

| 1 st semester | | CP | 2 nd semester | | CP | 3 rd semester | | CP |
|---------------------------------------|--|----------|------------------------------------------|--|----------|-----------------------------------|--|----------|
| Sport & Event Basics | | 8 | Sport & Event Production | | 7 | Sport & Event Services | | 9 |
| Sport Economics | | 3 | Sport Management | | 3 | Sport Marketing | | 3 |
| Event Management | | 3 | Event Production | | 4 | Service Management | | 4 |
| Project Management | | 2 | Project Management Practice | | 2 | Event Evaluation | | 2 |
| Business Administration Basics | | 5 | Accounting & Mathematics | | 6 | Economics: Theory | | 6 |
| History and Trends in Business | | 2 | Accounting (+ Tutorial) | | 3 | Microeconomics | | 3 |
| Marketing | | 3 | Business Mathematics (+ Tutorial) | | 3 | Macroeconomics | | 3 |
| | | | | | | Economics Tutorial | | |
| Law I | | 2 | Law II | | 3 | | | |
| Civil Law | | | Sport and Event Law | | | | | |
| Business English I | | 2 | Business English II | | 2 | Business English III | | 2 |
| Correspondence | | | Ethics | | | Case Studies | | |
| Skills I | | 1 | | | | Skills II | | 1 |
| Communication & Presentation | | | | | | Team & Mediation | | |
| Theory-Practice-Transfer I | | 5 | Theory-Practice-Transfer II | | 5 | Theory-Practice-Transfer III | | 5 |
| Theory-Practice-Transfer I | | | Theory-Practice-Transfer II | | | Theory-Practice-Transfer III | | |
| 4 th semester | | CP | 5 th semester | | CP | 6 th semester | | CP |
| Organisational Management | | 5 | Marketing I | | 4 | Marketing II | | 4 |
| Human Resources | | 2 | Marketing Performance Measurement | | 2 | Communication & Brand Management | | 2 |
| Organisational Theory | | 3 | Organisational Theory | | 2 | International Marketing & Sales | | 2 |
| Corporate Accounting | | 5 | Market Research | | 3 | Controlling & Taxes | | 5 |
| Financial Reporting | | 2 | Market Research | | | Controlling | | 2 |
| Cost Accounting | | 3 | | | | Taxes | | 3 |
| Corporate Management I | | 3 | Corporate Management II | | 3 | | | |
| Corporate Management | | | Finance & Investment (+ Tutorial) | | | | | |
| Statistics | | 3 | | | | | | |
| Statistics | | | | | | | | |
| Skills III | | 1 | | | | | | |
| Academic Writing | | | | | | | | |
| Theory-Practice-Transfer IV | | 5 | Theory-Practice-Transfer V | | 5 | Theory-Practice-Transfer VI | | 5 |
| Theory-Practice-Transfer IV | | | Theory-Practice-Transfer V | | | Theory-Practice-Transfer VI | | |
| 7 th semester | | | | | | | | CP |
| Entrepreneurial Leadership | | 8 | Future Prospects & Simulation | | 2 | Theory-Practice-Transfer VII | | 5 |
| Leadership - Theory & Practice | | 3 | Trends in Sport & Event Management | | 1 | Theory-Practice-Transfer VII | | |
| Innovation Management in Sport | | 3 | Business Simulation | | 1 | | | |
| Negotiation | | 2 | | | | | | |

