Credit Points	1,5 Credit Points	
Duration	1 Credit Hour	





## D-2-1: Advanced Seminar Test Methods (Part 1 and Part 2)

Responsible Unit	Prof. Dr. Walter Schmidt, Prof. Dr. Andreas Hohmann	
Educational Objectives	After participating in the advanced seminar on test methods, students will have basic theoretical and practical knowledge of sports motor, biomechanical and sports medicine test methods and will be able to select, perform, evaluate and interpret them in a target-appropriate manner and derive appropriate recommendations for action.	
Learning Content	<p>Theoretical foundation of measurement procedures in general (test theory, test quality criteria, operationalization);</p> <p>Test batteries and profiles, sport-specific measurement and test procedures;</p> <p>Sports methodological and biomechanical diagnostic procedures; sports medicine lactate diagnostics, spiroergometric tests on the treadmill and bicycle ergometer, anaerobic test procedures;</p> <p>Possible uses, benefits and application scenarios for the measurement of:</p> <ul style="list-style-type: none"> <li>- Strength</li> <li>- speed</li> <li>- endurance</li> <li>- Anaerobic capacity</li> <li>- Agility</li> <li>- Coordination skills, especially balance</li> <li>- Body composition</li> </ul>	
Form of Knowledge Transfer	Laboratory practical course with test performance	
Participation Requirements	All Lectures of D-1	
Recommended prior Knowledge	Basics in Statistics / SPSS	
Assessment components	Regular attendance; active participation in the project groups; graded written exam or graded video.	
Workload	Active participation in seminar	30h
	Preparation and follow-up, Preparation for exam	30h
	<b>Total</b>	<b>60h</b>
ECTS Credit Points	2 Credit Points	
Duration	2 Credit Hours	

## D-2-2: Advanced Seminar Sport Biology

Responsible Unit	Prof. Dr. Walter Schmidt, Sports Science IV	
Educational Objectives	After participating in the seminar, students have in-depth knowledge of the structure and function of the human body. They can independently familiarize themselves with a sports biology topic and conduct targeted literature research. Through this they achieve a feeling for scientific high quality literature and know how to interpret results critically. Since the topics are practice-oriented, the students acquire knowledge that they can later use directly in their daily work.	
Learning Content	Selected fields of anatomy and physiology and their importance in sports: <ul style="list-style-type: none"> <li>- Exercise as prevention of chronic diseases</li> <li>- Child and adolescent development, aging</li> <li>- Performance-limiting significance of individual organ systems</li> <li>- Performance diagnostics (e.g. threshold concepts)</li> <li>- Spirometric and ergometric measurement methods</li> <li>- Adaptations to different environmental conditions (e.g. altitude, water, heat)</li> <li>- Manipulations in sports</li> </ul>	
Form of Knowledge Transfer	Independent development of theoretical basics (international literature)	
Participation Requirements	Successful participation (performance record) in the lectures D-1-1 (Sports Biology I and II) and A-4 Introduction to the Study of Sports Science	
Recommended prior Knowledge	None	
Assessment components	Regular attendance; graded proof of performance (seminar paper and presentation/lecture)	
Workload	Active participation in seminar	30h
	Preparation and follow-up	90h
	<b>Total</b>	<b>120h</b>
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours	

## D-2-3: Advanced Seminar Training and Movement Science

Responsible Unit	Prof. Dr. Andreas Hohmann, Sports Science I	
Educational Objectives	Provides in-depth knowledge of athletic performance and efficiency, training and competition in sports, and further application perspectives of training and movement science; with case studies and practical applications.	
Learning Content	Selected theoretical fields of exercise and movement science: <ul style="list-style-type: none"> <li>- Structuring of athletic performance</li> <li>- Sports motor skill concepts</li> <li>- Technical, tactical and mental training</li> <li>- Health, fitness and high performance training</li> <li>- Children and youth training</li> <li>- Sports motor development</li> <li>- Neurophysiological aspects of motor skills</li> <li>- Biomechanical aspects of movement</li> <li>- Biomechanical feedback and instruction</li> <li>- Sports materials</li> </ul>	
Form of Knowledge Transfer	Independent development of theoretical basics (international literature)	
Participation Requirements	Successful participation in A-5	
Assessment components	Term Paper and Presentation	
Workload	Active participation in seminar	30h
	Preparation and follow-up	30h
	Paper/Presentation	60h
	<b>Total</b>	<b>120h</b>
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours	

## Module D-3: Sport in Society and Economy I

This Module is composed as follows:

D-3-1 Lecture Social Sciences in Sport

D-3-2 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 sociological terms, social diversity, competence orientation, sport engagement and active participation throughout 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, development of 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, sports supply, 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 proofs of performance on the basis of a 1 hour exam each	
Workload	Active participation in lecture	60h
	Preparation and follow-up	60h
	Preparation for exam	60h
	<b>Total</b>	<b>180h</b>
ECTS Credit Points	6 Credit Points	
Duration	4 Credit Hours	

## D-3-1: Lecture Social Sciences in Sport

Responsible Unit	Prof. Dr. Susanne Tittlbach, Sport Science III	
Educational Objectives	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.	
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 proof of performance on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	30h
	Preparation for exam	30h
	<b>Total</b>	<b>90h</b>
ECTS Credit Points	3 Credit Points	
Duration	2 x 1 Credit Hour	

