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## **Complete Version of the Curriculum as of 1 October 2017**

Curriculum for the  
**Bachelor's Programme Sports Management**  
at the Faculty of Psychology and Sport Science of the University of Innsbruck

### **Contents**

- § 1 Allocation
- § 2 Qualification profile
- § 3 Scope and duration
- § 4 Supplementary examination
- § 5 Courses and numbers of participants
- § 6 Allocation of places in courses with a limited number of participants
- § 6a Studies induction and orientation stage
- § 7 Compulsory and elective modules
- § 8 Bachelor's Thesis
- § 9 Examination regulations
- § 10 Academic degree
- § 11 Coming into force
- § 12 Transitional provisions

Appendix: Recognition of Exams

## **§ 1 Allocation**

The Bachelor's Programme Sports Management is grouped among the studies in the natural sciences.

## **§ 2 Qualification profile**

- (1) Graduates possess basic skills in the core disciplines of sports science and they have a wide vocational preparation in social and economic science. In particular, they have skills in:
  - kinesiology and biomechanics, training science, sports education, sports sociology, sports psychology as well as sports medical fundamentals, and they have practical experience and in-depth knowledge in basic sports, leisure sports and selected trend sports;
  - business and economic fundamentals: accounting and bookkeeping, management, marketing and decisions;
  - project experience in sports management, sports marketing and sports and leisure economics;
  - sports-related legal fundamentals.
- (2) The Bachelor's Programme Sports Management serves as scientific occupational preparation in fields which require sports scientific as well as social and economic scientific skills.
- (3) Apart from theoretical-scientific skills, graduates have sports practical skills in terms of pedagogical-didactical and organisational basic skills and they are able to apply these skills in practice. Interdisciplinary offers support the students' communication and social competences.
- (4) Specific occupational fields for graduates of the Bachelor's Programme Sports Management include the sporting goods industry, sports retail, sports in tourism and recreation, sport event management, sport administration in the public sector, management of sports facilities, sports marketing, commercial and company sports, management of clubs and associations, management of health, rehabilitation, spa and sports facilities.
- (5) Graduates have subject-specific and methodical skills which enable them to understand new scientific results of economics and business and sports science. The bachelor's programme prepares students for a relevant master's programme.

## **§ 3 Scope and duration**

The Bachelor's Programme Sports Management covers 180 ECTS-Credits, with a duration of six semesters. One ECTS-Credit is equivalent to a work-load of 25 hours.

## **§ 4 Supplementary examination**

- (1) Admission to the study programme is granted by the rectorate according to the regulations of the Universities Act 2002 – of the admission to the bachelor's programme.
- (2) Study-relevant admission requirement for the Bachelor's Programme Sports Management is the positive completion of the supplementary examination for the assessment of physical and motor skills.
- (3) The supplementary examination consists of motor performance tests. The required performance levels are to be determined and announced by the Dean of Studies.

## **§ 5 Courses and numbers of participants**

- (1) Courses without continuing performance assessment:
  1. Lectures (VO) are courses held in lecture format. They introduce the research areas, methods

and schools of thought for a given subject. No maximum number of participants.

2. Orientation courses (SL) aim to provide the students with an outline of essential elements of the programme and its subsequent courses of study; they also aim to provide students with a solid basis on which to make personal decisions concerning their choice of study program. Maximum number of participants: 160
- (2) Courses with continuing performance assessment:
1. Introductory seminars (PS) introduce students interactively to scientific literature through the treatment of selected issues. They convey knowledge and methods of academic work. Maximum number of participants: 25 for sports scientific introductory seminars, 40 for social and economic scientific introductory seminars
  2. Practical courses (UE) focus on the practical treatment of concrete scientific tasks within an area. Maximum number of participants: 15–25 (according to safety issues)
  3. Seminars (SE) provide in-depth treatment of scientific topics through students' presentations and discussion thereof. Maximum number of participants: 20 for sports scientific seminars, 30 for social and economic scientific seminars
  4. Lectures with integrated practical parts (VU) focus on the practical treatment of concrete scientific tasks that are discussed during the lecture parts of the course. Maximum number of participants: 50 for sports scientific lectures with integrated practical parts, 160 for social and economic scientific lectures with integrated practical parts

## **§ 6 Allocation of places in courses with a limited number of participants**

In courses with a limited number of participants, course places are allocated as follows:

