

**Note:**

The following curriculum is a consolidated version. It is legally non-binding and for informational purposes only. The legally binding versions are found in the University of Innsbruck Bulletins (in German).

Resolution of the curriculum commission of the Faculty of Psychology and Sport Science of 17 April 2007, approved by the Senate on 19 April 2007.

Based on § 25 Para. 1.10 of the University Act of 2002, BGBl. I No. 120, most recently amended by Federal Law BGBl. I No. 74/2006, and on the statute section “Study-Law Regulations”, announced in the University of Innsbruck Bulletin of 3 February 2006, Issue 16, No. 90, most recently amended in the University of Innsbruck Bulletin of 4 December 2006, Issue 7, No. 36, the following is decreed:

**Curriculum for the Bachelor’s Programme in  
Sport Management  
At the Faculty of Psychology and Sport Science  
University of Innsbruck**

**§ 1 Qualification profile**

- (1) The Bachelor’s Programme in Sport Management is grouped among the natural sciences.
- (2) Movement and sports are becoming increasingly important in society to ensure a high quality of life. Sports, games and movement are essential factors for the preservation of physical fitness and motor skills, for recreation and relaxation, and to offset the stress of work and daily life. Moreover, movement and sports are important factors in business and the economy.

Achieving these positive goals requires organizations and qualified professionals who are able to offer services in areas such as prevention, fitness enhancement, recreation and personal fulfilment. As the economic significance of sports grows, the business community (e.g. sporting goods industry, tourism, event management) also needs people with sport scientific expertise and broad qualifications. The complex systems of clubs and associations as well as the wide variety of commercial sports products and services require systematic and optimized organizational structures that can only be developed by professionals.

- (3) Specific **occupational fields** for graduates of the Bachelor’s Programme in Sport 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.

To meet these requirements, graduates of Bachelor’s Programme in Sport Management need to acquire the following qualifications, based on knowledge and situation-specific application:

1. Sport scientific core subjects: movement science and biomechanics, training science

2. Knowledge of the core disciplines of sports science: kinesiology, biomechanics, training science, sports education, sports psychology, sports sociology; fundamentals of sports history and sports medicine;
3. Fundamentals of business administration and economics: accounting and bookkeeping, management, marketing, economic decisions;
4. Fundamental knowledge and project experience in sport management, sport marketing and sport economics;
5. Legal basics in issues related to sports;
6. Practical experience in sports and performance ability in basic sports, recreational sports and selected trend sports;
7. Computer and foreign language skills;
8. Knowledge and application of didactic and organizational fundamentals;
9. Communicative competence;
10. Presentation skills;
11. Ability to acquire knowledge, willingness for lifelong learning

## § 2 Scope and duration

The Bachelor's Programme in Sport Management covers 180 ECTS-Credits (one ECTS-Credit is equivalent to a workload of 25 hours), corresponding to a length of six semesters.

## § 3 Supplemental Examination

- (1) Admission to the Bachelor's Programme in Sport Management requires successful completion of the supplemental examination for the assessment of physical and motor skills.
- (2) The supplemental examination consists of motor performance tests and a sports-medical analysis of performance and stress response. The required performance levels are to be determined and announced by the Dean of Studies.

## § 4 Courses

- (1) Lecture (VO '*Vorlesungen*'): course in which subject matter is primarily conveyed through presentation by the instructor; discussion of material with students; literature presentation and critical treatment.
- (2) Courses with continuous assessment:
  1. Introductory seminar (PS '*Proseminar*'): Insight into the systematic structure, fundamental literature, fundamental research methods and working practices of sports science, with involvement of students (reflection, treatment of basic topics); introduction to academic work; presentations and discussions illustrating problem-solving techniques.  
Maximum number of participants per group: 25
  2. Seminar with bachelor's thesis (SE '*Seminar mit Bachelorarbeit*'): Course treating subject-specific topics from a scientific perspective.  
Maximum number of participants per group: 20
  3. Courses (KU '*Kurse*'): Courses to promote athletic performance and an understanding of preventive and training-specific knowledge and methods. Assessment is based on a

theoretical and a practical examination.

