Study regulations of the
FH Bachelor Degree

Sports, Culture & Event Management

To obtain the academic degree

Bachelor of Arts in Business,
abbreviated B.A.

as an appendix to the statutes of the FH Kufstein Tirol

Organizational form: Full-time and part-time
Duration: 6 Semesters
Scope: 180 ECTS
Places for beginners per academic year: 50 full-time
25 part-time

Version 1
Decided by the FH Faculty Council on October 09, 2019

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With the amendment to the University Act 2020, the so-called "University of Applied Sciences Studies Act (FHStG)" has been renamed "University of Applied Sciences Act (FHG)". Accordingly, a necessary editorial adjustment was made in this document on January 13th, 2021 and the name FHStG was replaced by FHG.

1 JOB PROFILES

1.1 Occupational fields

Graduates of the Sports, Culture & Event Management program have a wide range of career opportunities. This combination, unique in the German-speaking world, offers graduates a wealth of different job opportunities in three different sectors (sports, culture and event management) and numerous industries. Several social circumstances favor their chances on the job market: The growing importance of the leisure industry within the sports and cultural sector and, as a consequence, the increasing demand for professionally trained personnel. A further aspect is the internationalization of the event industry, which demands professionally operating and comprehensively trained junior staff. The special structures of culture and sport, as areas of public life and the economy, also give rise to further employment opportunities for graduates of the Bachelor course in Sports, Culture & Event Management. These include marketing and event departments of nationally and internationally active companies, the local authorities of sports and cultural policy, funding agencies at EU level as well as professionally established interest groups and representatives. Event agencies, conference centers, congress organizers (PCOs) and major sports organizers are another growing area.

Sports, culture and event management

Sports management and Sports science:
Students acquire knowledge of the functioning of sports organizations and their particular challenges and effects. They are able to apply targeted management actions at local, national and international level. This is particularly true in the areas of marketing, communication and financing as well as promotion and sponsoring, event organization and athlete management. The graduates are equally familiar with the high emotional impact of sports events, their potentials and risks as well as with current trends and dangers of professionalized sports (e.g. doping). They gain knowledge of the economic interrelationships of sports financing and extended sports operations, such as the sporting goods industry, and can derive measures for events from this knowledge. Sports science approaches such as sports politics, sports and health, sports and diversity, sports psychology, exercise and training broaden managerial understanding and enable graduates to understand social contexts as a frame of reference and to derive responsible action from them.

Cultural management and cultural studies:
The students acquire knowledge of the functioning of the cultural sector and its particular challenges and effects. They are able to understand and apply targeted management actions at local, national and international level, especially in the areas of marketing and communication, financing, promotion and sponsoring as well as the organization of events, for example in cultural associations and permanent institutions such as museums, theatres, art-house cinemas, etc. The graduates know the connections between cultural-political commissions to act and socio-political responsibility, are aware of the dangers of art and culture, for example through outdated concepts of nationality, and are familiar with the various mechanisms of the non-profit and commercial cultural sector as the basis of managerial orientations. Cultural theories and methods support the acquisition of knowledge and the possibilities of interpretation of artistic goods and cultural processes. Furthermore, they guarantee a historical understanding of the changeable cultural production along social changes and the changing tasks of art and culture in society.

Event Management and Event Sciences:
Congresses, conferences, charity events and marketing events are familiar to the graduates in their organizational processes, technical necessities and desired goals of the organizers. They can plan

and implement procedures, organize technical facilities and participate in marketing and financing. Within the framework of personality development, graduates acquire customer management skills and are thus able to act professionally. The students acquire an overview of various social science theories and concepts that are closely related to event management. The students develop an understanding of how these theories and concepts are anchored in the everyday handling of events and how they contribute to the social significance of events.

Integrative sports, culture and event management

Students acquire transfer and application skills for integrative project management in the fields of sports, culture and event management. In the course **Event Staging** students are enabled to plan and implement technical and creative aspects for events of all kinds. Integrative aspects of cross-disciplinary project management for Sports, Culture & Event Management are covered in courses **Business Cases in SKVM, Business Events, Current Issues in Sports, Culture & Events** and **Sports, Culture & Business Venues** (only part-time) and **Digital Trends in Sports, Culture & Events** as well as **Destination Management** and **Risk Management**. Students learn to grasp and plan the potentials of sports, culture and event management from the perspectives of urban and regional development, including tourism services. They use the specialist skills of sports, culture and event management in order to apply their special features in the respective terminology and rules and to implement them responsibly for synergetic potentials of sustainable urban and regional development. Finally, the students acquire knowledge regarding the international connections of the sport and culture industry in the courses **International Management**. **in Sports, Culture & Events** and **Area Studies** (full-time only). They are thus particularly capable of reflecting on cultural differences, illustrating them with examples and taking global structures into account in project planning.

Management

In the areas **Economics,** as **Introduction to Business Administration, Introduction to Economics, Introduction to Accounting,** and **Event Law** the students get to know the fundamental questions, approaches to solutions and methods of economics and legal fundamentals and are able to understand the relevant questions and recognize the manifold relationships between the economic functions. They can relate these findings to professional practice and are able to deal correctly with the specialist vocabulary of economics. They are able to master selected financial instruments which, in the context of a management accounting system, incorporate essential components such as cost and performance accounting as well as financial accounting. In Human Resource Management, students learn the basic skills required for the challenges of human resource management and are able to design appropriate measures to deal appropriately with these challenges. In the courses **Marketing** and **Applied Marketing Planning** the students acquire knowledge and application competence of professional marketing planning in the product and service area and can design and implement target group-oriented communication plans. They recognize the high importance of public relations and press work for sport and culture, can distinguish between channels of self-portrayal and external representation and can use social media communication professionally. In addition, they have knowledge of the particularities of specific forms of cultural user research. Finally, they acquire the ability to apply financial planning as well as methodical competencies in market research in planning, implementation and interpretation. They can critically discuss results for action measures and apply them in a targeted manner. In **Project Management**, time planning, handling and documentation of events are taught.

Social Skills

In the courses on Social Skills **Teamwork & Communication, Media Communication, Creative Lab** and **Presentation & Negotiation Technique** students acquire the ability of successful customer communication and teamwork. Solution orientation and a targeted exchange of information are part of the acquired communication skills internally (team) and externally (financiers, cooperation partners, customers) in written and oral form. They are proficient in presentation techniques and know the importance of linguistic confidence and strategic communication and can apply these in German and English. The students can prepare, carry out and follow up a presentation, moderation and argumentation. They master the necessary techniques and media and can use the interaction of voice and pronunciation, appearance and body language, eye contact, facial expressions and gestures in a targeted manner. The students know risks, recognize conflicts and can initiate solutions. The students are able to assess, shape and lead conversations and negotiations in their professional environment. A **foreign language** in the first three semesters is a fixed component in the curriculum and helps students to acquire linguistic and other social skills.