- (1) For compulsory modules 1, 4, 5, 6, 7 and 18 the following applies:
  1. Students for whom the study duration would be extended due to the postponement are to be given priority.
  2. If the criteria in No 1 do not suffice, first, students for whom this course is part of a compulsory module are to be given priority, and second, students for whom this course is part of an elective module.
  3. If the criteria in No 1 and 2 do not suffice, the available places are drawn by random.
- (2) For compulsory modules 2, 3, 8, 9, 10, 11, 12, 13, 14, 15 and 16 as well as for elective module 1 and 2, places in courses are allocated according to the regulations of the curriculum of the Bachelor's Programme Management and Economics (§ 5 of the curriculum mentioned).
- (3) For compulsory modules 17, 19, 21 and 20 the following applies:
  1. students of the Bachelor's Programme Sports Management
  2. places are drawn by random.

### **§6a Studies induction and orientation stage**

- (1) Within the scope of the Studies and Orientation Stage, which takes place in the first semester, the following course examinations must be passed:
  1. VO Fundamentals of Management (CM 2/3 hrs./ 6 ECTS-Credits),
  2. SL Fundamentals of Management (CM 2/ 1 h/ 1.5 ECTS-Credits),
  3. VO Fundamentals of Economics (CM3/ 3 hrs./ 6 ECTS-Credits),
  4. SL Fundamentals of Economics (CM3/1 h/ 1.5 ECTS-Credits).

- (2) Successful passing of all exams of the Studies Induction and Orientation Stage entitles to passing all further courses and examinations as well as to writing the Bachelor's Thesis.
- (3) Before successful completion of the Studies Induction and Orientation Stage courses amounting to 15 ECTS-Credits may be passed. The requirements specified in the curriculum must be met.

## § 7 Compulsory and elective modules

- (1) The following compulsory modules with a total of 165 ECTS-Credits are to be taken:

1.	Compulsory Module: Introduction to Sports Science	h	ECTS-Credits
	<b>PS Introduction to Scientific Working</b> Research areas and methods in sport science, literature search and citation styles, structure and content, writing of a term paper and oral presentation; introduction to the methods of qualitative social research	2	5
		<b>2</b>	<b>5</b>
	<b>Learning Outcomes:</b> Knowledge of the content and definition of sport-scientific sub-disciplines; competence to implement literature search for sport-scientific topics and critical use of sport-scientific information sources (e.g. journals, congress contributions); experience with the practical use of scientific results in the field of sports management/sports science		
	<b>Prerequisites:</b> none		

2.	Compulsory Module: Introduction to Management	h	ECTS-Credits
<b>a.</b>	<b>VO Fundamentals of Management</b> Introduction to business and management: central concepts, constitutive decisions, management, operations and financial processes, accounting, Basics Bookkeeping and Financial Accounting	3	6
<b>b.</b>	<b>SL Fundamentals of Management</b> Analysis of different business and management topics	1	1.5
	<b>Total</b>	<b>4</b>	<b>7.5</b>
	<b>Learning Outcomes:</b> Basic knowledge of business and management; classifying the main fields of business; knowledge of the main terms of business and management as far as accessible in self-study by course book literature on a medium level		
	<b>Prerequisites:</b> none		

3.	Compulsory Module: Introduction to Economics	h	ECTS-Credits
<b>a.</b>	<b>VO Fundamentals of Economics</b> Introduction to economics: economic fundamentals, system of the subject (microeconomics, macroeconomics and finance); microeconomic basics: supply and demand; consumer behaviour, production and costs, profit maximization on competitive markets, monopoly	3	6
<b>b.</b>	<b>SL Fundamentals of Economics</b> Analysis of different economic topics	1	1.5

	<b>Total</b>	<b>4</b>	<b>7.5</b>
	<b>Learning Outcomes:</b> Basic knowledge of the main fields of economics; knowledge of the main terms and methods of microeconomics as far as accessible in self-study by course book literature on a medium level		
	<b>Prerequisites:</b> none		