Maximum number of participants per group: 12-20 (depending on safety, legal and organizational factors)

4. Practical courses (UE ‘*Übungen*’): Courses for the demonstration, explanation and application of sport scientific contents.

Maximum number of participants per group: 20

5. Excursions (EX ‘*Exkursionen*’): Courses in which contents are conveyed outside the premises of the university (Alpine sports).

Maximum number of participants per group: 12-20 (depending on safety, legal and organizational factors)

6. Lectures with practical emphasis (VU ‘*Vorlesung mit Übung*’): Courses consisting of examples of practical application and exercises to improve understanding of the content of the lecture.

## § 5 Procedure for the allocation of places in courses with a limited number of participants

- (1) Allocation of course places is based on the following (order of precedence):

1. Students of the Bachelor’s Programme in Sport Management
2. Random selection

- (2) For modules 2, 5, 9, 10, 12, 14, 15 and 16, maximum numbers of participants are to be taken from the Bachelor’s Program in Management & Economics. The allocation of spaces in courses is as indicated in § 5 of the curriculum.

## § 6 Compulsory modules

The following compulsory modules, amounting to 180 ECTS-Credits, are to be completed:

		Type	h	ECTS-AP
<b>1. Module 1</b>	<b>Introduction to Sport Management</b>		<b>3</b>	<b>7.5</b>
Goals	Knowledge and delineation of various sport scientific sub-disciplines, special attention to sport management; knowledge and practical application of the principles of academic work; knowledge and understanding of various cultures of human motion throughout history.			
Course contents	<b>a) Introduction to Sport Science/Sport Management:</b> Systematics in sport science, delineation of various sport scientific sub-disciplines; issues and problems in sport management; fundamentals of academic work	PS	2	5.5
	<b>b) History of sports:</b> Insight into the origins and cultural anchoring of sports in human history; ethical, gender-specific, religious and economic aspects.	VO	1	2
Prerequisite(s):	none			
<b>2. Module 2</b>	<b>Introduction to Economics</b>		<b>4</b>	<b>7.5</b>
Goals	Fundamentals of business administration and economics; review and expansion of knowledge acquired in secondary school (AHS, BHS) in mathematics, bookkeeping and accounting			
Course contents	<b>a) Fundamentals of Business Administration:</b> Introduction to business administration: terminology, critical decisions, business management; operating and	VO	1	1.875

	financial processes, accounting <b>b) Fundamentals of Economics:</b> Introduction to economics: fundamental economic facts, classification of the field (microeconomics, macroeconomics, finance) <b>c) Fundamentals of Mathematics:</b> Mathematics as the basis of a bachelor's programme in economics: fundamentals of calculus, matrices, optimization and finance mathematics <b>d) Fundamentals of Bookkeeping and Accounting:</b> Bookkeeping as the basis of a bachelor's programme in economics: double-entry accounting, development and systematics of balancing, profit and loss	VO	1	1.875
		VO	1	1.875
		VO	1	1.875
Prerequisite(s):	none			
<b>3. Module 3</b>	<b>Anatomy/Physiology</b>		<b>6</b>	<b>10</b>
Goals	Detailed knowledge of structure and function of the human body, with special consideration of <ul style="list-style-type: none"> <li>• motor performance capability and training</li> <li>• maturation and aging</li> <li>• environment and nutrition</li> </ul>			
Course contents	<b>a) Functional Anatomy:</b> active and passive movement systems, respiratory and circulatory organs, nervous system, sensory organs, adaptation processes; interactions of anatomic structures during daily and athletic movement <b>b) Performance Physiology:</b> Function of musculature, skeletal system, respiration, cardio-vascular system, nervous system, sensory, digestive, urinary and reproductive organs from the perspective of athletic performance; stress and training adaptation processes; fundamentals of performance tests	VO	3	5
		VO	3	5
Prerequisite(s):	none			