International Competence

The curricularly anchored **foreign semester** in full-time studies and the also obligatory one-week **study trip/study trip** in the part-time organizational form prepare the students for intercultural exchange. They get to know and assess cultural differences in interpersonal exchange and gain insights into the influences of cultural patterns and dynamics on sports, culture and event management. Intercultural competences are also taught as part of other courses (e.g. technical competences) and enable transfer and application competences in connection with the stays abroad.

Practical Transfer

In the module Academic Research and Academic Methods, students develop a basic understanding of theory-based academic work and hermeneutic procedures. They are able to understand and apply fundamental concepts and theories of the theory of science, knowledge acquisition and the written expression of knowledge and to reflect on them in the context of a later career. They are enabled to work on interdisciplinary tasks or questions and to present solutions. Within the framework of the Bachelor thesis seminar, which also includes the writing of the Bachelor thesis, they gradually learn the fundamentals of academic theory-based argumentation and discussion as well as the methods of quantitative and qualitative empirical social research. They can select and implement the appropriate method for dealing with specific topics and express themselves on an academic level. Finally, they are enabled to put scholarly reflection and contextualization into practice and to make it fruitful both within the framework of the internship and in practical projects. They master the ability to assess actions, application competence from the respective other courses such as economics and project management and learn to act self-responsibly and socially.

1.2 Qualification profile

The qualification goals or learning outcomes of the Bachelor degree course Sports, Culture & Event Management cannot be clearly assigned to an *ISCED level* International Standard Classification of

Education; the greatest equivalence is in the field of management. The contents conveyed qualify the graduates for the professional fields of activity mentioned in the previous chapters.

The qualification goals lie in the teaching **of economic, socio-political and management contexts** of the sports, cultural and event management sectors. Furthermore, **quantitative and qualitative approaches in the field of academic methods are taught.** In particular, methods and concepts are dealt with that are necessary for overcoming problems in the management areas of the industries and for solving social challenges. This includes knowledge of, among other things in the areas **Sport Management and Sciences**, **Culture Management and Sciences** and **Event Management and Sciences** as well as their integrative aspects **Integrative Aspects** (Business Events, Event Staging, Sport, Culture & Business Venues and Business Cases in Sports, Culture and Events Management) with **international focus** (International Management in Sports, Culture and Events Management, Destination Management and Current Issues in Sports, Culture and Events Management) as well as the imparting of **digital trends** in the specialist areas. **General management and business skills** are taught in introductory courses on business administration, economics, personnel management and marketing. In addition, there are complementary competences in the area **Social competences** with courses on teamwork & communication, media communication, Creative Lab, presentation & negotiation techniques, project management and foreign languages. The application of the expert knowledge as well as the feedback from current **practice and research** takes place with practice projects and the practical training. Integration and transfer from the field of research takes place within the framework of academic methods and qualitative as well as quantitative research methodology.

Occupational field of activity	Task	Competence description	Competence allocation	Curriculum/modules
Event manager	Concept creation	Can plan and develop events independently	Professional-academic Human Resources and Social Affairs	Event Management / Event Sciences
	Implementation	Can independently organize events and communicate experiences	Professional-academic Human Resources and Social Affairs	Event Management / Event Sciences
	Project manager	Can organize and carry out projects in a team and as a leader	Professional-academic Human Resources and Social Affairs	Practical project / Project management
	Budgeting	Can independently plan the financing of events	Professional-academic	Event management / Fundamentals of economics
	Marketing	Can apply instruments of	Professional-academic	Marketing & Communication

		the marketing mix	Human Resources and Social Affairs	
Sports manager	Sport development	Can constructively design current developments in sport	Professional-academic Human Resources and Social Affairs	Sports management / sports sciences
	Sports sponsoring	Can shape the relationship with sponsors in sport	Professional-academic Human Resources and Social Affairs	Sports Management / Fundamentals of Economics
	Marketing	Can market sport and sports products as well as use sport as a medium for non-sport related products	Professional-academic Human Resources and Social Affairs	Marketing & Communication
	Brand Development	Can develop organizations and athletes in sport into a brand	Professional-academic Human Resources and Social Affairs	Sports management / Marketing & Communication
Cultural manager	Cultural Mediation	Can classify cultural offerings in terms of target groups and experiential milieus	Professional-academic Human Resources and Social Affairs	Cultural Management / Cultural Studies
	Organization	Can plan and carry out projects in different cultural and business contexts	Professional-academic Human Resources and Social Affairs	Cultural management / Cultural Studies / Fundamentals of Economics
	Strategy Development	Can identify connections between cultural management and cultural policy	Professional-academic Human Resources and Social Affairs	Cultural Management
	Budgeting	Can analyze and create cultural financing in the balancing act between sponsoring, public funding	Professional-academic Human Resources and Social Affairs	Cultural Management / Fundamentals of Economics

		and own resources		
	Marketing	Knows the instruments of the marketing mix and can apply them	Professional-academic Human Resources and Social Affairs	Applied marketing & Management/ Marketing & Communication / Cultural Management
Tourism manager	Marketing	Can develop brand-strategic orientations of destinations Can develop destination branding	Professional-academic Human Resources and Social Affairs	Destination Management / Marketing & Communication/ Applied Marketing & Management
	Strategy Development	Can enter into cooperation with sports and cultural institutions	Professional-academic Human Resources and Social Affairs	Cultural Management / Sports Management / Applied Marketing & Management / Marketing & Communication
	Budgeting	Can create financial plans independently	Professional-academic	Fundamentals of Economics
PR and press manager	Interface management	Can apply proactive and procedural stakeholder management in projects	Professional-academic Human Resources and Social Affairs	Fundamentals of economics / Social Competence / Practical Project / Project Management
	Media relations	Know the instruments of PR; can plan press and public relations work and develop measures to achieve objectives	Professional-academic Human Resources and Social Affairs	Media Communication / Practical Project / Social Competence

2 CURRICULUM

2.1 Curriculum Data

	FT	PT	Comment if applicable
First year of study (YYY/YY$_{+1}$)	2020/21	2020/21	
Standard duration of study (number of semesters)	6	6	
Obligatory WSH (Total number for all sem.)	74.5	82.5	In the FT program, a semester abroad with weekly semester hours of the respective partner universities takes place within the specified weekly semester hours.
Course weeks per semester (number of weeks)	15	15	
Obligatory LVS (Total for all sem.)	1,117.5	1,237.5	In the full-time program, a semester abroad with contact hours of the respective partner universities takes place within the specified weekly semester hours.
Obligatory ECTS (Total for all sem.)	180	180	

WS start (Date, comm.: poss. CW)	CW 40	CW 40	
WS end (Date, comm.: poss. CW)	CW 7	CW 7	
SS start (Date, comm.: poss. CW)	CW 10	CW 10	
SS end (Date, comm.: poss. CW)	CW 28	CW 28	
WS weeks	15	15	
SS weeks	15	15	

