

1 st Semester	CP	2 nd Semester	CP	3 rd 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 & Kostenmanagement	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 th Semester	CP	5 th Semester	CP	6 th 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