<b>4. Module 4</b>	<b>Sport Sociology/Sport Psychology</b>		<b>4</b>	<b>7.5</b>
Goals	Knowledge and critical evaluation of relationships, assessment and anchoring of sports in society, culture, politics; evaluation of social functions and processes in sports; knowledge of the diverse psychological processes in sports: perception, thought and emotional processes, their effects on athletic activity and performance, critical evaluation of the influence of athletic activities on human psychology			
Course contents	<b>a) Sport Sociology:</b> Relationship and mutual influence of sports and society/culture; social processes and structures in sports; participation in sports from the perspective of gender; methods of empirical social research <b>b) Sport Psychology:</b> Psychological processes in athletic activities; systematics and research methods in sport psychology; consequences of athletic activity on psychology and personality; basic techniques of psychoregulation	VO  VO	2  2	3.5  4
Prerequisite(s):	none			
<b>5. Module 5</b>	<b>Accounting 1: External Accounting</b>		<b>4</b>	<b>7.5</b>
Goals	Broad basic knowledge of business administration; analysis, discussion and solution of basic business administration problems			
Course contents	<b>a) External Accounting:</b> Fundamentals of annual financial statements according to national law: balance, win and loss calculations, capital flow, economic effects, recommendations <b>b) External Accounting:</b> In-depth discussion based on concrete examples	VO  PS	3  1	5  2.5
Prerequisite(s):	Successful completion of module 2			
<b>6. Module 6</b>	<b>Kinesiology</b>		<b>3</b>	<b>7.5</b>
Goals	Knowledge and understanding of the structure and contents of kinesiology; knowledge of the biological fundamentals of movement; application of research methods of kinesiology; knowledge of the models of motor control; knowledge of the principles of human motor function; knowledge of motor abilities and characteristics; knowledge of motor learning			
Course contents	<b>Kinesiology:</b> Fundamental questions and terminology; neuromuscular fundamentals; motor control and regulation; motor learning process; motor characteristics/skills	VU	3	7.5
Prerequisite(s):	Successful completion of modules 1 und 3			

<b>7. Module 7</b>	<b>Training Science</b>		<b>3</b>	<b>7.5</b>
Goals	Knowledge, understanding and negotiation skills in training motor abilities and skills with diverse target groups; critical analysis and application of training science knowledge in everyday training situations			
Course contents	<b>Training Science:</b> Biological fundamentals for positive and negative stress response of the various organ systems as the basis of training; methods of training for the basic motor demands of strength, endurance, speed, coordination and flexibility; training methods for technical training; basic tactical aspects of sports; fundamentals of training planning and supervision	VO	3	7.5
Prerequisite(s):	Successful completion of modules 1, 3 and 6			
<b>8. Module 8</b>	<b>Empirical Methods</b>		<b>3</b>	<b>7.5</b>
Goals	Knowledge of sport scientific research methods; basic design of empirical investigations; competence in the application of data-specific methods of analysis			
Course contents	<b>Empirical Methods in Sport Science:</b> Topics of empirical investigation in sport science, investigation planning, data collection criteria, statistical methods, fundamental methods of inferential statistics (sampling, significance testing)	PS	3	7.5
Prerequisite(s):	Successful completion of modules 1, 3 and 6			
<b>9. Module 9</b>	<b>Fundamentals of Management: Process Management</b>		<b>4</b>	<b>7.5</b>
Goals	Broad basic knowledge of business administration; analysis, discussion and solution of basic business administration problems			
Course contents	<b>a) Process Management:</b> Introduction to business processes (procurement, production sales) for goods and services providers, planning and management of operating processes <b>b) Process Management Methods:</b> Tasks and case studies dealing with planning methods and control processes	VO  PS	3  1	5  2.5
Prerequisite(s):	Successful completion of module 2			
<b>10. Module 10</b>	<b>Fundamentals of Management: Organization and Human Resources</b>		<b>4</b>	<b>7.5</b>
Goals	Broad basic knowledge of business administration; analysis, discussion and solution of basic business administration problems			
Course contents	<b>a) Organization und Organizing Human Resources:</b> Organizational structure, organization as a social process, areas of human resources <b>b) Human Resources:</b> Instruments in human resources	VO  PS	3  1	5  2.5
Prerequisite(s):	Successful completion of module 2			
<b>11. Module 11</b>	<b>Sports Education</b>		<b>5</b>	<b>10</b>
Goals	Knowledge and understanding of the issues and classification of sports education; knowledge of fundamental terminology and research methods; knowledge and evaluation of the sociocultural and anthropological fundamentals of the goals of sports education and their justification; ability to analyse and			