<b>4.</b>	<b>Compulsory Module: Fundamentals of Medical &amp; Psychological Aspects in Sports</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>VO Anatomy</b> Systematic and functional anatomy of the locomotor system; anatomy of the organ and nervous system and sense organs: with regard to everyday activities and selected sports; anatomical characteristics of the organism: growth and development – endurance and adaption processes considering age and gender	2	4
<b>b.</b>	<b>VO Exercise Physiology</b> Basic principles of cell physiology, muscle and nerve function, sensory physiology; cardiovascular and respiratory physiology; metabolism, endocrinology, water and electrolyte balance, linking the basic principles to physical performance and exercise physiology: stress response, stress adaptation and health-related aspects considering age and gender	2	4
<b>c.</b>	<b>VO Sport and Exercise Psychology</b> Knowledge of basic theories, models and intervention areas of sport and exercise psychology including gender aspects; Understanding and knowledge of the basic research methods of sport and exercise psychology; Knowledge of main models of health psychology	1	2
	<b>Total</b>	<b>5</b>	<b>10</b>
	<b>Learning Outcomes:</b> Knowledge of structure and function of the human organism and aspects of sporting activities and endurance; basic knowledge of the role of emotional, motivational and cognitive factors in sports and movement		
	<b>Prerequisites:</b> none		

<b>5.</b>	<b>Compulsory Module: Fundamentals of Educational and Sociological Aspects in Sports</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>VO Sport Education</b> Theories and concepts of sports education; issues and methods of sports education; educational standards, competences, curricula; intercultural, gender-specific and historical and cultural aspects of movement and sports education; approaches and concepts of inclusion for differentiated and subject-oriented conveying of movement and sports with regard to different age, ability, performance and gender differences in terms of different target groups	2	4
<b>b.</b>	<b>VO Sport Sociology</b> Fundamentals of the sociology of sport; knowledge of socialisation by and with sports; sports as an instrument of integration and inclusion; understanding of gender-specific and intercultural forms of expression of movement and sports	1	2

<b>c.</b>	<b>UE Sport Didactics</b> Didactical guidelines to realise movement and trainings programmes with different target groups	1	1.5
	<b>Total</b>		
	<b>Learning Outcomes:</b> Knowledge of the problem areas and classification of sports education; knowledge of subject-scientific basic terms and research methods; knowledge and evaluation of socio-cultural and anthropological fundamentals of sports educational objectives and its justification; competence of analysis and educational evaluation of sporting activities; knowledge and critical evaluation of relationships, assessments and anchoring of sports in society, culture and politics taking into account historical aspects; knowledge of the development of age-, gender- and performance-oriented sports and movement offers		
	<b>Prerequisites:</b> none		

<b>6.</b>	<b>Compulsory Module: Empirical Methods</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>PS Empirical Methods</b> Object of empirical examinations in sports science; examination planning, quality criteria of data collection; methods of descriptive statistics, fundamental methods of inferential statistics (samples, significance test)	2	5
<b>b.</b>	<b>UE Designing Studies and Statistical Analyses</b> Study design of sport-scientific issues; application of statistical methods illustrated by statistics programmes, application of qualitative methods	1	2.5
	<b>Total</b>	<b>3</b>	<b>7.5</b>
	<b>Learning Outcomes:</b> Knowledge of sport-scientific research methods; students are able to create simple designs of empirical examinations; they acquire skills in applying data-specific analysis methods		
	<b>Prerequisites:</b> none		

<b>7.</b>	<b>Compulsory Module: Special Topics in Sports Science</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<p><b>Courses with a total of 8 ECTS-Credits are to be taken:</b></p> <p><b>VO Biomechanics (2 h, 4 ECTS-Credits)</b> Definition, structure and tasks of biomechanics of sports; biomechanical characteristics and examination methods in sports; biomaterials; biomechanics in sports injuries; biomechanical aspects of sports performance; knowledge of technological possibilities of movement analysis and performance assessment</p> <p><b>VO Movement Science (2 h, 4 ECTS-Credits)</b> Application of anatomical and physiological basic knowledge for better understanding of movements, basic techniques of movement analyses and error correction, structuring of motoric abilities and skills, overview of motoric development; knowledge and critical view of movement-scientific methods, in particular sport motoric tests, outlining of control models and their implementation for motoric learning</p> <p><b>VO Training Sciences (2 h, 4 ECTS-Credits)</b> Basic terms and theoretical concepts of training science; training methods and performance diagnostic procedure of motoric basic stresses of speed, power, endurance, coordination, and flexibility in recreational sports,</p>	4	8