## D-3-2: Lecture Sport 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"> <li>- Differentiation of social and economic science disciplines of sports, goods theory and market failure, sports system as a social subsystem</li> <li>- Sport demand: determinants of sport demand, neoclassical theory of sports consumption, sociological extensions</li> <li>- Sports: neoclassical theory of sports production, Typologies of sports providers, value added, Business Models and competitive strategies</li> <li>- 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</li> <li>- Organizational and institutional economics of sport, Political Economics of Sports, Sports Development and Sports policy</li> </ul>	
Form of Knowledge Transfer	Lecture	
Participation Requirements	None	
Recommended prior Knowledge	Propaedeutics (A), Basics Sport Economics (B-1), Introduction to Statistical Methods(A-3)	
Assessment components	Graded proof of performance on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	30h
	Preparation for exam	30h
	<b>Total</b>	<b>90h</b>
ECTS Credit Points	3 Credit Points	
Duration	2 Credit Hours	

## **Module D-4: Sport in Society and Economics II**

This Module is composed as follows

D-4-1 Seminar Social Sciences of Sports

D-4-2 Seminar Sport Organisation

Core elective advanced seminar (one Module from the Offer)

D-4-3 Sports Education / Sociology of Sport

D-4-4 Sport Psychology

D-4-5 Sport Governance

D-4-6 Event Management

## D-4-1: Seminar Social Sciences in Sport

Responsible Unit	Prof. Dr. Susanne Tittlbach, Sport Science III	
Educational Objectives	The students deepen their basic knowledge in the seminar social science knowledge from the lecture Social sciences in sport and are able to solve application-related problems.	
Learning Content	Contents are concrete application examples for social science topics of sport, such as sport pedagogy, sport psychology and sport sociology.	
Form of Knowledge Transfer	Interactive seminar character with group presentations and online exercises.	
Recommended prior Knowledge	Lecture Social Science in Sport (D-3-1). Attending of lecture and seminar in the same semester is strongly recommended because content complements each other.	
Participation Requirements	None	
Assessment components	ungraded proof of performance (attendance, active participation in project groups; oral and written presentation / rework)	
Workload	Active participation in seminar	15h
	Online exercises and group presentation	15h
	<b>Total</b>	<b>30h</b>
ECTS Credit Points	1 Credit Point	
Duration	1 Credit Hour	



## D-4-2: Seminar Sport Organisation

Responsible Unit	Prof. Dr. Markus Kurscheidt, Sport Science II	
Educational Objectives	In the seminar, students deepen their knowledge from the lecture on sports economics with a focus on current and application-related problem areas of sports organization. They apply sociological, economic and political analysis concepts to explain empirically observable sports development and discuss existing findings as well as their own, delimited research results. Thus, they are able to derive efficiency-oriented solutions for organizational problems in sports.	
Learning Content	<ul style="list-style-type: none"> <li>- Discussion of terminology: Sports system, sports forms, sports policy, (corporate) sports governance.</li> <li>- Organizational and political economy analysis of sport: market regulation, federation and state failure</li> <li>- Current problems of sports governance, sports policy field analysis</li> </ul>	
Form of Knowledge Transfer	Interactive seminar character with group presentations and online exercises	
Participation Requirements	None	
Recommended prior Knowledge	Lecture Sports Economics (D-3-2): Parallel visit of lecture and seminar is strongly recommended since it complements each other's content.	
Assessment components	ungraded proof of performance (attendance, active participation in project groups; oral and written presentation / rework)	
Workload	Active participation in seminar	15h
	Online exercises and group presentation	15h
	<b>Total</b>	<b>30h</b>
ECTS Credit Points	1 Credit Point	
Duration	1 Credit Hour	

## D-4-3: Advanced Seminar Sport Pedagogy & Sociology of Sport

Responsible Unit	Prof. Dr. Susanne Tittlbach, Sport Science III	
Educational Objectives	In the seminar, students deepen their basic knowledge of sport pedagogy and sport sociology and apply this knowledge in the analysis of real case studies. They know the sociological conditions for (non-) participation in sport activity and are able to derive strategies for the promotion of sport participation in society. Furthermore, they are able to critically question the potentials of sport with regard to integration and personality development and to derive pedagogical concepts for the design and organization of sporting offers from this.	
Learning Content	Deepening of the contents of the lecture Social Sciences in Sport I and application to selected fields of application/target groups.	
Form of Knowledge Transfer	Independent development of theoretical foundations (literature) as well as empirical implementation of analyses in the field.	
Recommended prior Knowledge	Lecture Social Sciences in Sport I	
Participation Requirements	Successful participation (proof of achievement) at the event	
Assessment components	A-5 Introduction to the study of sports science	
	Regular attendance; graded proof of performance (Seminar paper and presentation / lecture)	
Workload	Active participation in seminar	30h
	Preparation and follow-up	90h
	<b>Total</b>	<b>120h</b>
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours	

## D-4-4: Advanced Seminar Sport Psychology

Responsible Unit	Prof. Dr. Susanne Tittlbach, Sport Science III	
Educational Objectives	In the seminar, the students deepen their basic knowledge of sport psychology, in particular of emotion, motivation, group processes and psychosocial resources, and apply this knowledge in the analysis of real case studies. Furthermore, they are able to critically question the psychological aspects of sport and to derive concepts for the design and organization of sporting activities.	
Learning Content	Deepening of the contents of the lecture social sciences in Sport II and application to selected application areas / target groups.	
Form of Knowledge Transfer	Independent development of theoretical foundations (literature) as well as empirical implementation of analyses in the field.	
Recommended prior Knowledge	Lecture Social Sciences in Sport II	
Participation Requirements	Successful participation (proof of achievement) at the event	
Assessment components	A-5 Introduction to the study of sports science	
	Regular attendance; graded proof of performance (Seminar paper and presentation / lecture)	
Workload	Active participation in seminar	30h
	Preparation and follow-up	90h
	<b>Total</b>	<b>120h</b>
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours	