	evaluate athletic activities from an educational perspective; knowledge of the anthropological characteristics of athletic activities throughout life; ability to develop athletic programmes according to age, gender and performance requirements			
Course contents	<p><b>a) Sports Education:</b> Research topics and methods; analysis and educational justification of athletic activities; sports education institutions and their activities</p> <p><b>b) Anthropological Fundamentals of Sports:</b> Relevant physical, motor, psychological and social characteristics and their development throughout life; development of athletic programmes according to age and gender requirements</p>	VO	2	4
		VU	3	6
Prerequisite(s):	Successful completion of modules 1, 3 and 6			
<b>12. Module 12</b>	<b>Foreign Language for Business: English</b>		<b>4</b>	<b>7.5</b>
Goals	Communicative abilities (written and oral) for business purposes			
Course contents	<b>Foreign Language Business Course:</b> Language and communicative abilities for business purposes in international contexts, selected topics from business	UE	4	7.5
Prerequisite(s):	Language knowledge at the level of Austrian secondary school completion (AHS or BHS)			
<b>13. Module 13</b>	<b>Biomechanics</b>		<b>3</b>	<b>7.5</b>
Goals	Knowledge and understanding of structure and contents of biomechanics; kinematic and kinetic fundamentals; application of biomechanical methods of investigation in sports; knowledge of the mechanical properties of bone, cartilage, ligaments, tendons and muscles; knowledge of biomechanical stress and injury during athletic activity; knowledge of biomechanical aspects of athletic performance			
Course contents	<b>Biomechanics:</b> Definition, organization and purposes of sports biomechanics; biomechanical characteristics and methods of investigation in sports; biomaterials; biomechanics of sports injuries; biomechanical aspects of athletic performance	VU	3	7.5
Prerequisite(s):	Successful completion of modules 1, 3 and 6			

<b>14. Module 14</b>	<b>Decision Theory in Economics 1: Markets and Price</b>		<b>4</b>	<b>7.5</b>
Goals	Basic knowledge of economics; analysis, discussion and solution of basic problems in economics			
Course contents	<b>a) Decision Theory in Economics 1: Markets and Price:</b> Fundamentals of microeconomics: supply and demand; consumer behaviour; production and costs; profit maximization in competitive markets; monopolies	VO	3	5
	<b>b) Decision Theory in Economics 1: Markets and Price:</b> In-depth practical work based on the lecture	PS	1	2.5
Prerequisite(s):	Successful completion of module 2			
<b>15. Module 15</b>	<b>Fundamentals of Management: Strategy and Marketing</b>		<b>4</b>	<b>7.5</b>
Goals	Broad basic knowledge of business administration; analysis, discussion and solution of basic business administration problems			
Course contents	<b>a) Strategy and Marketing:</b> Strategy, marketing perspectives and processes, strategies and their consequences on the internal and external organizational environment, positioning processes	VO	3	5
	<b>b) Strategy and Marketing:</b> In-depth practical work on selected topics from the lecture	PS	1	2.5
Prerequisite(s):	Successful completion of module 2			
<b>16. Module 16</b>	<b>Economy of the Public Sector</b>		<b>4</b>	<b>7.5</b>
Goals	Broad basic knowledge of economics; analysis, discussion and solution of basic business administration problems			
Course contents	<b>a) Economy of the Public Sector:</b> Rationale for governmental activity in the market economy; theory of market failure; collective decision-making processes; analysis of governmental activity and state failures	VO	3	5
	<b>b) Economy of the Public Sector:</b> In-depth practical work based on the lecture	PS	1	2.5
Prerequisite(s):	Successful completion of module 14			