	competitive and school sports; selected concepts of training science for sports-practical and sports-theoretical teaching considering gender-specific differences		
<b>b.</b>	<p><b>Courses with a total of 2 ECTS-Credits are to be taken:</b></p> <p><b>VO Specific Aspects of Sports Psychology (1 h, 2 ECTS-Credits)</b> current sports- and health-psychological theories and action fields; diagnostic instruments and intervention strategies in selected application and research fields of sports and health psychology</p> <p><b>VO Specific Aspects of Sports Sociology (1 h, 2 ECTS-Credits)</b> Dependence of sports of cultural value systems and socio-cultural circumstance (e.g. importance of sports in the hierarchy of values of society); social functions of sports in different fields of society (family, business, state, integration); sports participation from a gender perspective</p>	1	2
	<b>Total</b>	<b>5</b>	<b>10</b>
	<p><b>Learning Outcomes:</b> Knowledge of the principles of human movement; kinematic and kinetic basic skills; knowledge of simplified models of motoric control and regulation and of motoric learning; knowledge of training methods in competitive and recreational sports, knowledge and critical assessment of the influence of sports activities on the psychological state; evaluation of social functions and structures in sports</p>		
	<b>Prerequisites:</b> successful completion of compulsory module 4		

<b>8.</b>	<b>Compulsory Module: Accounting 1 - Financial Accounting</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<p><b>VO Financial Accounting</b> Fundamentals of separate financial statements according to national law: balance, profit and loss account, cash flow statement, economic effects, organisation and action recommendations</p>	3	5
<b>b.</b>	<p><b>PS Financial Accounting</b> Exemplary in-depth treatment with case and numerical examples</p>	1	2.5
	<b>Total</b>	<b>4</b>	<b>7.5</b>
	<p><b>Learning Outcomes:</b> Conveyance of overview knowledge in the field of business economics, ability to analyse, discuss and solve simple business issues</p>		
	<b>Prerequisites:</b> successful completion of compulsory module 2 and 3		

<b>9.</b>	<b>Compulsory Module: Accounting 2 - Management Accounting</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<p><b>VO Management Accounting</b> System of cost accounting, direct costing, management accounting</p>	3	5
<b>b.</b>	<p><b>PS Cost Accounting</b> Technique of full-cost accounting, direct costing and marginal planned cost accounting</p>	1	2.5
	<b>Total</b>	<b>4</b>	<b>7.5</b>

	<b>Learning Outcomes:</b> Conveyance of overview knowledge in the field of business economics, ability to analyse, discuss and solve simple business issues
	<b>Prerequisites:</b> successful completion of compulsory module 2 and 3

10.	<b>Compulsory Module: Fundamentals of Management: Organisation and Human Resource Management</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>VO Organisation and Human Resource Management</b> Theories of organisation, organisational structure design, organisational change, action fields in human resources policy	3	5
<b>b.</b>	<b>PS Organisation: Processes and Practices</b> History of ideas and concepts of organizational design	1	2.5
	<b>Total</b>	<b>4</b>	<b>7.5</b>
	<b>Learning Outcomes:</b> Gaining of overview knowledge in the field of business economics, ability to analyse, discuss and solve simple business issues		
	<b>Prerequisites:</b> successful completion of compulsory module 2 and 3		

11.	<b>Compulsory Module: Fundamentals of Management: Strategy and Marketing</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>VO Strategy and Marketing</b> Strategy as a guideline, marketing perspective and process, contents of a basic strategy and its effects to the internal and external environment of the organization, process of positioning	3	5
<b>b.</b>	<b>PS Strategy and Marketing</b> In-depth treatment of selected contents of the lecture „Strategy and Marketing“	1	2.5
	<b>Total</b>	<b>4</b>	<b>7.5</b>
	<b>Learning Outcomes:</b> Conveyance of overview knowledge in the field of business economics, ability to analyse, discuss and solve simple business issues		
	<b>Prerequisites:</b> successful completion of compulsory module 2 and 3		

12.	<b>Compulsory Module: Theory of Economic Decisions: Decisions and Strategies</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>VO Theory of Economic Decisions: Decisions and Strategies</b> Market structure and competitive strategies, fundamentals of game theory, economic theory of organisation, coordination of economic activities: markets and companies, contracts, information and incentives	3	5
<b>b.</b>	<b>PS Theory of Economic Decisions: Decisions and Strategies</b> Exercises to in-depth treatment of the lecture	1	2.5
	<b>Total</b>	<b>4</b>	<b>7.5</b>



	<p><b>Learning Outcomes:</b> Increase the knowledge of the terms and methods in the fields of incomplete markets and strategic behaviour; recognition and classification of game-theoretical constellations; structure and use of models for negotiation situations and incentive systems</p>
	<p><b>Prerequisites:</b> successful completion of compulsory module 2 and 3</p>

