

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			Project Management Practice			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		Organizational Management	5		Controlling & Taxes	5	
History and Trends in Business			Human Resources			Controlling		
Marketing			Organizational 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					

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	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 & Financial Planning	Economics and Management of Networks
		Knowledge & Innovation Management	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