## D-4-5: Advanced Seminar Sport 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 for typical occupational fields of sports policy and sports management independent political, industry and organizational analyses 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, labour market for professional athletes, governance of league sports and major sporting events	
Form of Knowledge Transfer	Advanced Seminar (seminar paper / presentation for two in "tandem")	
Participation Requirements	Propaedeutics (A), Basics Sport Economics (B-1)	
Recommended prior Knowledge	Lecture Sport Economics (D-3-2), Seminar Sport Organisation (D-4-2)	
Assessment components	Seminar paper and presentation (in tandem)	
Workload	Active participation in the seminar	30h
	Preparation and follow-up	90h
	<b>Total</b>	<b>120h</b>
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours	

## D-4-6: Advanced Seminar Event Management

Responsible Unit	Prof. Dr. Markus Kurscheidt, Sport Science II	
Educational Objectives	<p>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 Programme, marketing, catering / logistics, finance). The main 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>Basketball Jam, Fußball Masters, Ball des Sports</i> and every second summer <i>Summer Feeling am Unistrand</i>).</p>	
Learning Content	<ul style="list-style-type: none"> <li>- 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 logis-tics (risk management / security, catering), personnel and quality management, reporting</li> <li>- Project-related training of the practical event management: organization design and team building, project coordination and communication, personnel planning, service behavior, business communication, precise work under stress and time pressure, reporting</li> <li>- Event project evaluation and academic reflection</li> </ul>	
Form of Knowledge Transfer	Advanced Seminar (block seminar and project work in a team)	
Participation Requirements	Propaedeutics (A), Basics Sport Economics (B-1)	
Recommended prior Knowledge	Lecture Sport Economics (D-3-2), Seminar Sport Organisation (D-4-2)	
Assessment components	Project report and final presentation (as a team)	
Workload	Active participation in the introduction and the final project session (block seminar)	30h
	Event Project Work in Team	60h
	Project report/Final presentation	30h
	<b>Total</b>	<b>120h</b>
ECTS Credit Points	4 Credit Points	
Duration	2 Credit Hours	

## **Module D-5: Fitness Basics**

This Module is composed as follows:

D-5-1 Strength and Stretching Training

D-5-2 Cardio Rraining

D-5-3 Relaxation Training

D-5-4 Nutrition

## D-5-1: Strength and Stretching Training

Responsible Unit	Dr. Sascha Hoffmann, Sports Science: Theory and Practice of Sports and Movement Fields	
Educational Objectives	After participating in the seminar, students will be able to create functional-anatomical exercise analyses, perform and teach the most important training exercises for relevant muscle groups in a technically correct manner, and apply training principles/training methods for beginners and advanced strength and stretching training. In addition, beginner programmes as well as a training diary can be created independently. In addition, students have knowledge of selected structure and market aspects (e.g. functional and design features of strength machines).	
Learning Content	<ul style="list-style-type: none"> <li>- Specific methods, exercise concepts and tasks for developing strength and stretching training appropriate to the target group.</li> <li>- Anatomical and physiological requirements and processes in strengthening and stretching.</li> <li>- Introduction to testing methods</li> </ul>	
Form of Knowledge Transfer	Advanced Seminar	
Participation Requirements	None	
Recommended prior Knowledge		
Assessment components	Regular and successful participation	
Workload	Active participation	15h
	Preparation and follow-up	15h
	<b>Total</b>	<b>30h</b>
ECTS Credit Points	1 Credit Point	
Duration	1 Credit Hour	

## D-5-2: Cardio Training

Responsible Unit	Dr. Sascha Hoffmann, Sports Science VI: Theory and Practice of Sports and Movement Fields	
Educational Objectives	After participating in the seminar, students will be able to set up, instruct and control endurance training for beginners and advanced students on the basis of the metabolic, physiological and anatomical knowledge imparted on the function of energy provision and the structure and mode of action of the cardiovascular system. In doing so, the students are also aware of the effect of different programmes on the various tensions of the organism. In addition, students have knowledge of selected structure and market aspects (e.g. indoor training equipment).	
Learning Content	<ul style="list-style-type: none"> <li>- Specific methods, exercise concepts and tasks for the development of target group appropriate cardio training</li> <li>- Anatomical and physiological requirements and processes in cardio training</li> <li>- Introduction to test procedures</li> </ul>	
Form of Knowledge Transfer	Advanced Seminar	
Participation Requirements	None	
Recommended prior Knowledge		
Assessment components	Regular and successful participation	
Workload	Active participation	15h
	Preparation and follow-up	15h
	<b>Total</b>	<b>30h</b>
ECTS Credit Points	1 Credit Point	
Duration	1 Credit Hour	



## D-5-3: Relaxation Training

Responsible Unit	Dr. Sascha Hoffmann, Sports Science VI: Theory and Practice of Sports and Movement Fields	
Educational Objectives	After participating in the seminar, students will have the basics of psychoregulatory competence and will be able to independently perform and instruct various psychological relaxation techniques. Through the seminar, students will also learn the basics of stress and stress management and how to maintain relaxation training protocols.	
Learning Content	<ul style="list-style-type: none"> <li>- Introduction and teaching of different psychoregulative methods</li> <li>- Stress management/stress theory</li> </ul>	
Form of Knowledge Transfer	Advanced Seminar	
Participation Requirements	None	
Recommended prior Knowledge		
Assessment components	Regular and successful participation	
Workload	Active participation	15h
	Preparation and follow-up	15h
	<b>Total</b>	<b>30h</b>
ECTS Credit Points	1 Credit Point	
Duration	1 Credit Hour	