13.	Compulsory Module: Fundamentals of Macroeconomics: Business Cycles and Economic Growth	h	ECTS-Credits
a.	<p><b>VO Fundamentals of Macroeconomics: Business Cycles and Economic Growth</b> Goods markets, money and finance markets, labour markets, inflation, growth</p>	3	5
b.	<p><b>PS Fundamentals of Macroeconomics: Business Cycles and Economic Growth</b> Exercises to in-depth treatment of the lecture</p>	1	2.5
	<b>Total</b>	<b>4</b>	<b>7.5</b>
	<p><b>Learning Outcomes:</b> Knowledge of the fundamentals of national accounts and function of economic circular flows; ability to analyse indirect effects of economic action in the circular flow relation</p>		
	<p><b>Prerequisites:</b> none</p>		

14.	Compulsory Module: Economics and the Public Sector	h	ECTS-Credits
a.	<p><b>VO Economics and the Public Sector</b> Reasoning of state activity in the market economy, theory of market failure, collective decision processes; analysis of state action and state failure</p>	3	5
b.	<p><b>PS Economics and the Public Sector</b> Exercises to in-depth treatment of the lecture</p>	1	2.5
	<b>Total</b>	<b>4</b>	<b>7.5</b>
	<p><b>Learning Outcomes:</b> Knowledge of the function of state in a market economy and understanding of the connection of state action in terms of market failure, merit goods or financing of public tasks</p>		
	<p><b>Prerequisites:</b> successful completion of compulsory module 2 and 3</p>		

15.	Compulsory Module: Sports and Law	h	ECTS-Credits
a.	<p><b>VU Public Law of Sports Management</b> Legal framework of organized sports (national and international), federal sport promotion law, anti-doping federal law, sports arbitration, event law, criminal law, exercises and case examples for in-depth treatment of the contents</p>	2	3.5

<b>b.</b>	<b>VU Private Law of Sports Management</b> Civil and economic private law frameworks, contract law, association law, civil law liability questions in sporting activities, labour and social insurance law status of sportspeople, exercises and case examples for in-depth treatment of the contents	2	4
	<b>Total</b>	<b>4</b>	<b>7.5</b>
	<b>Learning Outcomes:</b> Knowledge of the variety of law aspects in sports; economic and competitive law, tort, association law, criminal law, labour and social law, sport promotion law; legal aspects in economy, criminal law, liability, contracts, social law, associations, professional law, events		
	<b>Prerequisites:</b> none		

<b>16.</b>	<b>Compulsory Module: Sport Practical Exercises</b>	<b>h</b>	<b>ECTS-Credits</b>
<b>a.</b>	<b>UE Active Games</b> Knowledge of the diversity of active games; acquisition of a wide range of active games (working clearance, role playing, matches, cooperative games) and in-depth knowledge of the structures of basic forms of competitive and cooperative sports and active games; development of game ability on action and organization level; stating of learning environments (experimental labs) to self-organized learning	2	2
<b>b.</b>	<b>VU Didactics: Social Education in Movement and Sports</b> Concepts of social teaching and learning; fundamentals of ethics and concepts of implementation in different movement actions within the framework of the curriculum as well as from the perspective of the educational standard and inclusion; teaching structure in movement and sports under the aspects of fairness, equal opportunity, competition; models to describe social dynamics in groups and classes and possibilities of intervention	1	1
<b>c.</b>	<b>One course with a total of 2 ECTS-Credits is to be taken:</b> <b>UE Fitness Training (2 h, 2 ECTS-Credits)</b> Practical implementation of basic training methods to increase motoric abilities and skills; planning of training units for school, popular, recreational and competitive sports; practical experiences of relevant training exercises without equipment, with small equipment and training-specific large equipment; knowledge of performance diagnostic procedure of motoric basic stress for school, popular, recreational and competitive sports <b>UE Fitness Gymnastics with Music (2 h, 2 ECTS-Credits)</b> Learn to know, compare and apply selected styles and trends in the field of group fitness with music; general and special music theory as well as elaborate and use special methodical/didactic working methods in the field of functional and health-oriented gymnastics; improvement of one's own performance, practice-related reflection	2	2
<b>d.</b>	<b>Courses with a total of 5 ECTS-Credits from the modules 14–18 of the curriculum of the Bachelor's Programme Sport Science are to be taken.</b>	5	5
	<b>Total</b>	<b>10</b>	<b>10</b>

