

1. Semester		CP	2. Semester		CP	3. 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			Project Management Practice			Event Evaluation		
Accounting & Mathematics	6		Corporate Accounting	5		Corporate Management & Finance	6	
Accounting (+ Tutorium)			Bilanzierung			Unternehmensführung		
Wirtschaftsmathematik (+ Tutorium)			Kostenmanagement			Finanzierung und Investition (+ Tutorium)		
Business Administration Basics	5		Organizational Management	5		Controlling & Steuern	5	
Historie und Trends der Betriebswirtschaft			Personal			Controlling		
Marketing			Organisation			Steuern		
Economics: Theory	6		Empirische Methoden & Statistik	5		Economics: Digital Transformation	5	
Microeconomics			Deskriptive Statistik			Digital Transformation		
Macroeconomics			Methodenlehre: Market Research			Case Studies		
Economics Tutorial								
			Recht I	2		Recht II	3	
			Wirtschaftsprivatrecht: Zivilrecht			Sport und Eventrecht		
Skills I	3		Skills II	3		Skills III	3	
Business English I: Correspondence			Business English II: Ethics			Business English III: Case Studies		
Kommunikation und Präsentation			Wissenschaftliches Arbeiten			Team und Mediation		
Internship								7
Praktikum								
4. Semester								CP
Study Abroad								30
Auslandssemester								
			5. Semester		6. 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		Praktikum					

CP		5. Semester	6. Semester
Wahlpflichtmodule (2 aus 11)			
Controlling	8	Strategisches Controlling	Operatives Controlling
		Process und Project Controlling	Controlling auf Basis integrierter Informationssysteme
Finance	8	Mergers and Aquisitions	Investment Analysis and Portfolio Management
		Financial Risk Management	Derivate Finanzmarktinstrumente
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	International Marketing and Sales
		Strategic Marketing	Communication and Brand Management
Digital Business	8	Social Media Communication & Management	E-Commerce/ M-Commerce/ Social Commerce
		Digital Business Modelling	Website and Search Optimization
Entrepreneurship	8	Business- und Finanzplanung	Economics and Management of Networks
		Wissens- und Innovationsmanagement	Business Start-up Simulation
Public Relations	8	Corporate Media	International PR
		Unternehmenskommunikation	Reputationsmanagement
International Management	8	International Business Manners	Global Politics and Economics
		Global Thinking and Mindset	International Business Concepts
Corporate Management	8	Strategisches Management	Corporate Development
		Sector Management	Personalmanagement
Automotive Management	8	Automotive Quality Management & Engineering	Automotive Management & Controlling
		Sourcing & Supply Chain Management	Sales & Marketing in Automotive Industries
Bachelor Thesis	12	Bachelor Thesis Kolloquium	Bachelor Thesis
			180 Credit Points