## D-5-4: Nutrition

Responsible Unit	Dr. Sascha Hoffmann, Sports Science VI: Theory and Practice of Sports and Movement Fields	
Educational Objectives	After participation, students will be able to assess the importance of food intake and digestion for the maintenance and control of existential functions on the basis of the physiological and anatomical knowledge imparted. They are able to establish energy balances and make nutritional recommendations for different individual conditions, such as obesity, and for different athletic intentions, such as strength and endurance training. They are also aware of the importance of nutrition in the context of chronic disease prevention and can communicate this fact to other groups.	
Learning Content	<ul style="list-style-type: none"> <li>- Structure and effects of macro- and micronutrients</li> <li>- Importance of individual nutrients for performance and training adaptations</li> <li>- Minimizing the risk of chronic diseases through conscious nutrition</li> </ul>	
Form of Knowledge Transfer	Lecture	
Participation Requirements	None	
Recommended prior Knowledge		
Assessment components	Successful participation	
Workload	Active participation	15h
	Exam	15h
	<b>Total</b>	<b>30h</b>
ECTS Credit Points	1 Credit Point	
Duration	1 Credit Hour	

## **Module D-6 – D-9: Theory and Practice of Sports and Movement Fields 1-4:**

This Module Area is composed as follows:

D-6-1 Sports Seminar Individual Sport (Basics)

D-6-2 Sports Seminar Individual Sport (Deepening)

D-7-1 Sports Seminar Big Sport Games and Rebound Games (Basics)

D-7-2 Sports Seminar Big Sport Games and Rebound Games (Deepening)

D-8-1 Sports Seminar Outdoor Sports (Basics)

D-8-2 Sports Seminar Outdoor Sports (Deepening)

D-9-1 Sports Seminar Choice (Basics)

D-9-2 Sports Seminar Choice (Deepening)

## Module D-6 – D-9: Theory and Practice of Sports and Movement Fields (Advanced Seminars):

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	<ul style="list-style-type: none"> <li>- Sport-specific training: technique, tactics, conditional skills.</li> <li>- Sports economic, pedagogical-didactical and historical basics of the sport.</li> <li>- Target group orientation in teaching and training. Event organization</li> </ul>	
Form of Knowledge Transfer	Advanced Seminar	
Participation Requirements	None	
Assessment components	Graded performance and demonstration skills and 45-minute written exam, or approximately 10 minutes of oral exam	
Workload	Active participation	60h
	Preparation and follow-up	60h
	<b>Total</b>	<b>120h</b>
ECTS Credit Points	4 Credit Points per Sport	
Duration	4 Credit Hours per Sport	

One sport seminar from each of the following movement fields must be selected:

<b>Individual</b>	<b>Big Games</b>	<b>Outdoor</b>	<b>Supplementary</b>
<ul style="list-style-type: none"> <li>• Gymnastics and Dance</li> <li>• Athletics</li> <li>• Swimming</li> <li>• Gymnastics Apparatus</li> <li>• Health and Fitness</li> </ul>	<ul style="list-style-type: none"> <li>• Basketball</li> <li>• Soccer</li> <li>• Handball</li> <li>• Volleyball</li> <li>• Table Tennis</li> <li>• Tennis</li> <li>• Badminton</li> </ul>	<ul style="list-style-type: none"> <li>• Golf</li> <li>• Mountain Biking</li> <li>• Ski Alpine</li> <li>• Snowboard</li> <li>• Ski Nordic</li> <li>• Climbing</li> <li>• Triathlon</li> </ul>	<ul style="list-style-type: none"> <li>• Karatedo</li> <li>• Judo</li> <li>• Gongfu</li> <li>• Yoga</li> <li>• Qigong</li> <li>• Taijiquan</li> <li>• Olympic Weightlifting</li> </ul>

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

## D-6-1 – D-9-1: Sports and Movement Fields 1-4: Basics of the Sports Seminar/Movement Field (Advanced Seminar)

Responsible Unit	Dr. Sascha Hoffmann, Sport Science VI: Theory and Practice of Sports and Movement Fields	
Educational Objectives	After attending the seminar, students will be able to provide applied skills in demonstration, performance, and organization in their chosen movement field/sport.	
Learning Content	<ul style="list-style-type: none"> <li>- Acquisition of conditional and coordinative basics</li> <li>- Sport-specific training</li> <li>- Examination of complex movement sequences, skills and tactical correlations of the sport/field of movement</li> </ul>	
Form of Knowledge Transfer	Advanced Seminar	
Participation Requirements	Demonstrate basic skills/ abilities in the chosen sport seminar/movement field	
Recommended prior Knowledge	None	
Assessment components	Regular and successful participation	
Workload per Sport	Active participation	30h
	Preparation and follow-up	30h
	<b>Total</b>	<b>60h</b>
ECTS Credit Points	2 Credit Points per Sport	
Duration	2 Credit Hours per Sport	

## D-6-2 – D-9-2: Sports and Movement Fields 1-4: Deepening of the Sports Seminar/Movement Field (Advanced Seminar)

Responsible Unit	Dr. Sascha Hoffmann, Sport Science VI: Theory and Practice of Sports and Movement Fields	
Educational Objectives	After participating in the seminar/exercise, students will be able to convey application-related competencies in the areas of demonstration, performance and organization in the chosen movement field/sport. In addition, students can apply imparted knowledge in club and association management as well as event management.	
Learning Content	Reference of the chosen sport seminar to the sport scientific disciplines training and movement science, sport medicine/sport physiology, sport pedagogy and sport psychology, sport economic and sport historical references. Consolidation of the contents from the basic seminar.	
Form of Knowledge Transfer	Advanced Seminar	
Participation Requirements	Participation usually requires successful completion of the Basics of Sports Seminar/Movement field	
Recommended prior Knowledge	None	
Assessment components	Regular and successful participation	
Workload per Sports	Active participation	30h
	Preparation and follow-up	30h
	<b>Total</b>	<b>60h</b>
ECTS Credit Points	2 Credit Points per Sports	
Duration	2 Credit Hours per Sports	