	<p><b>Learning Outcomes:</b> Instruction of simple, group-specific movement tasks; allocation of modes of action of game forms; command of basic movement techniques of selected sports. Based on these movement experiences and knowledge of movement analysis, students are able to apply suitable measures to error correction; planning, designing and implementing simple exercise and training units in fitness and recreational sports in theory.</p>
	<p><b>Prerequisites:</b> none</p>

17.	Compulsory Module: Sports Management	h	ECTS-Credits
a.	<p><b>VO Sports Management</b> Conceptual basics of sports management; the role of management in sports organisations, management processes in sports organisations, planning (strategic, operative planning) in sports organisations, organisation and management (structural design, organisational change, the individual, group behaviour, leadership behaviour, culture) in sports organisations, personal management in sports organisations, ethical issues in sports organisations, marketing management processes in sports organisations, business plan development as well as aspects of financing and controlling in sports organisations</p>	2	3
b.	<p><b>PS Sports Management</b> Case studies and practise examples for in-depth treatment of business economic instruments and methods</p>	2	4.5
	<b>Total</b>	<b>4</b>	<b>7.5</b>
	<p><b>Learning Outcomes:</b> Students are able to apply basic knowledge of management, accounting, organisation and human resources as well as strategy and marketing to sports organisations considering the diversity and characteristics of sports organisations (e.g. product characteristics, volunteering). In this context, business economic instruments and methods apply.</p>		
	<p><b>Prerequisites:</b> successful completion of compulsory module 1 to 3</p>		

18.	Compulsory Module: Economics of the Leisure and Sports Industry	h	ECTS-Credits
a.	<p><b>VO Economics of the Leisure and Sports Industry</b> Application of instruments of economic analysis to the industry of leisure and sports as well as tourism</p>	2	3
b.	<p><b>PS Economics of the Leisure and Sports Industry</b> Exercises to in-depth treatment of the lecture</p>	2	4.5
	<b>Total</b>	<b>4</b>	<b>7.5</b>
	<p><b>Learning Outcomes:</b> Students are able to analyse the effects of cycle, competition, labour and foreign trade of the leisure industry and consequently identify and critically evaluate economic possible actions.</p>		
	<p><b>Prerequisites:</b> successful completion of compulsory module 13 and 14</p>		

19.	Compulsory Module: Special Topics in Sports Management	h	ECTS-Credits
a.	<p><b>Courses with a total of 4 ECTS-Credits are to be taken:</b></p> <p><b>VO Sports and Health Tourism (1 h, 2 ECTS-Credits)</b> Introductory overview of different sports and health tourism markets emerging at the interfaces of tourism, sports and health; differentiated analysis according to health, economic and management-specific viewpoints</p> <p><b>VO Management of Sports Events (1 h, 2 ECTS-Credits)</b> Overview of event strategies, application of big sports events, stakeholder management, project management (strategic, operative planning), human resources and volunteering management, financing and controlling, event implementation and legacy management, impact assessment and sustainability of sports events, destination branding; case examples</p> <p><b>VO Management of Sports Clubs and Federations (1 h, 2 ECTS-Credits)</b> Overview of national and international association structures; legal basis for sports associations; core products of these organisations, organisation structures and characteristics of associations (e.g. volunteering), financing forms (e.g. materials handling, fundraising); application of management principles; organizational challenges and future perspectives; case examples</p> <p><b>VO Sports Marketing, Sponsoring and Retail Markets (1 h, 2 ECTS-Credits)</b> Overview of the sporting goods market, trade as well as sporting goods industry, case examples, sports marketing, sponsoring – application, impact assessment of sport sponsoring; marketing strategies for companies and actors in sports, case examples</p>	2	4
b.	<p><b>PS Applied Sports Management</b> Case studies and practical examples from contents of the lecture from 19a are deepened; implementation of strategies and concepts of sports management, development of project works, individual implementation of planning, testing, application and evaluation of basic knowledge of sports management; contacts to practice and support in the mediation of internships</p>	2	3.5
	<b>Total</b>	<b>4</b>	<b>7.5</b>
	<p><b>Learning Outcomes:</b> Students deepen their knowledge according to the selected special topic and are able to apply their skills with the contents of the lecture and case examples.</p>		
	<p><b>Prerequisites:</b> none</p>		