Obligatory semester abroad (semester specification)	5th semester		
Course language (specify)	German/English	German/English	The proportion of English-language courses amounts to: FT: 24.43 % der WSH PT: 39.46 % of the WSH
Internship (semester information, duration in weeks per semester)	6th semester 12.5 weeks (20 ECTS)	5th semester 5 weeks (8 ECTS)	

Resulting from the merging of the study programs or from the separation from the study program (StgKz; to be specified only for merging or separation)	

Sports, Culture & Events Module	Abbreviation	ECTS FT	ECTS PT
• Sports Science I	SPW1	3	4
• Sports Science II	SPW2	3	4
• Cultural Studies I	KUW1	3	4
• Cultural Studies II	KUW2	3	
• Event Sciences (E)	EVS	3	4
• Sports Management I (E)	SPM1	3	
• Sports Management I	SPM1		4
• Sports Management II	SPM2	3	4
• Sports Management III	SPM3	3	4
• Cultural Management I	KUM1	3	
• Cultural Management II	KUM2	3	4
• Cultural Management III	KUM3	3	4
• Cultural Management and Cultural Studies: II	KUMW		
○ Cultural Management I			4
○ Cultural Studies II			4
• Event Management I	VAM1	3	4
• Event Management II (E)	VAM2	3	5

Sports, Culture & Events integrative	Module abbreviation	ECTS FT	ECTS PT
• Risk Management	RIM	3	3.5
• International Management in Sports, Culture & Events (E)	INM	3	4
• Digital Trends in Sports, Culture & Events (E)	DIG	5,5	5
• Event Staging	EVI	1,5	2.5
• Destination Management (E)	DEM	1.5	5
• Area Studies (E)	ARS	2	
• Business Events (E)	BEV		2
• Sports, Culture & Business Venues (E)	VEN		5
• Current Issues in Sports, Culture & Events (E)	CIS		2.5
• Business Cases in SKVM	BCA		5

Management	Module abbreviation	ECTS FT	ECTS PT
• Fundamentals of Economics	WIR		
○ Introduction to BWL		3	3
○ Introduction to VWL		4	3
○ Introduction to Accounting		3	3
• Human Resource Management (E)	HRM	2	2
• Event Law	VAR	3	5
• Marketing	MAK	4	4
• Applied Marketing Planning	AMP	2	2,5
• Project Management (E)	PRO	3	5

International Competence	Module Abbreviation	ECTS FT	ECTS PT
• Semester Abroad	AUS		
○ Current Issues in Sports, Culture & Events Management	2		
○ Business Studies		6	
○ Electives: Sports, Culture & Events Management		16	

○ Language & Area Studies		6	

Social Skills	**Module abbreviation**	**ECTS FT**	**ECTS PT**
• Foreign Language	FRS		
○ Foreign Language I		3	
○ Foreign Language II		5	
○ Foreign Language III		4	
○ English I			3
○ English II			5
○ English III			4
• Teamwork & Communication	TOK	1.5	2
• Presentation & Negotiation Techniques	PVT	3	3
• Creative Lab	CLA	2	2
• Media Communication	MED	3	4

Practical Transfer	**Module abbreviation**	**ECTS FT**	**ECTS PT**
• Elective I in SKVM	ELE	1.5	2.5
• Elective II in SKVM	ELE	2	2.5
• Practical Project I	PRA	4	4
• Practical Project II	PRA	4	4
• Study Trip (E)	STR		3
• Academic Research	WIS	1,5	2
• Bachelor Thesis Seminar	WIS	10	10
• Research Methods	MET		
○ Qualitative Research Methodology		3	3
○ Quantitative Research Methodology		3	3
• Internship	BER	20	8

2.2 Curriculummatrix

The following description of the courses does not include the work involved in supervising Bachelor theses. 0.2 weekly semester hours are planned per supervised thesis, i.e. for 75 students (50 full-time / 25 part-time) an additional 15 thesis weekly semester hours, which are incurred in the 6th semester. In total, 149 thesis weekly semester hours (ft) and 105.5 AWSH (pt) are achieved over all 6 semesters.

2.2.1 Curriculum matrix SKVM full-time

1st semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
vz.FRS.1	Foreign Language I	ILV			15 %	2	3	6	90	FRS	3
vz.KUM1.1	Cultural Management I	ILV			25 %	2	3	6	90	KUM1	3
vz.KUW1.1	Cultural Studies I	ILV			0 %	2	1	2	30	KUW1	3
vz.MED.1	Media Communication	ILV			0 %	2	2	4	60	MED	3
vz.SPM1.1	Sports Management I (E)	ILV		X	20 %	2	1	2	30	SPM1	3
vz.SPW1.1	Sports Science I	ILV			0 %	2	1	2	30	SPW1	3
vz.TKO.1	Teamwork & Communication	UE			0 %	1	3	3	45	TKO	1.5
vz.VAM1.1	Event Management I	ILV			20 %	2	1	2	30	VAM1	3
vz.VAR.1	Event Law	ILV			0 %	2	1	2	30	VAR	3
vz.WIR.1	Introduction to BWL	ILV			20 %	2	1	2	30	WIR	3
vz.WIS.1	Academic Research	ILV			50 %	1	2	2	30	WIS	1.5
Total line:						20		33	495		30.0
LVS = Total WSH * LV weeks						300					

2nd semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
vz.FRS.2	Foreign Language II	ILV			15 %	4	3	12	180	FRS	5
vz.HRM.1	Human Resource Management (E)	ILV		X	0 %	1	1	1	15	HRM	2
vz.KUM2.1	Cultural Management II	ILV			0 %	2	1	2	30	KUM2	3
vz.KUW2.1	Cultural Studies II	ILV			0 %	2	1	2	30	KUW2	3
vz.MAK.1	Marketing	ILV			20 %	2	1	2	30	MAK	4
vz.SPM2.1	Sports Management II	ILV			20 %	2	3	6	90	SPM2	3
vz.SPW2.1	Sports Science II	ILV			0 %	2	1	2	30	SPW2	3
vz.VAM2.1	Event Management II (E)	ILV		X	20 %	2	1	2	30	VAM2	3
vz.WIR.2	Introduction to VWL	ILV			20 %	2	1	2	30	WIR	4
Total line:						19		31	465		30
LVS = Total WSH * LV weeks						285					

3rd semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
vz.AMP.1	Applied Marketing Planning	UE			0 %	1	2	2	30	AMP	2
vz.ARS.1	Area Studies (E)	SE		X	0 %	1	1	1	15	ARS	2
vz.DEM.1	Destination Management (E)	ILV		X	0 %	1	2	2	30	DEM	1.5
vz.ELE1.1	Elective I in SKVM	UE			0 %	1	3	3	45	ELE1	1.5
vz.EVS.1	Event Sciences (E)	ILV		X	20 %	2	3	6	90	EVS	3
vz.FRS.3	Foreign Language III	ILV			15 %	3	3	9	135	FRS	4
vz.KUM3.1	Cultural Management III	ILV			33 %	2	1	2	30	KUM3	3
vz.PRA1.1	Practical Project I	PT			40%	2	5	10	150	PRA1	4
vz.PRO.1	Project Management (E)	ILV		X	33 %	2	1	2	30	PRO	3
vz.PVT.1	Presentation & Negotiation Techniques	SE			0 %	1.5	3	4.5	67.5	PVT	3
vz.SPM3.1	Sports Management III	ILV			33 %	2	1	2	30	SPM3	3
Total line:						18.5		43.5	652.5		30.0
LVS = Total WSH * LV weeks						277.5					

