

1 st Semester	CP	2 nd Semester	CP	3 rd Semester	CP	4 th Semester	CP
Sport & Event Management Basics	8	Sport & Event Production	9	Sport & Event Services	9	Organizational Management	5
Sport Economics		Sport Management		Sport Marketing		Human Resources	
Event Management		Event Production		Service Management		Organizational Theory	
Project Management		Project Management Practice		Sponsorship			
Business Administration Basics	5	Accounting & Mathematics	6	Economics: Theory	6	Corporate Accounting	5
History & Trends in Business Administration		Accounting (+ Tutorial)		Microeconomics		Financial Reporting	
Marketing		Business Mathematics (+ Tutorial)		Macroeconomics		Cost Accounting	
				Economics Tutorial			
						Corporate Management I	3
						Corporate Management	
Civil Law	2	Sport & Event Law	2			Statistics	3
Civil Law		Sport & Event Law				Statistics	
Theory-Practice-Transfer I Practice at ALBA BERLIN	5	Theory-Practice-Transfer II Practice at ALBA BERLIN	5	Theory-Practice-Transfer III Practice at ALBA BERLIN	5	Theory-Practice-Transfer IV Practice at ALBA BERLIN	5
Skills I	3	Skills II	2	Skills III	3	Skills III	1
Business English I: Correspondence		Business English II: Ethics		Business English III: Case Studies		Academic Writing	
Communication & Presentation				Team und Mediation			

5 th Semester		CP	6 th Semester		CP	7 th Semester		CP	8 th Semester		CP
Compulsory Optional Subject I		4	Compulsory Optional Subject I		4	Compulsory Optional Subject III		4	Compulsory Optional Subject III		4
Compulsory Optional Subject II		4	Compulsory Optional Subject II		4	Compulsory Optional Subject IV		4	Compulsory Optional Subject IV		4
Marketing		4	Marketing		4	Future Prospects & Simulation		2			
Marketing Performance Measurement			International Marketing & Sales			Trends in Sport & Event Management					
Strategic Marketing			Communication & Brand Management			Business Simulation					
Corporate Management II		3	Controlling & Taxes		5	Entrepreneurial Leadership		6			
Finance & Investment (+Tutorial)			Taxes			Leadership - Theory & Practice					
			Controlling			Innovation Management in Sport					
						Negotiation					
Market Research		3									
Market Research											
Theory-Practice-Transfer V Practice at ALBA BERLIN		5	Theory-Practice-Transfer VI Practice at ALBA BERLIN		5	Theory-Practice-Transfer VII Practice at ALBA BERLIN		5	Theory-Practice-Transfer VIII Practice at ALBA BERLIN		2
									Bachelor Thesis		12
									Bachelor Thesis Colloquium		
									180 Credit Points		



5th semester 6th Semester

7th Semester 8th Semester

Compulsory Optional Subjects I & II - 2 modules to be elected				Compulsory Optional Subjects III & IV - 2 modules to be elected			
Professional Sport	8	Human Resources Management in Sport	Financing & Licensing	Professional Sport	8	Human Resources Management in Sport	Financing & Licensing
		Sport Broadcasting & further Commercial Rights	Ticketing & Hospitality			Sport Broadcasting & further Commercial Rights	Ticketing & Hospitality
Recreational Sport	8	Market of Fitness & Exercise	Market for Sport & Health Tourism	Recreational Sport	8	Market of Fitness & Exercise	Market for Sport & Health Tourism
		Quality Management	Case Study Recreational Sport			Quality Management	Case Study Recreational Sport
Event Formats	8	Corporate Events	360° Events	Event Formats	8	Corporate Events	360° Events
		Public Events	Social & Cultural Events			Public Events	Social & Cultural Events
Event Processes	8	Event Logistics	Event Evaluation	Event Processes	8	Event Logistics	Event Evaluation
		Guest Management	Case Study Event Processes			Guest Management	Case Study Event Processes
Corporate Management	8	Strategic Management	Corporate Development	Controlling	8	Strategic Controlling	Operational Controlling
		Sector Management	Human Resources Management			Process & Project Controlling	Controlling with integrated Information Systems
Customer Relationship Management	8	Strategic CRM	Operational CRM	Finance	8	Mergers & Acquisition	Investment Analysis & Portfolio Management
		Customer Relationship Measurement	Case Studies CRM			Financial Risk Management	Derivative Financial Instruments
Soccer Marketing	8	Soccer Markets	Soccer Brand Management	Public Relations	8	Corporate Media	International PR
		Case Study Soccer Markets	Soccer Customer Relationship Marketing			Corporate Communication	Reputation Management

1 st Semester	CP	2 nd Semester	CP	3 rd Semester	CP	4 th Semester	CP
Basketball Sport	2	Basketball Industry	2	Basketball Marketing	2	Basketball Communication	2
- Basketball Leagues, Associations & Clubs - Study Trip Basketball Organization / Basketball Match		- Basketball Business & Corporate Strategies - Study Trip Basketball Business Basketball		- Basketball Marketing & Brand Strategies - Basketball Market Intelligence Project		- Basketball Media & PR - Case Study Basketball Communication	
5 th Semester	CP	6 th Semester	CP	7 th Semester	CP	8 th Semester	CP
Basketball Human Resources Management	2	Basketball Competition Management	2	Basketball Investor Relations	2	Basketball Future Prospects	2
- Talent Scouting & Promotion - Athlete & Team Coaching		- Basketball Competition Formats & Regulations - Club Licensing		- Basketball Finance & Investment - Case Study Basketball Investor Relations		- Trends in Basketball Management - Lecture Series Basketball Management	
							16 Credit Points

ALBA BERLIN

Founded in 1989, ALBA BERLIN has become one of the most successful sport clubs in Germany as well as a key player in European basketball. ALBA BERLIN has won eight German league titles, nine German cups, and important titles like the Korac Cup in 1995. ALBA BERLIN has played in a European competition and German playoffs every year since the beginning. This is the result of more than 25 years of successful sport management and talent development, supported by the passion of the trainers, players, employees, and fans. Every ALBA BERLIN match is a big unforgettable event with around 14,000 fans in the well-known Mercedes-Benz arena, making it the big-gest basketball event in Europe. ALBA BERLIN has also established the biggest bas-ketball youth program in Germany with more than 100 ALBA BERLIN active trainers and employees looking after 3,300 children at least once a week, offering extremely diverse career opportunities.