20.	Compulsory Module: Bachelor's Thesis	h	ECTS-Credits
	<p><b>SE Seminar with Bachelor's Thesis</b> Within the scope of this course, the bachelor's thesis is to be written and presented from the field of sports management or sports economics; discussion of selected methods and results.</p>	2	5 + 7.5
	<b>Total</b>	<b>2</b>	<b>12.5</b>

	<p><b>Learning Outcomes:</b> Students are able to carry out autonomously a written contribution about a sports sciences empirical project with project-related methods of data collection and statistical evaluation procedure; competence to a written elaboration according to scientific guidelines applied; presentation of results; ability to discussion.</p>
	<p><b>Prerequisites:</b> successful completion of compulsory module 1 to 6 as well as 8 to 14</p>

21.	Compulsory Module: Interdisciplinary Skills	h	ECTS-Credits
	Courses with a total of up to 5 ECTS-Credits from the curricula of bachelor and/or diploma study programmes set up at the University of Innsbruck can be chosen freely according to available places.		5
	<b>Total</b>		<b>5</b>
	<p><b>Learning Outcomes:</b> This module serves to extend the studies and to acquire additional qualifications.</p>		
	<p><b>Prerequisites:</b> the prerequisites of the respective curricula do apply</p>		

(2) Elective modules with a total of 15 ECTS-Credits are to be taken.

1. One module with a total of 7.5 ECTS-Credits (4 h) from the following modules from the curriculum of the Bachelor's Programme Management and Economics, published in the published in the University of Innsbruck Bulletin in the version of 19 April 2007, Issue 23, No 186, in the relevant version, are to be taken:
  - a) SBWL International Public Management (Basic Course)
  - b) SBWL Marketing (Basic Course)
  - c) SBWL Tourism and the Service Sector (Basic Course)
  - d) SBWL Strategic Management (Basic Course)

**Prerequisites:** successful completion of compulsory module 8 to 11 as well as 17

2. One module with a total of 7.5 ECTS-Credits (4 h) from the following modules from the curriculum of the Bachelor's Programme Management and Economics, published in the published in the University of Innsbruck Bulletin in the version of 19 April 2007, Issue 23, No 186, in the relevant version, are to be taken:
  - a) SVWL Economic Policy (Basic Course)
  - b) SVWL Public Finance (Basic Course)
  - c) SVWL Competition Theory and Policy (Basic Course)
  - d) SVWL Economics of the Welfare State (Basic Course)
  - e) SVWL Environmental Economics (Basic Course)
  - f) SVWL Regional Economics (Basic Course)
  - g) SVWL Managerial Economics (Basic Course)
  - h) SVWL Behavioural Economics (Basic Course)

**Prerequisites:** successful completion of compulsory module 12 and 13

## **§ 8 Bachelor's Thesis**

- (1) A bachelor's thesis, amounting to 7.5 ECTS-Credits, is to be completed and presented within the context of the compulsory module 20 from the field of sports management or sports economics.
- (2) The bachelor's thesis is to be submitted in paper form and in digital version at the course lecturer.

## **§ 9 Examination regulations**

- (1) The performance of the courses from the modules is assessed by course examinations.
  1. Course examinations are examinations which assess the knowledge and skills acquired in an individual course and which comprise a single examination held at the end of the course. The method of testing (written or oral) is to be defined and announced by the instructor before the start of the course.
  2. Course examinations are continuous assessment courses ('immanent examination') where evaluation is based on regular written and/or oral contributions of participants. The evaluation criteria are to be defined and announced by the instructor before the start of the course.
- (2) For compulsory modules 2, 3, 8, 9, 10, 11, 12, 13 and 14 as well as elective module 1 and 2, the examination regulations of the Bachelor's Programme Management and Economics are applied.

## **§ 10 Academic degree**

Graduates of the Bachelor's Programme Sports Management are awarded the academic degree „Bachelor of Science“, abbreviated „BSc“.

## **§ 11 Coming into force**

- (1) The curriculum is effective as of 1 October 2015.
- (2) § 6a in the version of the University of Innsbruck Bulletin of 2 May 2016, issue 24, no. 364 comes into force on 1 October 2016 and is to be applied to all students commencing the Bachelor's Sports Management study programme as of the 2016/2017 winter semester.
- (3) § 9 par. 1 no 1 and 2 in the version of the University of Innsbruck Bulletin of 2 May 2016, issue 24, no. 364 comes into effect on 1 October 2016 and is to be applied to all students.
- (4) § 7 par 1 no. Z 10 lit. a and b in the version of the University of Innsbruck Bulletin of 23 May 2017, Issue 40, No. 586 come into effect on 1 October 2017 and are to be applied to all students.