4th semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
vz.CLA.1	Creative Lab	SE			0 %	1	2	2	30	CLA	2
vz.DIG.1	Digital Trends in Sports, Culture & Events (E)	ILV		X	33 %	3	1	3	45	DIG	5.5
vz.ELE2.1	Elective II in SKVM	UE			0 %	1	3	3	45	ELE2	2
vz.EVI.1	Event Staging	ILV			0 %	1	2	2	30	EVI	1.5
vz.INM.1	International Management in Sports, Culture & Events (E)	ILV		X	20 %	2	3	6	90	INM	3
vz.MET.1	Qualitative Research Methodology	ILV			33 %	1.5	3	4.5	67.5	MET	3
vz.MET.2	Quantitative Research Methodology	ILV			33 %	1.5	3	4.5	67.5	MET	3
vz.PRA2.1	Practical Project II	PT			40%	2	5	10	150	PRA2	4
vz.RIM.1	Risk management	SE			0 %	1.5	2	3.0	45.0	RIM	3
vz.WIR.3	Introduction to Accounting	ILV			20 %	2	1	2	30	WIR	3
Total line:						16.5		40.0	600.0		30.0
LVS = Total WSH * LV weeks						247.5					

5th semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
vz.AUS.1	Current Issues in Sports, Culture & Events Management	VO			0 %	0	1	0	0	OUT	2
vz.AUS.2	Business Studies	ILV			0 %	0	1	0	0	OUT	6
vz.AUS.3	Elective: Sports, Culture & Events Management	ILV			0 %	0	1	0	0	OUT	16
vz.AUS.4	Language & Area Studies	ILV			0 %	0	1	0	0	OUT	6
Total line:						0		0	0		30
LVS = Total WSH * LV weeks						0					

6th semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
vz.BER.1	Internship	PT			0 %	0	1	0	0	BER	20
vz.WIS.2	Bachelor Thesis Seminar	SE			100 %	0.5	3	1.5	22.5	WIS	10
Total line:						0.5		1.5	22.5		30
LVS = Total WSH * LV weeks						7.5					

Abbreviations	
eLV	E-learning proportion of course in percent
E	Lecture in English language
ECTS	ECTS – Credit points
LV	Course
LVS	Course hour(s)
WSH	Weekly semester hour(s)
T	Lecture with technical background

Summary of full-time curriculum data

Description	WSH	AWSH	ALVS	ECTS
Total number of courses over all semesters	74.5	149	2235	180
Total number of courses in 1st year of study	39	64	960	60
Total number of courses in 2nd year of study	35	83.5	1,252.5	60
Total number of courses in 3rd year of study	0.5	1.5	22.5	60
Total number of technical events over all semesters				
Percentage of technical courses over all semesters based on WSH / ECTS				
Total number of courses in English over all semesters	16			26
Proportion of courses in English over all semesters based on WSH / ECTS	24.43 %			15.48 %
Proportion of eLearning units over all semesters based on WSH	16.66 %			16.48 %

2.2.2 Curriculum matrix SKVM part-time

1st semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
bb.FRS.1	English I	ILV		X	15 %	2	2	4	60	FRS	3
bb.HRM.1	Human Resource Management (E)	ILV		X	0 %	1	1	1	15	HRM	2
bb.KUW1.1	Cultural Studies I	ILV			10%	2	1	2	30	KUW1	4
bb.SPW1.1	Sports Science I	ILV			0 %	2	1	2	30	SPW1	4
bb.TKO.1	Teamwork & Communication	ILV			0 %	1	2	2	30	TKO	2
bb.VAM1.1	Event Management I	ILV			20 %	2	1	2	30	VAM1	4
bb.WIR.1	Introduction to BWL	ILV			20 %	2	1	2	30	WIR	3
bb.WIR.2	Introduction to VWL	ILV			20 %	2	1	2	30	WIR	3
bb.WIR.3	Introduction to Accounting	ILV			20 %	2	1	2	30	WIR	3
bb.WIS.1	Academic Research	SE			50 %	1	1	1	15	WIS	2
Total line:						17		20	300		30
LVS = Total WSH * LV weeks						255					

2nd semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
bb.FRS.2	English II	ILV		X	15 %	4	2	8	120	FRS	5
bb.KUMW.1	Cultural Management I	ILV			25 %	2	1	2	30	KUMW	4
bb.KUMW.2	Cultural Studies II	ILV			10%	2	1	2	30	KUMW	4
bb.MAK.1	Marketing	ILV			0 %	2	1	2	30	MAK	4
bb.SPM1.1	Sports Management I	ILV			20 %	2	1	2	30	SPM1	4
bb.SPW2.1	Sports Science II	ILV			0 %	2	1	2	30	SPW2	4
bb.VAR.1	Event Law	SE			0 %	2	1	2	30	VAR	5
Total line:						16		20	300		30
LVS = Total WSH * LV weeks						240					

3rd semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
bb.DIG.1	Digital Trends in Sports, Culture & Events (E)	ILV		X	33 %	3	1	3	45	DIG	5
bb.FRS.3	English III	ILV		X	15 %	3	2	6	90	FRS	4
bb.KUM2.1	Cultural Management II	ILV			20 %	2	1	2	30	KUM2	4
bb.PRO.1	Project Management (E)	SE		X	33 %	2	1	2	30	PRO	5
bb.SPM2.1	Sports Management II	ILV			20 %	2	1	2	30	SPM2	4
bb.STR.1	Study Trip (E)	PT		X	15 %	2	2	4	60	STR	3
bb.VAM2.1	Event Management II (E)	ILV		X	20 %	2	1	2	30	VAM2	5
Total line:						16		21	315		30
LVS = Total WSH * LV weeks						240					

4th semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
bb.AMP.1	Applied Marketing Planning	UE			0 %	1	1	1	15	AMP	2.5
bb.BEV.1	Business Events (E)	SE		X	0 %	1	1	1	15	BEV	2
bb.CIS.1	Current Issues in Sports, Culture & Events (E)	SE		X	20 %	1	1	1	15	CIS	2.5
bb.EVS.1	Event Sciences (E)	ILV		X	20 %	2	1	2	30	EVS	4
bb.KUM3.1	Cultural Management III	ILV			33 %	2	1	2	30	KUM3	4
bb.MED.1	Media Communication	ILV			0 %	2	1	2	30	MED	4
bb.PRA1.1	Practical Project I	PT			40%	2	3	6	90	PRA1	4
bb.PVT.1	Presentation & Negotiation Techniques	UE			0 %	1.5	1	1.5	22.5	PVT	3
bb.SPM3.1	Sports Management III	ILV			33 %	2	1	2	30	SPM3	4
Total line:						14.5		18.5	277.5		30.0
LVS = Total WSH * LV weeks						217.5					

