

1 <sup>st</sup> Semester		CP	2 <sup>nd</sup> Semester		CP	3 <sup>rd</sup> Semester		CP
Basic Modules			Basic Modules			Basic Modules		
Sport & Event Economics	5		Sport & Event Management Processes	5		Sport & Event Marketing	5	
Management Basics	5		Human Resources & Organisation	5		Law	5	
Mathematics & Statistics	5		Quantitative & Qualitative Methods	5		Applied Research Project	5	
Economics	5		Financial Accounting & Reporting	5		Controlling & Cost Accounting	5	
Marketing, Sales & CRM	5		Digital Media & Communication	5		Digital Transformation	5	
Employability: Business English	5		Employability: Soft Skills	5		Employability: Agile & kreative Methoden	5	

4 <sup>th</sup> Semester		CP	5 <sup>th</sup> Semester		CP	6 <sup>th</sup> Semester		CP
Mandatory Modules			Electives (1 out of 2)			Practical Experience		
Managing Professional Sport Markets	5		Semester Abroad	30		Internship	15	
Managing Fitness & Recreational Sport Markets	5		Internship Semester	30				
Event Processes & Service Management	5							
Entrepreneurship & Innovation in Sport & Event	5							
Finance	5							
Digital Work / Lab	5							

Final Thesis	
Bachelor Thesis Kolloquium	3
Bachelor Thesis	12

**Total: 180 Credit Points**

1. Semester	CP	2. Semester	CP	3. Semester	CP
Football Sports	2	Football Industry	2	Football Marketing	2
4. Semester	CP	5. Semester		6. Semester	
Football Future Prospects & Case Studies	2	Electives (1 out of 2)		Practical Experience	
		Semester Abroad		Internship	
		Internship Semester			
				Final Thesis	
				Bachelor Thesis Kolloquium	
				Bachelor Thesis	
				add'l.: 8 Credit Points	

About Football Management

Germany is one of the leading football nations in the world and skilled workers are always in great demand. Come to us and learn from the best football professionals! UE cooperates with Bundesliga clubs, top associations, sports marketing agencies and companies in the sporting goods industry.

Choose the specialisation Soccer Management in addition to your Sport & Event Management bachelor's degree and we will open the doors to your future career in football business!

One of our past highlights: Our students were involved in the organisation of the UEFA Champions League Final at the Olympiastadion Berlin.