## **Module D-10 – D-12: Sports Science Career Fields**

This Module Area is composed as follows:

D-10 Competitive Sports

D-11 Health and Fitness Sports

D-12 Sports Ecology and Outdoor Sport

## **Module D-10: Competitive Sports**

This Module is composed as follows:

D-10-1 Lecture Training and Movement Science II

D-10-2 Seminar Complex Performance and Competition Diagnostics



## D-10-1: Lecture Training and Movement Science II

Responsible Unit	Prof. Dr. Andreas Hohmann, Sports Science I	
Educational Objectives	The lecture D-10-1 (Training and Movement Science II) is usually held in English in order to familiarize the students with the international scientific terminology. After attending the lecture Training and Movement Science II, the students know the special training and movement science theories and method inventories for the problem areas talent in sports, training adaptation and training effect analysis, junior training, systematic game observation and game analysis, biomechanical methods of performance diagnostics in sports and are able to apply the respective methods in training and competition.	
Learning Content	Advanced and interdisciplinary topics in training and exercise science, such as the special training and exercise science theories and method inventories on the problem areas of talent in sports, training adaptation and training effect analysis, junior training, systematic game observation and game analysis, biomechanical methods of performance diagnostics.	
Form of Knowledge Transfer	Lecture	
Participation Requirements	Module D-1 and D-2	
Recommended prior Knowledge	None	
Assessment components	Graded certificate of achievement for the lecture (written exam - offered during the examination period of each semester)	
Workload	Active participation in lecture	15h
	Preparation and follow-up, preparation for exam	45h
	<b>Total</b>	<b>60h</b>
ECTS Credit Points	2 Credit Points	
Duration	1 Credit Hours	

## D-10-2: Complex Performance and Competition Diagnostics (Advanced Seminar)

Responsible Unit	Prof. Dr. Andreas Hohmann, Sport Science I	
Educational Objectives	After participating in the seminar Complex Performance and Competition Diagnostics, students will have in-depth theoretical and practical knowledge of biomechanical, sports medicine, sports informatics and sports psychology diagnostic procedures for performance control in training and competition. The students will be able to select, carry out, evaluate and interpret the diagnostic procedures in the context of empirical projects and to derive adequate recommendations for action.	
Learning Content	Theoretical foundation of advanced measurement methods in general (application scenarios, error assessment) and in the special field of application of competitive sports. Biomechanical measurement methods (kinemetry, dynamography, electromyography), sports medicine measurement methods (heart rate monitoring, lactate diagnostics, spiro-ergometry), sports informatics methods for modeling and simulation, as well as sports psychology tests (questioning, interview, test and behavioral observation) are applied. In the context of the supervised research projects, possible applications, benefits and limitations, as well as typical application scenarios are conveyed.	
Form of Knowledge Transfer	Seminar with practical testing	
Recommended prior Knowledge	Modules D-1 and D-2 as well as A-3 Statistical Methods in Sport Science and A-4 Introduction to the Study of Sport Science.	
Participation Requirements	Module D-1 and D-2	
Assessment components	Regular attendance; active participation in the project groups; oral and written presentation/elaboration.	
Workload	Active participation in seminar	30h
	Online exercises, project implementation in the field, project evaluation, oral presentation (group presentation) and written elaboration	120h
	<b>Total</b>	<b>150h</b>
ECTS Credit Points	5 Credit Points	
Duration	2 Credit Hours	

## **Module D-11: Health and Fitness Sports**

This Module is composed as follows:

D-11-1 Lecture exercise-related Health Promotion and Public Health

D-11-2 Advanced Seminar Occupation and Fields of Action in the Area of Health and Fitness

D-11-3 Group Fitness / Fitness Trends (Advanced Seminar)

## Module D-11: Health and Fitness Sports

Responsible Unit	Prof. Dr. Susanne Tittlbach, Sport Science III Prof. Dr. Walter Schmidt, Sport Science IV Prof. Dr. Wolfgang Buskies, Work Area IV
Courses	D-11-1 Lecture (physical activity - related Health Promotion and Public Health) D-11-2 Main Seminar (Occupational Fields of Action in the Area of Health and Fitness) D-11-3 Main Seminar (Group Fitness / Fitness Trends)
Educational Objectives	After participating in the courses of these sports science professional fields, the students have acquired knowledge as well as exemplary application-related competencies <ul style="list-style-type: none"> <li>- for planning, implementation and evaluation of health and fitness sport offers;</li> <li>- the management of health and fitness sports in different institutions (e.g. sports clubs, fitness studios).</li> </ul>
Learning Content	(a) Basics of health promotion as well as (b) Insights into the professional field of health and fitness.  Quality and its assurance in health and fitness sports.  Offers "Group Fitness" & "Fitness Trends"
Form of Knowledge Transfer	Lectures and Seminars
Participation Requirements	None
Recommended prior Knowledge	Module D-1, D-3-1, D-5, D-6 – D-9
Assessment components	Graded performance records for lectures and seminars (written exam, paper, performance & demonstration skills)
Workload	D-11-1 Lecture (Health Promotion) 90h D-11-2 Advanced Seminar (Occupation and Fields of Action in the Area of Health and Fitness) 90h D-11-3 Advanced Seminar (Group Fitness/Fitness Trends) 30h <b>Total 210h</b>
ECTS Credit Points	7 Credit Points
Duration	7 Credit Hours