5th semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
bb.BER.1	Internship	UE			0 %	0	1	0	0	BER	8
bb.CLA.1	Creative Lab	SE			0 %	1	2	2	30	CLA	2
bb.ELE1.1	Elective I in SKVM	UE			0 %	1	2	2	30	ELE1	2.5
bb.EVI.1	Event Staging	SE			0 %	1	1	1	15	EVI	2.5
bb.MET.1	Qualitative Research Methodology	ILV			33 %	1.5	1	1.5	22.5	MET	3
bb.MET.2	Quantitative Research Methodology	ILV			33 %	1.5	1	1.5	22.5	MET	3
bb.PRA2.1	Practical Project II	PT			40%	2	3	6	90	PRA2	4
bb.VEN.1	Sports, Culture & Business Venues (E)	SE		X	0 %	2	1	2	30	VEN	5
Total line:						10.0		16.0	240.0		30.0
LVS = Total WSH * LV weeks						150.0					

6th semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
bb.BCA.1	Business Cases in SKVM	SE			0 %	2	1	2	30	BCA	5
bb.DEM.1	Destination Management (E)	SE		X	20 %	2	1	2	30	DEM	5
bb.ELE2.1	Elective II in SKVM	UE			0 %	1	2	2	30	ELE2	2.5
bb.INM.1	International Management in Sports, Culture & Events (E)	ILV		X	20 %	2	1	2	30	INM	4
bb.RIM.1	Risk management	SE			0 %	1.5	1	1.5	22.5	RIM	3.5
bb.WIS.2	Bachelor Thesis Seminar	SE			100 %	0.5	1	0.5	7.5	WIS	10
Total line:						9.0		10.0	150.0		30.0
LVS = Total WSH * LV weeks						135.0					

Abbreviations	
eLV	E-learning proportion of course in percent
E	Lecture in English language
ECTS	ECTS – Credit points
LV	Course
LVS	Course hour(s)
WSH	Weekly semester hour(s)
T	Lecture with technical background

Summary of part-time curriculum data

Description	WSH	AWSH	ALVS	ECTS
Total number of courses over all semesters	82.5	105.5	1,582.5	180
Total number of courses in 1st year of study	33	40	600	60
Total number of courses in 2nd year of study	30.5	39.5	592.5	60
Total number of courses in 3rd year of study	19	26	390	60
Total number of technical events over all semesters				
Percentage of technical courses over all semesters based on WSH / ECTS				
Total number of courses in English over all semesters	29			54.5
Proportion of courses in English over all semesters based on WSH / ECTS	39.46 %			32.44 %
Proportion of eLearning units over all semesters based on WSH	16.62 %			19.59 %

2.3 Modularization

2.3.1 Full-time module descriptions

Module number:		**Scope:**	
KUM1	**Cultural Management I**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Cultural Management I /ILV / Course no.: vz.KUM1.1 / 1st semester / ECTS: 3 Heinrichs, W. (2012): Kulturmanagement. Eine praxisorientierte Ein-führung, Darmstadt, Primus (dritte, vollständig überarbeitete Auflage) Dätsch, C. (Hg.) (2018): Kulturelle Übersetzer. Kunst und Kulturmanagement in transkulturellem Kontext. transcript Hoppe, B. / Heinze, T. (2015): Einführung in das Kulturmanagement. Themen – Kooperationen – Gesellschaftliche Bezüge Zembylas, T. (2004): Kulturbetriebslehre. Grundlagen einer Inter-Disziplin. VS Verlag. Heimo, K. (2011): Kulturpolitik: Eine interdisziplinäre Einführung. Facultas		
Skills acquisition	Cultural Management I /ILV / Course no.: vz.KUM1.1 / 1st semester / ECTS: 3 The students acquire basic knowledge of the cultural sector. They can explain its development history, structures, terminology, framework conditions and social significance and use examples to illustrate them. They are able to identify the current challenges and trends in the cultural sector. They understand the influence of cultural work on societies, can express themselves critically and recognize ethical obligations.		
Course contents	Cultural Management I /ILV / Course no.: vz.KUM1.1 / 1st semester / ECTS: 3 Cultural Management I focuses on the cultural sector in its structures, contexts, framework conditions and modes of operation. In order to understand the structures of the cultural sector, the contexts in the art, music, theatre, literature, film and festival sectors are presented using examples: This includes the interaction between producing, mediating, exploiting and conserving institutions, the importance of supporting structures (public-law, private-law non-profit, private-law-commercial); areas of responsibility in the cultural sector (artistic directors, curators, creative and performing artists, etc.) and labor-law framework conditions, the role of interest groups, copyright regulations and the influential interrelationship between cultural management and cultural policy. Following a historical outline of the emergence of cultural institutions, the focus is on current influencing factors and concepts such as participative formats, cultural development plans, the increased consideration of human rights, cross-sectional management such as cultural tourism and forms of digital cultural production such as Remix.		
Teaching and learning methods	Cultural Management I /ILV / Course no.: vz.KUM1.1 / 1st semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Cultural Management I /ILV / Course no.: vz.KUM1.1 / 1st semester / ECTS: 3 Academic Research Paper		

Module number:		**Scope:**	
KUW1	**Cultural Studies I**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Cultural Studies I /ILV / Course no.: vz.KUW1.1 / 1st semester / ECTS: 3 Apprich, C. / Stalder, F. (2012): Vergessene Zukunft. Radikale Netzkulturen in Europa. Transcript. Assmann, A. (2011): Einführung in die Kulturwissenschaft. ESV Schmidt Assmann, A. (2018): Der europäische Traum. Vier Lehren aus der Geschichte. C.H.Beck Bunz, M. (2012): Die stille Revolution Wie Algorithmen Wissen, Arbeit, Öffentlichkeit und Politik verändern, ohne dabei viel Lärm zu machen. Suhrkamp Seidler, A. / Böhn, A. (2014): Mediengeschichte. Narr Francke Verlag Stalder, F. (2016): Kultur der Digitalität. Suhrkamp		
Skills acquisition	Cultural Studies I /ILV / Course no.: vz.KUW1.1 / 1st semester / ECTS: 3 The students understand cultural studies approaches and recognize central paradigms of cultural, social and media developments. They can describe the changeability of cultural constructs, identify influences from media development and locate their development impulses in time. They are able to explain comprehensive topics such as "identity" and "memory" using examples. The students acquire the ability to express themselves critically and self-critically and to express ethical obligations.		
Course contents	Cultural Studies I /ILV / Course no.: vz.KUW1.1 / 1st semester / ECTS: 3 Cultural Studies I introduces the fundamentals of cultural studies contexts and provides a frame of reference for cultural management. Language as an elementary as well as complex communication medium is examined by means of the basic models of semiotics and the understanding of discourse according to Michel Foucault. An introduction to media development from book printing to technology-based and digital media focuses on the influence of media on social order and communication, for example in the momentous differences between orality and writing, the changed ideas of representation and reality due to the emergence of audiovisual media, the era of mass media and the cultural industry, and interactive, individualized communication since Web 2.0. Finally, cultural constructs that serve societies as orientation aids and at the same time have socio-political implications are considered in their changes: These include the notions of "time" and "space", the emergence of and factors influencing individual and collective identities, and the role of "memory" and "remembrance" for communities. Definitions of culture and concepts of culture as well as their changeability in the course of media development provide an important matrix for the contexts mentioned above. Recent developments such as the read-write culture (Lawrence Lessig), remix and net cultures (Felix Stalder) are taken into account.		
Teaching and learning methods	Cultural Studies I /ILV / Course no.: vz.KUW1.1 / 1st semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Cultural Studies I /ILV / Course no.: vz.KUW1.1 / 1st semester / ECTS: 3 Written exam		

