

Business Studies

Speciality in Sports Management

Those who wish to start a successful career in Sports Management need, besides knowledge of the sector, a thorough grounding in Business Studies, as well as soft skills and methods expertise. The Business Studies course in the form of a sandwich course alternating between the University of Cooperative Education and the company forms the ideal foundation: our parallel classroom/company timetable (2½ days practical training and (minimum) two days per week in the University) ensures on-going integration in the company and introduction to practical assignments.

The overall economic environment

The sport and health job market offers diverse new professional opportunities and a challenging range of activities. Sport, leisure and fitness are areas of continuing growth. Due to the current trend in health prevention, and the increasing dovetailing with the health and wellness market, the development of this dynamic economic sector is in full swing. The ever more complex organisation in the sport and health industry demands more professional management. In this practically-orientated study course you will be thoroughly prepared for the particularities of the sport and health sector.

Course objectives

The course imparts management methods particular to the sector, combined with a focus on marketing, financial controlling and health. This qualification, with a thorough grounding in business studies and sport prepares our graduates to take on posts of responsibility across the spectrum of sport and health management. By means of permanent interchange of ideas with the organisations which cooperate with us, we ensure an up-to-date and effective combination of theory and practice. The early and active application of the knowledge acquired on the course in the everyday world of sport equips our graduates for the job market.

Fields of activity

- sports clubs and associations
- commercial Leisure and Sports Centres
- Wellness and Health Centres
- Health Insurance Companies, Rehabilitation Centres, health and spa resorts.
- sporting goods and sports equipment suppliers
- advertising and event organisers involved in sport
- public sports administration



Course Duration:
3 years / 6 Semesters

Academic Award:
B.A. (Bachelor of Arts)
Speciality in Sports Management

Study Locations:
Darmstadt, Heidelberg,
Erfurt, Berlin, Bochum,
Cologne, Munich, Hamburg

Accommodation:
We will be pleased to help
you find accommodation.

Business Studies Speciality in Sports Management Curriculum*



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Module Related course / unit	Sem.	Hours	Credits/ Module
Semester 1			
Module: Introduction to Business Studies	1		5
Fundamentals of Business Studies	1	30	
Financial Accounting	1	30	
Module: Fundamentals of Macroeconomics	1+2		
Fundamentals of Macroeconomics 1	1	30	
Module: Information Technology	1+2		
Information Technology 1	1	30	
Module: Sports Management (introduction)	1		6
Introduction to Sports Management	1	30	
Organisations and the Organisation of Sport	1	30	
Introduction to the Science of Sport and work methods for sports studies	1	20	
Module: Law I	1+2		
Fundamentals of Civil Law	1	30	
Module: Business Mathematics I	1		5
Business Mathematics 1	1	40	
Module: Interdisciplinary Skills I	1+2		
Preliminary English 1	1	20	
Fundamentals of academic method	1	20	
Theory-to-practice transfer I	1		5
Total Semester 1		310	21
Semester 2			
Module: Business Studies II	2		5
Fundamentals of the business decision-making process	2	30	
Financial Reporting Procedure	2	30	
Module: Fundamentals of Macroeconomics	1+2		5
Fundamentals of Macroeconomics 2	2	30	
Module: Information Technology	1+2		5
Information Technology 2	2	30	
Module: Sports Management II (fundamentals)	2		6
Sports Psychology	2	20	
Strategic Marketing in Sport	2	30	
Analysis of Sports Organisations and Events	2	30	
Module: Law I	1+2		4
Trade and company law	2	30	
Module: Business Mathematics II	2		5
Business Mathematics 2	2	40	
Module: Interdisciplinary Skills I	1+2		4
Public Speaking and Communication	2	20	
Preliminary English 2	2	20	
Theory-to-practice transfer II (including a colloquium)	2	10	5
Total Semester 2		320	39
Semester 3			
Module: Cost and Financial Management	3		6
Investment and Financing	3	30	
Cost calculation	3	30	
Module: Marketing and Sales	3		4
Marketing and Sales	3	40	
Module: Sports Management III (Marketing in sport)	3		6
Services Management	3	30	
Sports Marketing	3	30	
Sports Sponsorship	3	20	
Module: Statistics	3		7
Statistics	3	60	
Module: Macroeconomics II	3+4		
International Economic Policy	3	20	
Module: Interdisciplinary Skills II	3+4		
Presentation and Chairing a Meeting	3	20	
Vantage English 1	3	20	

Module Related course / unit	Sem.	Hours	Credits/ Module
Theory-to-practice transfer III (including a colloquium)	3	10	5
Total Semester 3		310	28
Semester 4			
Module: Corporate Management I	4		6
Financial Controlling 1	4	30	
Organisation/Enterprise Management	4	40	
Managing International Businesses	4	20	
Module: Sports Management IV	4		6
Sports Marketing			
Sports Rights Marketing	4	30	
Sports Event Management	4	30	
Seminar on Sports Marketing	4	20	
Module: Macroeconomics II	3+4		4
Finance	4	20	
Module: Interdisciplinary Skills II	3+4		6
Vantage English 2	4	20	
Module: Second Year Trainee Project	4	10	10
Total Semester 4		220	32
Semester 5			
Module: Corporate Management II	5		7
Organisation and Personnel Management	5	30	
Controlling 2 (planned cost calculation, other planning processes)	5	30	
Corporate Ethics	5	20	
Seminar: practice firm	5	20	
Module: Sports Management V (Financial Controlling in Sports Management)	5		5
Financial Controlling in Sports Management	5	30	
Managing Sports Facilities	5	30	
Module: Compulsory elective aera	5	60	5
Module: Law II	5		4
Solving practical legal problems	5	20	
Special Law on Sports	5	20	
Module: Interdisciplinary Skills III	5+6		
Intercultural Skills	5	20	
Project Management	5	20	
Higher English 1	5	20	
Theory-to-practice transfer IV (including a colloquium)	5	10	5
Total Semester 5		330	26
Semester 6			
Module: Foreign and International Affairs	6		5
Accounting			
External Accounting (consolidated accounts, International Financial Reporting)	6	30	
Case studies in external accounting (exercise)	6	20	
Module: Sports Management VI	6		5
Business game (practice firm)	6	20	
Sports Tourism and Destination Management	6	30	
Study trip with colloquium	6	10	
Module: Compulsory elective aera	6	60	5
Module: Interdisciplinary Skills III	5+6		7
Higher English 2	6	20	
Module: Final Year Project	6	10	12
Total Semester 6		200	34
Overall total		1690	180

In each academic year a total of 60 credits has to be acquired. Where modules last over 2 semesters, evaluation and awarding of the credits is done after completion of the module in the second semester.
Compulsory elective modules: Sports Management Elective I (Bases of Health and Fitness); Sports Management Elective II (Further study of Health and Fitness); Sports Management Elective III (Sports Media and Sports Agency Management); Sports Management Elective IV (Management of Sports Clubs and Associations); Sports Management Elective V (Sports Tourism and Destination Management). From the compulsory elective modules listed, one has to be chosen in the 5th Semester and one in the 6th, depending on the modules offered. Elective II (Further study of Health and Fitness) can only be taken if previously Elective I (Bases of Health and Fitness) has been chosen.