## D-11-1: Lecture physical activity - related Health Promotion and Public Health

Responsible Unit	Prof. Dr. Susanne Tittlbach, Sport Science III	
Educational Objectives	After the lecture, the students have health science knowledge about the interrelationships of physical activity and health and know core objectives and concepts of fitness and health sports including their rationale (e.g. models of health, approaches to health promotion). They develop competencies for planning and evaluating health sport offers.	
Learning Content	<ul style="list-style-type: none"> <li>- Basics of approaches to physical activity - related health promotion</li> <li>- Relationships between physical activity and health</li> <li>- Models of health</li> <li>- Core objectives of health sport, health sport programmes &amp; quality management</li> <li>- Strengthening psychosocial resources and adherence/ behavioural regulation as well as coping with health problems through physical activity</li> </ul>	
Form of Knowledge Transfer	Lecture	
Recommended prior Knowledge	D-1, D-3, D-5	
Participation Requirements	None	
Assessment components	Written Exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up, preparation for exam	60h
	<b>Total</b>	<b>90h</b>
ECTS Credit Points	3 Credit Points	
Duration	2 Credit Hours	

## D-11-2: Advanced Seminar Occupational Fields of Action in the Area of Health and Fitness

Responsible Unit	Prof. Dr. Walter Schmidt, Sport Science IV, Prof. Dr. Susanne Tittlbach, Sport Science III	
Educational Objectives	After participating in the seminar, students have an insight into the professional field of health and fitness. The students know the theoretical basics of health promotion, health management and fitness-oriented health sports as well as current fitness trends.	
Learning Content	<ul style="list-style-type: none"> <li>- Basics of health and fitness</li> <li>- Definitions</li> <li>- Overview of the state of research on health promotion through physical activity</li> <li>- Basics of health management</li> <li>- Overview of the field of health and fitness</li> <li>- Getting to know certain professional fields, e.g. workplace health promotion</li> <li>- occupational health management in different settings</li> <li>- management of a fitness studio</li> <li>- communal facilities</li> <li>- fitness trends</li> <li>- health insurance companies</li> </ul>	
Form of Knowledge Transfer	Advanced Seminar	
Recommended prior Knowledge	Lecture D-11-1 physical activity - related Health Promotion and Public Health	
Participation Requirements	None	
Assessment components	Regular attendance; graded certificate of achievement (seminar paper and presentation/lecture)	
Workload	Active participation in seminar	30h
	Preparation and follow-up	60h
	<b>Total</b>	<b>90h</b>
ECTS Credit Points	3 Credit Points	
Duration	2 Credit Hours	

## D-11-3: Group Fitness / Fitness Trends (Advanced Seminar)

Responsible Unit	Prof. Dr. Wolfgang Buskies, Work Area Sport Science VI	
Educational Objectives	After participating in the seminar, students will be able to correctly demonstrate and teach the content in the selected group fitness programmes. They will be able to independently create programmes and organize their own classes. (e.g. aerobics, fitness boxing, yoga, tajiquan).	
Learning Content	<ul style="list-style-type: none"> <li>- Acquisition of sport-specific basics</li> <li>- Examination of complex movement sequences, skills and design possibilities of the group fitness/fitness trends offer</li> <li>- target group specific mediation work</li> <li>- sport-economic references.</li> </ul>	
Form of Knowledge Transfer	Advanced Seminar	
Participation Requirements	The sport/movement field must not have been taken in modules D-6 to D-9.	
Recommended prior Knowledge	None	
Assessment components	Regular and successful participation	
Workload	Active participation	30h
ECTS Credit Points	1 Credit Point	
Duration	1 x 2 Credit Hours or 2 x 1 Credit Hour	

## **Module D-12: Sports Ecology and Outdoor Sport**

This Module is composed as follows:

D-12-1 General Ecology

D-12-2 Sports Ecology

D-12-3 Basics of Outdoor Sports



## Modul D-12: Sports Ecology and Outdoor Sport

Responsible Unit	Prof. Dr. Manuel Steinbauer, Sport Science V	
Courses	D-12-1 General Ecology (Lecture) D-12-2 Sports Ecology (Main Seminar) D-12-3 Basics of Outdoor Sports (Main Seminar)	
Educational Objectives	By participating in the elective module Sports Ecology and Outdoor Sports, students acquire basic knowledge of ecology, especially of the properties and complexity of ecosystems and of the consequences of human use for their functioning. Students are familiar with the landscape conditions for practicing sports in natural environments (mountains, water bodies, forests) and understand the impact of sports on nature and the environment. The potential for conflict is recognized by the students, but they also know approaches to solutions for the nature-compatible practice of sports. In an exemplary type of outdoor sport, basic, sport-specific theoretical, tactical-methodical and practical experiences are used to establish detailed sport-ecological references.	
Learning Content	<ul style="list-style-type: none"> <li>- Conceptual and theoretical basics of ecology and nature conservation.</li> <li>- Landscape use by outdoor sports, effects on nature, analysis of the conflict potential; possible solutions for environmentally friendly landscape use as well as their realization.</li> <li>- Theoretical, didactic-methodical and ecological basics of outdoor sports in natural environments (mountains, waters, forest).</li> </ul>	
Form of Knowledge Transfer	Lecture and Advanced Seminars	
Participation Requirements	Theoretical Fields of Sports (D-1-4)	
Recommended prior Knowledge	None	
Assessment components	Graded proof of performance for the lecture and the advanced seminars (written exam, lecture, term paper)	
Workload	Lecture (D-12-1)	75h (2,5 CP)
	Main Seminar (D-12-2)	90h (3 CP)
	Main Seminar (D-12-3)	45h (1,5 CP)
	<b>Total</b>	<b>210h (7 CP)</b>
ECTS Credit Points	7 Credit Points	
Duration	2 Credit Hours Lecture, 2 + 1 Credit Hours Main Seminar	
	Total: 5 Credit Hours	