Module number:		**Scope:**	
MED	**Media Communication**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Media Communication /ILV / Course no.: vz.MED.1 / 1st semester / ECTS: 3 Baecker, D. (2008): Communication. Reclam. Burkart, R. & Hömberg, W. (2015): Kommunikationstheorien: Ein Textbuch zur Einführung. New Academic Press. Merten, K. (2010): Einführung in die Kommunikationswissenschaft. Lit-Verlag. Schmidt, A. (2018): Medien und Medienkommunikation. Nomos. Sutter, T. (2012): Vergesellschaftung durch Medienkommunikation in Prozessen der Inklusion durch Medien. Campus Verlag. Volodina, M. (2013): Mediensprache und Medienkommunikation im interdisziplinären und interkulturellen Vergleich: with an introductory article by Ludwig M. Eichinger. Institut für Deutsche Sprache.		
Skills acquisition	Media Communication /ILV / Course no.: vz.MED.1 / 1st semester / ECTS: 3 The students are familiarized with the essential practices and techniques of integrated corporate communication. The students are able to independently plan and design the control and improvement of measures in the field of dialog and digital PR & corporate communication. The students can express themselves critically and self-critically.		
Course contents	Media Communication /ILV / Course no.: vz.MED.1 / 1st semester / ECTS: 3 In addition to press and public relations work, such as structural analyses of various PR departments, students are familiarized with agency work, network structures and virtual news management. Active (press releases, conferences) and passive (interviews, discussions) media work are discussed, practiced and prepared for real implementation using practical examples. In order to strengthen the practical relevance of the course, public relations work in crisis situations (crisis PR) is also included as teaching content. Communication within companies, foundations, associations and clubs is also discussed. In this context, the term corporate identity from the point of view of corporate communication is also presented and the challenge of integrating social media is discussed and reflected upon.		
Teaching and learning methods	Media Communication /ILV / Course no.: vz.MED.1 / 1st semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Media Communication /ILV / Course no.: vz.MED.1 / 1st semester / ECTS: 3 Written examination, presentation		

Module number:		**Scope:**	
SPM1	**Sports Management I (E)**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Sports Management I (E) /ILV / Course no.: vz.SPM1.1 / 1st semester / ECTS: 3 Bölz, M. (2015). Sport- und Vereinsmanagement. Sport organisieren und vermarkten. Stuttgart: Schäffer-Pöschel. Byers, T., Slack, T. & Parent, M. (2012). Key concepts in sport management. NY: Sage. Hoye, R., Smith, A., Nicholson, M., & Stewart, B. (2015). Sport management: principles and applications. London: Routledge. Pedersen, P. M., & Thibault, L. (2018). Contemporary Sport Management. Champaign, Ill.: Human Kinetics. Schütte, N. (2016). Grundwissen Sportmanagement. UTB.		
Skills acquisition	Sports Management I (E) /ILV / Course no.: vz.SPM1.1 / 1st semester / ECTS: 3 The students are aware of the specifics of the sports market and its actors and goods. They can understand and explain fundamental sectors, concepts and theories (and the corresponding empirical findings) of sports management and reflect on them against the background of a later career in the field of sport. The students develop an understanding for the connection of the different sectors and areas of sports management and are able to work out overarching questions. The students develop cognitive abilities as well as their decision-making and problem-solving skills.		
Course contents	Sports Management I (E) /ILV / Course no.: vz.SPM1.1 / 1st semester / ECTS: 3 Basic concepts and theories of sport management are covered. This includes an introduction to the environment of sport management, the comparison of different sports systems, the fundamentals of organizational culture, strategic management and special features of personnel management in sport organizations. Central aspects of sports marketing, sports event management and sports tourism are also covered.		
Teaching and learning methods	Sports Management I (E) /ILV / Course no.: vz.SPM1.1 / 1st semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Sports Management I (E) /ILV / Course no.: vz.SPM1.1 / 1st semester / ECTS: 3 Written exam		

Module number:		**Scope:**	
SPW1	**Sports Science I**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Sports Studies I /ILV / Course no.: vz.SPW1.1 / 1st semester / ECTS: 3 Alfermann, D. & Stoll, O. (2017). Sportpsychologie. Ein Lehrbuch in 12 Lektionen. 5th edition. Aachen: Meyer & Meyer. Behringer, W. (2012). Kulturgeschichte des Sports. Vom antiken Olympia bis ins 21. Jahrhundert. Munich: C.H. Beck. Burk, V. & Fahrner, M. (Eds.). (2013). Einführung in die Sportwissenschaft. Konstanz: UVK Lucius (UTB). Jarvie, G. (2017). Sport, Culture and Society. An Introduction. 3nd edition. Lon-don, New York: Routledge. Thiel, A., Seiberth, K. & Mayer, J. (2013). Sportsoziologie. Ein Handbuch in 13 Lektionen. Aachen: Meyer & Meyer.		
Skills acquisition	Sports Studies I /ILV / Course no.: vz.SPW1.1 / 1st semester / ECTS: 3 The students know about the historical development of exercise culture and sport and they develop a fundamental understanding of the phenomenon of sport and its differentiation. They know the structures and processes of sport in modern society. They can understand and explain fundamental concepts and theories (and the corresponding empirical findings) of sports history, sports sociology and sports psychology and reflect on them against the background of a later career in the field of sport. They develop an understanding for the connection of the disciplines among themselves and to other disciplines of sports science as well as to cultural and economic disciplines. They are enabled to work on interdisciplinary tasks or questions and to present solutions.		
Course contents	Sports Studies I /ILV / Course no.: vz.SPW1.1 / 1st semester / ECTS: 3 The concepts, theories and findings of the history of ideas and culture, of sociology and psychology - insofar as they relate to the context of sport - are dealt with and reflected against the background of potential occupational fields. Students experience the complex interplay between the individual and society in sport and its significance for sporting action and sporting structures.		
Teaching and learning methods	Sports Studies I /ILV / Course no.: vz.SPW1.1 / 1st semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Sports Studies I /ILV / Course no.: vz.SPW1.1 / 1st semester / ECTS: 3 Written exam		