## **§ 12 Transitional provisions**

- (1) This curriculum applies to all students beginning the Bachelor's Programme Sports Management from the winter semester 2015/16.
- (2) Regular students who have commenced the Bachelor's Programme Sports Management according to the curriculum 2007 (published in the University of Innsbruck Bulletin in the version of 27 April 2007, Issue 42, No 208) before 1 October 2015 are entitled from this point in time onwards to complete this study programme within a maximum of eight semesters.

- (3) If the Bachelor's Programme Sports Management according to the curriculum 2007 is not completed within the specified time, then the curriculum of the Bachelor's Programme Sports Management published in the University of Innsbruck Bulletin in the version of 28 May 2015, Issue 56, No 439 (in the following: curriculum 2015) will apply. Moreover, these students are entitled to change to the curriculum 2015 of the Bachelor's Programme Sports Management at any time on a voluntary basis.
- (4) The recognition of exams is set out in appendix.

## Appendix: Recognition of exams

Positively assessed exams, taken as part of the Bachelor's Programme Sports Management at the (curriculum published in the version of the University of Innsbruck Bulletin from 27 April 2007, Issue 42, No 208, in the relevant version) will be recognised according to § 78 Para 1 Universities Act 2002 as equal towards the Bachelor's Programme Sports Management (curriculum published in the version of the University of Innsbruck Bulletin from 28 May 2015, Issue 56, No 439) at the University of Innsbruck as follows:

<b>Positively completed examinations</b>	<b>h/ECTS</b>	<b>Recognition as</b>	<b>h/ECTS</b>
PS Introduction to Sport Science /Sports Management	2/5.5	PS Introduction to Scientific Working	2/5
Introduction to Economic Sciences	4/7.5	Introduction to Management	4/7.5
Theory of Economic Decisions 1: Markets and Prices	4/7.5	Introduction to Economics	4/7.5
VO Functional Anatomy	3/5	VO Anatomy	2/4
VO Exercise Physiology	3/5	VO Exercise Physiology	2/4
VO Sports Psychology	2/4	VO Sports Psychology and VO Specific Aspects of Sport Psychology	1/2 1/2
VO Sports Education	2/4	VO Sports Education	2/4
VO Sport Sociology	2/3.5	VO Sports Sociology and VO Specific Aspects of Sports Sociology	1/2 1/2
Empirical Methods	3/7.5	Empirical Methods	3/7.5
Biomechanics	3/7.5	VO Biomechanics	2/4
Movement Science	3/7.5	VO Movement Science	2/4
Training Sciences	3/7.5	VO Training Sciences	2/4
Financial Accounting	4/7.5	Financial Accounting	4/7.5
Fundamentals of Management: Organisation and Human Resource Management	4/7.5	Fundamentals of Management: Organisation and Human Resource Management	4/7.5
Fundamentals of Management: Strategy and Marketing	4/7.5	Fundamentals of Management: Strategy and Marketing	4/7.5
Economics and the Public Sector	4/7.5	Economics and the Public Sector	4/7.5
VU Sports Management: Practicum and Evaluation	1/4.5	PS Applied Sports Management	2/3.5
PS Sports Marketing, Sponsoring and Event Management	2/3.5	VO Sports Marketing, Sponsoring and Retail Markets	1/2



PS Sport Business Management and PS Finance in Sport	2/3.5 2/3	PS Sports Management	2/4.5
PS Sport Business Management or PS Finance in Sport	2/3.5	VO Sports Management	2/3
Sports and Law	2/2.5	VU Private Law in Sports Management	2/4
Sport Economics	4/7.5	Economics of the Leisure and Sports Industry	4/7.5
UE Organisation of Sport Events on a Target Group	1/1	Management of Sports Events	1/2
EX Cross-Country Skiing	3/4.5	EX Skiing	2/2
EX Ski and Mountain Touring/Hiking	2/3	UE Trends in Alpine Sports	1/ 3
KU Preventive Fitness Training	3/5	UE Fitness Training	2/2
KU Ball Sports – Competition and Events	2/2.5	Active Games	2/2
KU Trend Sports	2/2.5	VU Subject Didactics Social Education in Movement and Sports	1/1