## D-12-1: General Ecology

Responsible Unit	Prof. Dr. Carl Beierkuhnlein, Biogeography (Faculty of Biology, Chemistry & Earth Sciences)	
Educational Objectives	<p>Through the lecture "General Ecology" the students are familiar with basic concepts of ecology and know the specifics and complexity of ecological systems including the elements that build them up (organisms, populations, ecosystems as well as their interactions).</p> <p>The students know about the importance of biodiversity for the functioning of ecosystems and can assess the effects of human interference, disturbance or even destruction on ecological services (useful and protective functions).</p>	
Learning Content	<p>The lecture "General Ecology" provides the theoretical basis and current scientific knowledge on questions of the structure and functioning of natural ecosystems.</p> <p>Organisms, populations and ecosystems are presented from the perspective of their history and adaptive services. Interactions and interdependencies between the history of the earth and evolution, utilization systems, as well as current environmental problems provide the framework in which individual processes and examples are examined in depth.</p>	
Form of Knowledge Transfer	Lecture	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment components	Graded proof of performance on the basis of a 1 hour exam	
Workload	Active participation in lecture	30h
	Preparation and follow-up	30h
	Preparation for exam	15h
	<b>Total</b>	<b>75h</b>
ECTS Credit Points	2.5 Credit Points	
Duration	2 Credit Hours	

## D-12-2: Sports Ecology (Advanced Seminar)

Responsible Unit	Prof. Dr. Manuel Steinbauer, Sport Science V	
Educational Objectives	<p>In the advanced seminar on sports ecology, students learn to understand the network of relationships between outdoor sports and nature. They will be familiar with the landscape conditions for practicing sports in natural environments (mountains, water bodies, forests) and recognize the resulting potential for conflict.</p> <p>In addition to the legal and organizational principles for the nature-compatible practice of sports, the students are familiar with basic, but also exemplary sport-specific solutions for the avoidance and reduction of environmental damage.</p>	
Learning Content	<p>On the basis of several case studies - presented by the participants - conflicts between nature conservation and outdoor sports will be analyzed and possible solutions to concrete problem complexes of sports landscape use (mountains, water bodies, forest) as well as their environmentally friendly realization will be shown. Conflict potentials and conflicting interests are to be recognized and solution concepts for nature-compatible sport practice are to be found. The practical relevance of the seminar is complemented by an excursion to model projects of environmentally compatible sports practice.</p>	
Form of Knowledge Transfer	Advanced seminar lectures of the participants plus discussion, seminar lessons in the field ("excursion")	
Participation Requirements	Lecture „General Ecology“ (D-12-1)	
Recommended prior Knowledge	None	
Assessment components	Regular attendance. Active participation in the discussion, graded proof of performance (seminar paper and presentation / lecture)	
Workload	Participation in main seminar	30h
	Preparation of the main seminar presentation and statements for the discussions	60h
	<b>Total</b>	<b>90h</b>
ECTS Credit Points	3 Credit Points	
Duration	2 Credit Hours Advanced Seminar	

## D-12-3: Basics of Outdoor Sports (Advanced Seminar)

Responsible Unit	Prof. Dr. Manuel Steinbauer, Sport Science V	
Educational Objectives	After participating in the advanced seminar, students will be able to apply basic skills in outdoor sports in the areas of orientation, tour planning, tour tactics and risk management.	
Learning Content	<ul style="list-style-type: none"> <li>- Theoretical and practical teaching of basic knowledge and practical skills for the independent practice of outdoor sports in nature and landscape.</li> <li>- Establishment of sport-ecological references</li> </ul>	
Form of Knowledge Transfer	Advanced Seminar	
Participation Requirements	None	
Recommended prior Knowledge	None	
Assessment components	Regular attendance. Graded proof of performance (seminar paper and presentation / lecture)	
Workload	Active participation in seminar	15h
	Preparation and follow-up	30h
	<b>Total</b>	<b>45h</b>
ECTS Credit Points	1,5 Credit Points	
Duration	1 Credit Hour in Seminar	

## **Subject Area: Key Qualifications**

### **Module E: Key Qualifications**

This Module Area is composed as follows:

E-1 Business English

E-2 Excursion

E-3 Lecture Series Sports Ethics

E-4: Further Courses in the Area of Key Qualifications (e.g. Conversation Skills, Conflict Management, Intercultural Management, Business Etiquette etc.)

## E-1: Business English

This Module is composed as follows:

E-2-1 Business English I

E-2-2 Business English II

## E-1-1: Business English I

Responsible Unit	Language Centre								
Educational Objectives	After attending the course, students can understand English-language business texts. They can independently use and evaluate study-related English-language specialist literature. At the same time, they will have expanded their business terminology, both orally and in writing. Students are thus prepared for the active use of English in a business environment.								
Learning Content	<ul style="list-style-type: none"> <li>- Excerpts from leading English-language specialist literature that reflect key areas of business studies</li> <li>- Detailed study of authentic resource material</li> <li>- Key business vocabulary</li> <li>- Essential business communication skills</li> <li>- Case studies modelled on realistic business issues and scenarios</li> </ul>								
Form of Knowledge Transfer	Weekly tutorial								
Participation Requirements	None								
Recommended prior Knowledge	English language skills at CEFR level B2								
Assessment components	Graded assessment of individual assignments; final written examination								
Workload	<table> <tr> <td>Active participation in tutorial</td> <td>30h</td> </tr> <tr> <td>Preparation and follow-up assignments</td> <td></td> </tr> <tr> <td>Skills-based final examination</td> <td>30h</td> </tr> <tr> <td><b>Total</b></td> <td><b>60h</b></td> </tr> </table>	Active participation in tutorial	30h	Preparation and follow-up assignments		Skills-based final examination	30h	<b>Total</b>	<b>60h</b>
Active participation in tutorial	30h								
Preparation and follow-up assignments									
Skills-based final examination	30h								
<b>Total</b>	<b>60h</b>								
ECTS Credit Points	2.5 Credit Points								
Duration	2 Credit Hours Tutorial								