Module number:		**Scope:**	
TKO	**Teamwork & Communication**	**1.5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Teamwork & Communication /UE / Course no.: vz.TKO.1 / 1st semester / ECTS: 1.5 Kriz, W. C. & Nöbauer, B. (2008): Teamkompetenz. Konzepte, Trainingsmethoden, Praxis, Göttingen, Vandenhoeck & Ruprecht Mayer, C.-H. (2006): Trainingshandbuch Interkulturelle Mediation und Konfliktlösung, Münster, Waxmann Stadelmeier, U. (2008): Führung, Emotionen und Persönlichkeit, Saarbrücken, vdm		
Skills acquisition	Teamwork & Communication /UE / Course no.: vz.TKO.1 / 1st semester / ECTS: 1.5 The students can distinguish between different team phases. They are able to identify predominant problem structures and can analyze necessary courses of action on the basis of concrete example situations. They take into account specific management roles, their implications and developments in the various conflict phases and derive alternative courses of action over time through a discursive approach between experiential learning and reflection. In doing so, they develop procedures which they present in presentations and implement in groups. The students can deal constructively with feedback and criticism and are able to reflect strengths and weaknesses.		
Course contents	Teamwork & Communication /UE / Course no.: vz.TKO.1 / 1st semester / ECTS: 1.5 The course combines experiential learning through outdoor and indoor parts with stimulating lectures and reflection. The students see the development of teams in their formations, target perspectives and risks of conflicts and their manifestations. Team leadership, the organization of cooperation and social coherence, temporal phases and the assignment and assessment of roles and their parameters lead to a deeper understanding of success and failure parameters. Outdoor components are reflected and integrated into an overall model.		
Teaching and learning methods	Teamwork & Communication /UE / Course no.: vz.TKO.1 / 1st semester / ECTS: 1.5 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Teamwork & Communication /UE / Course no.: vz.TKO.1 / 1st semester / ECTS: 1.5 Presentation		

Module number:		**Scope:**	
VAM1	**Event Management I**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Event Management I /ILV / Course no.: vz.VAM1.1 / 1st semester / ECTS: 3 Bodwin, Glenn e.a. (2011): Events Management. Butterworth-Heinemann Getz, D., & Page. S. (2016). Event Studies - Theory, research and policy for planned events. Oxon: Routledge. Nickel, O. (2007): Eventmarketing, Grundlagen und Erfolgsbeispiele. Vahlen Nufer, G. (2007): Eventmarketing und -Management: Theorie und Praxis unter besonderer Berücksichtigung von Imagewirkungen. Dt. Univ.-Verl. Smith, A. (2016): The urbanization of events. In Events in the City - Using public spaces as event venues, Oxon: Routledge.		
Skills acquisition	Event Management I /ILV / Course no.: vz.VAM1.1 / 1st semester / ECTS: 3 The students have a sound knowledge of event organization including legal and technical implications. They develop an understanding of the link between organizational requirements and legal and technical requirements. They are familiar with the phases of event organization and can create event and brand concepts. They are also familiar with integrated event management, management techniques and the use of checklists. The students know the technical issues as well as the areas of law and legal relations, in particular liability regulations and insurance policies. They are enabled to plan, prepare, implement and follow up events, in particular corporate events and incentives, in compliance with the specifications, conditions and budget. The students can evaluate events and apply the findings in their own projects. They know the job descriptions and are able to assess and select the specialists needed for their work as sports, culture and event managers. The students reflect on the development of the concept of events in contrast to the concept of experience, whereby they are able to critically examine the inflationary use of event-related tendencies. In doing so, they become aware of the rapid organizational, technical, spatial, legal and sociological changes within the conception, planning and implementation of events. They are familiar with the techniques for a successful presentation within the framework of an agency pitch.		
Course contents	Event Management I /ILV / Course no.: vz.VAM1.1 / 1st semester / ECTS: 3 The teaching content of this introductory basis is based on fundamental concepts, definitions and types of events - building on the history of development and future trends in the event business, the role of the various events within internal and external corporate communication as well as their sociological significance in society is examined. Events are subdivided into their different manifestations and their different significance in the marketing mix of the companies is shown. The phases of event organization and design are shown. Cross-event management, risk management and environmental and safety management are presented. Concepts for business events are developed, planning explained and the logistics behind events explored.		
Teaching and learning methods	Event Management I /ILV / Course no.: vz.VAM1.1 / 1st semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Event Management I /ILV / Course no.: vz.VAM1.1 / 1st semester / ECTS: 3 Written exam		

Module number:		**Scope:**	
VAR	**Event Law**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Event Law /ILV / Course no.: vz.VAR.1 / 1st semester / ECTS: 3 Vögl, Klaus Christian (2012): Praxishandbuch Veranstaltungsrecht. Lexis Nexis Barta, H.: Zivilrecht. Einführung und Grundriss. (online). Bydlinski, P.(2010): Bürgerliches Recht I Allgemeiner Teil, Wien. Rechtsinformationssystem des Bundes (RIS)		
Skills acquisition	Event Law /ILV / Course no.: vz.VAR.1 / 1st semester / ECTS: 3 Students are able to classify actions legally and to subsume them under the corresponding legal provisions. They can legally classify business event types and subordinate them to the relevant legal regulations. The students are familiar with liability and compensation issues and develop a corresponding sensitivity with regard to the legal effects of their actions. Students are able to interpret corporate legal norms and to analyze and interpret them legally on the basis of legal examples.		
Course contents	Event Law /ILV / Course no.: vz.VAR.1 / 1st semester / ECTS: 3 The course deals with the legal basis with regard to civil and criminal law issues with special consideration of the problems relevant to event law. The different fields of law and their relations to each other, the demarcation between public and private law and the definition of legal concepts form the basis for legal relations. Introduction to general contract law as well as the legal capacity of natural and legal persons are taken into account. Legal issues are of particular importance due to the comprehensive legal relevance as well as legal consequences in the event business. General contract and company law, the legal capacity of natural and legal persons to act, as well as provisions relating to nature conservation, the protection of minors, labor law, building regulations and other legal areas relevant to events are playing an increasingly important role in event management, in particular due to the extensive regulations relating to liability and damages.		
Teaching and learning methods	Event Law /ILV / Course no.: vz.VAR.1 / 1st semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Event Law /ILV / Course no.: vz.VAR.1 / 1st semester / ECTS: 3 Written exam		

