

1 st Semester		2 nd Semester		3 rd Semester		4 th Semester		5 th Semester		6 th Semester		
Basic Modules		Basic Modules		Basic Modules		Mandatory Modules		Electives (1 out of 2)		Practical Experience		
Sport & Event Economics	5	Sport & Event Management Processes	5	Sport & Event Marketing	5	Managing Professional Sport Markets	5	Semester Abroad	30	Internship	15	
Management Basics	5	Human Resources & Organisation	5	Law	5	Managing Fitness & Recreational Sport Markets	5	Internship Semester	30			
Mathematics & Statistics	5	Quantitative & Qualitative Methods	5	Applied Research Project	5	Event Processes & Service Management	5					
Economics	5	Financial Accounting & Reporting	5	Controlling & Kostenmanagement	5	Entrepreneurship & Innovation in Sport & Event	5					
Marketing, Sales & CRM	5	Digital Media & Communication	5	Digital Transformation	5	Finance	5					
Employability: Business English	5	Employability: Soft Skills	5	Employability: Agile & kreative Methoden	5	Digital Work / Lab	5					
											Final Thesis	
											Bachelor Thesis Kolloquium	3
											Bachelor Thesis	12

Total: 180 ECTS

eSports Studies (Specialisation)

1 st Semester		2 nd Semester		3 rd Semester		4 th Semester	
eSports Industry	5	eSports Games & Analytics	5	eSports Athlete & Team Coaching	5	eSports Future Prospects & Studies	5

Total: 200 ECTS

Football Management (Specialisation)

1 st Semester		2 nd Semester		3 rd Semester		4 th Semester	
Football Leagues, Associations & Clubs	5	Football Industry	5	Football Marketing	5	Football Future Prospects & Studies	5

Total: 200 ECTS

Compulsory subject

Elective courses