## E-1-2: Business English II

Responsible Unit	Language Centre	
Educational Objectives	After attending the course, students will have developed their communicative skills and learnt to apply them in business-related environments. At the same time, they will have continued to broaden their specialized vocabulary. On the basis of the receptive skills acquired in Module E-1-1 (Business English I), they will now be able to express themselves confidently and competently in a wide range of complex business scenarios. They will also be able to draft a variety of business texts. Additionally, they will be able to understand and analyse authentic source material without difficulty.	
Learning Content	<ul style="list-style-type: none"> <li>- Business-related use of idioms and specialized lexis</li> <li>- Context-appropriate use of grammatical expressions</li> <li>- Detailed comprehension of business-related audio and video material; oral and written comments on currently relevant audio and video materials</li> <li>- Production of shorter texts on business topics covered in the course</li> <li>- Conducting of research on topics of discussion related to business and economics</li> </ul>	
Form of Knowledge Transfer	Weekly tutorial	
Participation Requirements	Successful completion of Module E-1-1 (Business English I)	
Recommended prior Knowledge	English language skills at CEFR level B2+	
Assessment components	Graded assessment of individual assignments; final written examination	
Workload	Active participation in tutorial	30h
	Preparation and follow-up assignments	
	Skills-based final examination	30h
	<b>Total</b>	<b>60h</b>
ECTS Credit Points	2.5 Credit Points	
Duration	2 Credit Hours Tutorial	



## E-2: Excursion

Responsible Unit	Prof. Dr. Herbert Woratschek, BWL VIII (Marketing & Service Management)	
Educational Objectives	Excursions allow students to gain practical insights into relevant topics of study. In particular, this enables them to compare different company structures and thus get to know the relevant labor market better.	
Learning Content	<ul style="list-style-type: none"> <li>- Practical insights into relevant topics of study</li> <li>- Getting to know different company structures</li> <li>- Establishing contact with potential employers</li> </ul>	
Form of Knowledge Transfer	Excursion	
Participation Requirements	Module "Basics Sport Economics"	
Recommended prior Knowledge	None	
Assessment components	Participation	
Workload	Active participation in excursion	30h
	<b>Total</b>	<b>60h</b>
ECTS Credit Points	1 Credit Point	
Duration	1 Credit Hour	

## E-3: Lecture Series Sports Ethics

Responsible Unit	Prof. Dr. Markus Kurscheidt, Prof. Dr. Walter Schmidt, Sport Science II & IV (in cooperation with Prof. Dr. Alexander Brink)	
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 on them critically and independently, to question them ethically and 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 manner by Bayreuth professors from the fields of sports science, philosophy, and business administration, as well as guest speakers: Blood manipulation and doping, manipulation at major events, commerce and fan violence vs. fan culture in soccer, practices of talent promotion, 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	Tutorial/Key Qualification (organised as Lecture Series)	
Participation Requirements	Propaedeutics, Basics Sport Economics	
Recommended prior Knowledge	Sport Governance, Sport Medicine and Sport Physiology	
Assessment components	Ungraded proof of performance for regular, prepared and active participation	
Workload	Active participation	30h
	Preparation and follow-up	30h
	<b>Total</b>	<b>60h</b>
ECTS Credit Points	2 Credit Points	
Duration	2 Credit Hours	

## Module F: Internship

Responsible Unit	Director (Contact Person: Dr. Kristoff Reichel)	
Educational Objectives	Through the internship, students gain insights into various job-related fields of activity, which can be chosen individually depending on their interests. They are challenged to put the theoretically acquired knowledge into practice. Furthermore, the internship serves to gain experience about possible fields of activity and to be able to make assessments for the future career choice.	
Learning Content	The concrete learning content can differ greatly with regard to the internship position: <ul style="list-style-type: none"> <li>- Getting to know (at least) one field of activity relevant to practice field of activity</li> <li>- Insight into the structures and work processes of a non-research institution</li> <li>- Learning of practice-relevant partial qualifications (in organization, consulting, press relations or similar)</li> </ul>	
Assessment components	Ungraded proof of participation: Submission of internship certificate and internship report (incl. evaluation)	
Workload	(at least) 8 weeks internship (+ internship report)	300h
	<b>Total</b>	<b>300h</b>
ECTS Credit Points	10 Credit Points	
Duration	2 Months	

## Module G: Bachelor's Thesis

Responsible Units	Business Administration, Law, Sport Science	
Educational Objectives	By writing the bachelor's thesis, students develop a coherent research content in an exemplary manner at the end of their studies. This should enable them to grasp, operationalize and elaborate a manageable research question in its empirical and theoretical implications. The result of this learning process is the bachelor's thesis.	
Learning Content	<ul style="list-style-type: none"> <li>- Formulate a research question that can be worked on (topic identification),</li> <li>- Operationalization of the topic or development of a working concept,</li> <li>- Conducting literature research,</li> <li>- Data collection and evaluation or literature and source analysis,</li> <li>- Writing a scientific thesis.</li> </ul>	
Form of Knowledge Transfer	Independent study	
Participation Requirements	Successful Completion of the Modules A, B-1 to B-4, C, D-1 to D-4	
Recommended prior Knowledge	None	
Assessment components	Bachelor's Thesis	
Workload	<b>Processing Time</b>	<b>360h</b>
ECTS Credit Points	12 Credit Points	
Duration	12 Weeks	