<b>17. Module 17</b>	<b>Entering Occupational Fields</b>		<b>4</b>	<b>7.5</b>
Goals	Application of subject-specific and organizational competences in selected occupational fields.			
Course contents	<b>a) Target Group-Oriented Planning of Sport Events:</b> Sport event planning with focus on characteristics of target groups (interests, abilities...)	UE	1	1
	<b>b) Communicative Competences in Sport Management:</b> Interpersonal perception, communicative processes, presentation and discussion	PS	2	2
	<b>c) Sport Management: Practical Experience and Evaluation:</b> Planning, practicing, applying and evaluating fundamental sport management skills in independent work	VU	1	4.5
Prerequisite(s):	Successful completion of modules 1, 3, 6-8, 22 or 23			
<b>18. Module 18</b>	<b>Sports Economics</b>		<b>4</b>	<b>7.5</b>
Goals	Knowledge of the economic significance of sports, the fundamental notions of sport economics with regard to markets, supply and demand, public intervention			
Course contents	<b>a) Sports Economics:</b> Economic significance of sports, analysis of markets, supply and demand; governmental influences	VO	2	4
	<b>b) Introductory seminar accompanying lecture Sports Economics</b> In-depth discussion and practical application using selected case studies	PS	2	3.5
Prerequisite(s):	Successful completion of modules 1, 2, 14 and 16			
<b>19. Module 19</b>	<b>Economic Aspects of Sports</b>		<b>6</b>	<b>10</b>
Goals	Application of business administration knowledge and strategies in sports, especially in the areas of management, marketing and finance			
Course contents	<b>a) Management in Sports:</b> Strategies and concepts of sport management	PS	2	3.5
	<b>b) Sports Marketing and Sponsoring, Event Management:</b> Marketing strategies in sports, sport sponsoring, large sporting events	PS	2	3.5
	<b>c) Finance in Sports:</b> Financing of events, clubs and for-profit institutions	PS	2	3
Prerequisite(s):	Successful completion of modules 1, 2, 5, 9-12 and 15			

<b>20. Module 20</b>	<b>Sports Law</b>		<b>2</b>	<b>2.5</b>
Goals	Knowledge of the various legal aspects in sports; commercial law, competition law, compensation for damages, legal aspects of associations, criminal law, occupational and social law, legal aspects of sponsorship			
Course contents	<b>Legal Aspects in Sports:</b> Legal aspects in business, criminal law, liability, contracts, social law, associations, occupational law, events	VU	2	2.5
Prerequisite(s):	Successful completion of modules 1, 2 and 4			
<b>21. Module 21</b>	<b>Theory-Based Practice: Skiing and Mountaineering</b>		<b>5</b>	<b>7.5</b>
Goals	Knowledge of and practical experience in basic skiing and mountaineering sports; didactic and sport-scientific analyses, knowledge of and practical experience in the central techniques, competition rules and regulations; assessing danger; critical assessment of equipment			
Course contents	<b>a) Snow-Gliding Sports:</b> Downhill skiing, cross-country skiing, snowboarding, knowledge of key techniques, dangers, materials <b>b) Ski Touring and Mountain Touring/Hiking:</b> Insights into planning, equipment, safety aspects, organization, environmental aspects	EX  EX	3  2	4.5  3
Prerequisite(s):	Successful completion of modules 1, 2, 3, 6 and 7 for ski tours and mountain tours/hiking (EX 2): proficiency in alpine terrain			
<b>22. Module 22</b>	<b>Fitness and Health Sports</b>		<b>3</b>	<b>5</b>
Goals	Based on fundamental knowledge of movement, training and sport medicine, practical application of movement programs to improve motor fitness and to prevent illnesses resulting from insufficient movement; practical realization of diagnostic procedures			
Course contents	<b>Preventive Movement Training</b> Practical realization of programs to prevent illnesses resulting from insufficient movement and fundamental motor deficits; familiarity with fitness and health centres, including equipment; relaxation techniques	KU	3	5
Prerequisite(s):	Successful completion of modules 1 to 3			