| 8 th semester | | | | CP | |
|---------------------------------------------------------------------------------------------------------------------------------|-----------|------------------------------------------------|----------|-------------------------------------------------|----|
| Entrepreneurial Leadership | 8 | Future Prospects & Simulation | 2 | Theory-Practice-Transfer VII 5 | |
| Leadership - Theory & Practice | 3 | Trends in Sport & Event Management | 1 | Theory-Practice-Transfer VIII | |
| Innovation Management in Sport | 3 | Business Simulation | 1 | | |
| Negotiation | 2 | | | | |
| Electives (2 out of 7) | | | | | |
| Sport & Event Management Subjects (min. 1 out of 4 in 5th & 6th semester + min. 1 out of 4 in 7th & 8th semester) | | | | | |
| Professional Sport | 8 | Human Resources Management in Sport | 2 | Finance & Licensing | 2 |
| | | Sport Broadcasting & further Commercial Rights | 2 | Ticketing & Hospitality | 2 |
| Recreational Sport | 8 | Market of Fitness & Exercise | 2 | Market for Sport & Health Tourism | 2 |
| | | Quality Management | 2 | Case Study Recreational Sport | 2 |
| Event Formats | 8 | Corporate Events | 2 | 360° Events | 2 |
| | | Public Events | 2 | Social & Cultural Events | 2 |
| Event Processes | 8 | Event Logistics | 2 | Event Evaluation | 2 |
| | | Guest Management | 2 | Case Study Event Processes | 2 |
| Other Subjects (5th & 6th semester) | | | | | |
| Corporate Management | 8 | Strategic Management | 2 | Corporate Development | 2 |
| | | Sector Management | 2 | Human Resources Management | 2 |
| Customer Relationship Management | 8 | Strategic CRM | 2 | Operational CRM | 2 |
| | | Customer Relationship Measurement | 2 | Case Studies CRM | 2 |
| Soccer Marketing | 8 | Soccer Markets | 2 | Soccer Brand Management | 2 |
| | | Case Study Soccer Markets | 2 | Soccer Customer Relationship Management | 2 |
| Other Subjects (7th & 8th semester) | | | | | |
| Controlling | 8 | Strategic Controlling | 2 | Operative Controlling | 2 |
| | | Process und Project Controlling | 2 | Controlling with integrated Information Systems | 2 |
| Finance | 8 | Mergers and Aquisitions | 2 | Investment Analysis and Portfolio Management | 2 |
| | | Financial Risk Management | 2 | Derivative Financial Instruments | 2 |
| Public Relations | 8 | Corporate Media | 2 | International PR | 2 |
| | | Corporate Communication | 2 | Reputation Management | 2 |
| Bachelor Thesis | 12 | Bachelor Thesis Colloquium | 2 | Bachelor Thesis | 10 |
| | | | | 180 Credit Points | |

Our optional specialisations

We offer our students the unique opportunity to become a real expert in basketball management. Please choose from one of the following options if you are interested.

| 1 st semester | | CP | 2 nd semester | | CP | 3 rd semester | | CP | 4 th semester | | CP |
|-------------------------------------------------------|--|----------|----------------------------------------------|--|----------|------------------------------------------|--|----------|--------------------------------------|--|----------|
| Basketball Sport | | 4 | Basketball Industry | | 4 | Basketball Marketing | | 4 | Basketball Communication | | 4 |
| Basketball Leagues, Associations & Clubs | | 2 | Basketball Business & Corporate Strategies | | 2 | Basketball Marketing & Brand Strategies | | 2 | Basketball Media & PR | | 2 |
| Study Trip Basketball Organisation + Basketball Match | | 2 | Study Trip Basketball Business | | 2 | Basketball Market Intelligence Project | | 2 | Case Study Basketball Communication | | 2 |
| 5 th semester | | CP | 6 th semester | | CP | 7 th semester | | CP | 8 th semester | | CP |
| Basketball Human Resources Management | | 4 | Basketball Competition Management | | 4 | Basketball Investor Relations | | 4 | Basketball Future Prospects | | 4 |
| Talent Scouting & Promotion | | 2 | Basketball Competition Formats & Regulations | | 2 | Basketball Finance & Investment | | 2 | Trends in Basketball Management | | 2 |
| Athlete & Team Coaching | | 2 | Club Licensing | | 2 | Case Study Basketball Investor Relations | | 2 | Lecture Series Basketball Management | | 2 |

About Basketball Management

The basketball club ALBA BERLIN and the University of Applied Sciences Europe have jointly developed this Europe-wide unique specialisation. Here you will find everything you need to know about the basketball business in Germany, Europe and the USA. Your teachers are experienced professionals from basketball federations, leagues and clubs. Learn from the best!