

1 st semester		CP	2 nd semester		CP	3 rd semester		CP
Sport & Event Basics	8		Sport & Event Production	7		Sport & Event Services	6	
Sport Economics			Sport Management			Sport Marketing		
Event Management			Event Production			Service Management		
Project Management			Process und Project Controlling			Event Evaluation		
Accounting & Mathematics	6		Corporate Accounting	5		Corporate Management & Finance	6	
Accounting (+ Tutorial)			Accounting			Corporate Management		
Business Mathematics (+ Tutorial)			Cost Management			Finance and Investment (+ Tutorial)		
Business Administration Basics	5		Organisational Management	5		Controlling & Taxes	5	
History and Trends in Business			Human Resources			Controlling		
Marketing			Organisational Theory			Taxes		
Economics: Theory	6		Quantitative Research	5		Economics: Digital Transformation	5	
Microeconomics			Descriptive Statistics			Digital Transformation		
Macroeconomics			Methodology: Market Research			Case Studies		
Economics Tutorial								
			Law I	2		Law II	3	
			Private Business Law: Civil Law			Sport and Event Law		
Skills I	3		Skills II	3		Skills III	3	
Business English I: Correspondence			Business English II: Ethics			Business English III: Case Studies		
Communication & Presentation			Academic Writing			Team and Mediation		
Internship								7
Internship								
4th semester								CP
Study Abroad								30
Study Abroad								
			5th semester			6th semester		
Event Formats	8		Corporate Events			Ambient and Buzz Events		
			Public Events			Social and Cultural Events		
Sport Business	8		Fitness Sector Management			Quality Management and Standards Development		
			Sponsorship and Media Rights			Ticketing and Hospitality		
Creative Methods & Development	10		Creative Problem Solving and Strategy Development			Virtual Reality		
						Virtual Reality Project		
Internship	6		Internship					

Sport & Event Management (B.Sc.)

English

	CP	5 th semester	6 th semester
Electives (2 out of 11)			
Controlling	8	Strategic Controlling	Operative Controlling
		Process und Project Controlling	Controlling with integrated Information Systems
Finance	8	Mergers and Aquisitions	Investment Analysis and Portfolio Management
		Financial Risk Management	Derivative Financial Instruments
Soccer Marketing	8	Soccer Markets	Soccer Brand Management
		Case Study Soccer Markets	Soccer Customer Relationship Management
Customer Relationship Management	8	Strategic CRM	Operational CRM
		Customer Relationship Measurement	Case Studies CRM
Marketing	8	Marketing Performance Measurement	Communication and Brand Management
		Strategic Marketing	International Marketing and Sales
Digital Business	8	Social Media Communication & Management	E-Commerce/ M-Commerce/ Social Commerce
		Digital Business Modelling	Website and Search Optimisation
Entrepreneurship	8	Knowledge & Innovation Management	Economics and Management of Networks
		Business & Financial Planning	Business Start-up Simulation
Public Relations	8	Corporate Media	International PR
		Corporate Communication	Reputation Management
International Management	8	International Business Manners	Global Politics and Economics
		Global Thinking and Mindset	International Business Concepts
Corporate Management	8	Strategic Management	Corporate Development
		Sector Management	Human Resources Management
Automotive Management	8	Automotive Quality Management & Engineering	Automotive Management & Controlling
		Sourcing & Supply Chain Management	Sales & Marketing in Automotive Industries
Bachelor Thesis	12	Bachelor Thesis Colloquium	Bachelor Thesis
			180 Credit Points

Our optional specialisations

We offer our students the unique opportunity to become a real expert in basketball or soccer 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
Soccer Sport	2	Soccer Industry	2		
Soccer Leagues, Associations & Clubs		Soccer Business & Corporate Strategies			
Study Trip Soccer Organisation/Soccer Match		Study Trip Soccer Business			

4 th semester					CP
Study Abroad					30
Study Abroad					

		5 th semester	6 th semester
Soccer Marketing	8	Soccer Markets	Soccer Brand Management
		Case Study Soccer Markets	Soccer Customer Relationship Management

About Soccer 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.

1 st semester		CP	2 nd semester		CP	3 rd semester		CP
Basketball Sport		4	Basketball Industry		4			
Basketball Leagues, Associations & Clubs			Basketball Business & Corporate Strategies					
Study Trip Basketball Organisation/Basketball Match			Study Trip Basketball Business					

4 th semester		CP
Study Abroad		30
Study Abroad		

		5 th semester	6 th semester
Basketball Management		8	
		Basketball Marketing & Brand Strategies	Trends in Basketball Management
		Basketball Market Intelligence Project	Lecture Series Basketball Management

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!