<b>23. Module 23</b>	<b>Ball Sports – Competitions and Events/Trend Sports</b>		<b>4</b>	<b>5</b>
Goals	Knowledge of rules and competition regulations; improvement of athletic abilities; organization of competitions, trend sports			
Course contents	<b>a) Balls Sports - Competitions and Events:</b> Improvement of athletic abilities; organization of competitions <b>b) Trend Sports:</b> Familiarity and practical experience with trend sports	KU  KU	2  2	2.5  2.5
Prerequisite(s):	Successful completion of modules 1, 2, 3			
<b>24. Module 24</b>	<b>Seminar Sport Management with Bachelor’s Thesis</b>		<b>2</b>	<b>10</b>
Goals	Ability to treat a relevant issue in written form according to academic standards and practices, presentation of results			
Course contents	<b>Bachelor’s Seminar Sport Management:</b> Treatment of an issue from modules 4, 6, 7, 11, 13, 18 or 19	SE	2	10
Prerequisite(s):	Successful completion of modules 1-16			
	Total		<b>92</b>	<b>180</b>

## § 7 Orientation Period

The orientation period consists of modules 1, 2 and 3. These are to be completed in the first semester.

## § 8 Bachelor’s Thesis:

The topic of the bachelor’s thesis is to be taken from modules 4, 6, 7, 11, 13, 18 or 19. The paper is to be submitted to the instructor in written and electronic form by the end of the course.

## § 9 Examination Regulations

- (1) Grading in modules 1, 3, 4, 6 to 8, 11, 13, 17 to 24 is based on examinations in the individual courses.
- (2) For course examinations, the instructor determines the method of examination (oral/written/term papers) at the beginning of the course.
- (3) Examination regulations for the Bachelor’s Programme in Economics – Management & Economics are applicable for modules 2, 5, 9, 10, 12, 14 to 16.

## § 10 Academic Degree

Graduates of the Bachelor’s Programme in Sport Management are awarded the academic degree of “Bachelor of Science”, abbreviated “BSc”.

## § 11 Date of Effect

This curriculum is effective as of 1 October 2007.

## § 12 Transitional Provisions

- (1) Degree students who began the Baccalaureate Programme in Sport Management according to the curriculum of 26 June 2002 at the University of Innsbruck before 1 October 2007 are entitled from this date to complete that programme within a maximum of seven semesters.
- (2) If the Baccalaureate Programme in Sport Management according to the curriculum of 26 June 2002 is not completed within the prescribed period, students are required to follow the curriculum for the Bachelor's Programme in Sport Management.

For the Curriculum Commission:

Mag. Dr. Barbara Hotter

For the Senate:

Univ.-Prof. Dr. Ivo Hajnal

## Appendix 1: Recommended Course Sequence

No.	Module	Year		
		1	2	3
1	Introduction	7.5		
2	Introduction to Economics	7.5		
3	Anatomy/Physiology	10		
4	Sport Sociology/Sport Psychology	7.5		
5	Accounting 1: External Accounting	7.5		
6	Kinesiology	7.5		
7	Training Science		7.5	
8	Empirical Methods		7.5	
9	Fundamentals of Management: Process Management		7.5	
10	Fundamentals of Management: Organization and Human Resources			7.5
11	Sports Education		10	
12	Foreign Language for Business: English	7.5		
13	Biomechanics		7.5	
14	Decision Theory in Economics 1: Markets and Price		7.5	
15	Fundamentals of Management: Strategy and Marketing		7.5	
16	Economy of the Public Sector			7.5
17	Entering Occupational Fields			7.5
18	Sports Economics			7.5
19	Economic Aspects of Sports			10
20	Sports Law			2.5
21	Theory-Based Practice: Skiing and Mountaineering			7.5
22	Fitness and Health Sports		5	
23	Ball Sports – Competitions and Events/Trend Sports	5		
24	Seminar Sport Management with Bachelor's Thesis			10
	<b>Total</b>	<b>60</b>	<b>60</b>	<b>60</b>