Module number:		**Scope:**	
FRS	**Foreign Language**	**12**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
	2nd semester		
	3rd semester		
Level	1st semester: A1 to C2 (GER) / 2nd semester: A1 to C2 (GER) / 3rd semester: A1 to C2 (GER)		
Previous knowledge	1st semester: French, Italian, Spanish Module with objective A2: no previous knowledge allowed Module with objective B2: Previous knowledge required Chinese, Russian Module with objective A2: no previous knowledge allowed English, German Module with objective B2: Level B1 (GER) or English advanced course required Module with objective C1: Level B2 (GER) required Module with objective C2: Level C1 (GER) required 2nd semester: French, Italian, Spanish Module with objective A2: no previous knowledge allowed Module with objective B2: Previous knowledge required Chinese, Russian Module with objective A2: no previous knowledge allowed English, German Module with objective B2: Level B1 (GER) or English advanced course required Module with objective C1: Level B2 (GER) required Module with objective C2: Level C1 (GER) required 3rd semester: French, Italian, Spanish Module with objective A2: no previous knowledge allowed Module with objective B2: Previous knowledge required Chinese, Russian Module with objective A2: no previous knowledge allowed English, German Module with objective B2: Level B1 (GER) or English advanced course required Module with objective C1: Level B2 (GER) required		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Foreign Language I /ILV / Course no.: vz.FRS.1 / 1st semester / ECTS: 3</u> Course book - by arrangement; authentic materials, e.g. from English language journals (including specialist journals), newspapers and online media		
	<u>Foreign Language II /ILV / Course no.: vz.FRS.2 / 2nd semester / ECTS: 5</u> Course book - by arrangement; authentic materials, e.g. from English language journals (including specialist journals), newspapers and online media		
	<u>Foreign Language III /ILV / Course no.: vz.FRS.3 / 3rd semester / ECTS: 4</u> Course book - by arrangement; authentic materials, e.g. from English language journals (including specialist journals), newspapers and online media		

Skills acquisition	<u>Foreign Language I /ILV / Course no.: vz.FRS.1 / 1st semester / ECTS: 3</u> The modules are designed according to the Common European Framework of Reference for Languages (CEFR). In the modules, students will acquire the language skills and develop the skills necessary for a business-oriented professional or academic activity. The following competences are taught according to CEFR, i.e. after completion of the module, successful graduates will have mastered the following activities: A1 - Beginner Can understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Can introduce him/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and can answer questions of this kind. Can

Skills acquisition	Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Can communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Can describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Can understand the main points when clear standard language is used and when it comes to familiar matters from work, school, leisure, etc. Can cope with most situations encountered when travelling in the area where the language is spoken. Can express himself/herself simply and coherently on familiar topics and personal areas of interest. Can report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Can understand the main contents of complex texts on concrete and abstract topics; also understands technical discussions in his/her own special field. Can communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Can express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Can understand a wide range of demanding, longer texts and also grasp implicit meanings. Can express him/herself fluently and spontaneously without having to search for words more often. Can use the language effectively and flexibly in social and professional life or in education and studies. Can express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Can easily understand practically anything he/she reads or hears. Can summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Can express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.

	Foreign Language II /ILV / Course no.: vz.FRS.2 / 2nd semester / ECTS: 5 The modules are designed according to the Common European Framework of Reference for Languages (CEFR). In the modules, students will acquire the language skills and develop the skills necessary for a business-oriented professional or academic activity. The following competences are taught according to CEFR, i.e. after completion of the module, successful graduates will have mastered the following activities: A1 - Beginner Can understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Can introduce him/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and can answer questions of this kind. Can communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Can communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Can describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Can understand the main points when clear standard language is used and when it comes to familiar matters from work, school, leisure, etc. Can cope with most situations encountered

Skills acquisition	when travelling in the language area. Can express himself/herself simply and coherently on familiar topics and personal areas of interest. Can report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Can understand the main contents of complex texts on concrete and abstract topics; also understands technical discussions in his/her own special field. Can communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Can express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Can understand a wide range of demanding, longer texts and also grasp implicit meanings. Can express him/herself fluently and spontaneously without having to search for words more often. Can use the language effectively and flexibly in social and professional life or in education and studies. Can express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Can easily understand practically anything he/she reads or hears. Can summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Can express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.

	Foreign Language III /ILV / Course no.: vz.FRS.3 / 3rd semester / ECTS: 4 The modules are designed according to the Common European Framework of Reference for Languages (CEFR). In the modules, students will acquire the language skills and develop the skills necessary for a business-oriented professional or academic activity. The following competences are taught according to CEFR, i.e. after completion of the module, successful graduates will have mastered the following activities: A1 - Beginner Can understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Can introduce him/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and can answer questions of this kind. Can communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Can communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Can describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Can understand the main points when clear standard language is used and when it comes to familiar matters from work, school, leisure, etc. Can cope with most situations encountered when travelling in the area where the language is spoken. Can express himself/herself simply and coherently on familiar topics and personal areas of interest. Can report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Can understand the main contents of complex texts on concrete and abstract topics; also understands technical discussions in his/her own special field. Can communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Can express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Can understand a wide range of demanding, longer texts and also grasp

Skills acquisition	implicit meanings. Can express him/herself fluently and spontaneously without having to search for words more often. Can use the language effectively and flexibly in social and professional life or in education and studies. Can express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Can easily understand practically anything he/she reads or hears. Can summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Can express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
Course contents	<u>Foreign Language I /ILV / Course no.: vz.FRS.1 / 1st semester / ECTS: 3</u> A1 - Beginner Understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Introduce himself/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and answer questions of this kind. Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Use clear standard language and communicate on familiar matters from work, school, leisure, etc. Apply relevant conversation skills for travel in the area in which the language is spoken. Express himself/herself simply and coherently on familiar topics and personal areas of interest. Report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Express the main contents of complex texts on concrete and abstract topics; participate in technical discussions in his/her own special field. Communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Understand a wide range of demanding, longer texts and also grasp implicit meanings. Express himself/herself fluently and spontaneously without having to search for words more often. Use the language effectively and flexibly in social and professional life or in education and studies. Express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Effortless communication in all language situations. Summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.

	Foreign Language II /ILV / Course no.: vz.FRS.2 / 2nd semester / ECTS: 5 A1 - Beginner Understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Introduce himself/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and answer questions of this kind. Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 – Basic knowledge Understand sentences and frequently used expressions that relate to areas of most immediate

	relevance (e.g. personal and family information, shopping, work, local area). Communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Use clear standard language and communicate on familiar matters from work, school, leisure, etc. Apply relevant conversation skills for travel in the area in which the language is spoken. Express himself/herself simply and coherently on familiar topics and personal areas of interest. Report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Express the main contents of complex texts on concrete and abstract topics; participate in technical discussions in his/her own special field. Communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Understand a wide range of demanding, longer texts and also grasp implicit meanings. Express himself/herself fluently and spontaneously without having to search for words more often. Use the language effectively and flexibly in social and professional life or in education and studies. Express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Effortless communication in all language situations. Summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
Course contents	

	Foreign Language III /ILV / Course no.: vz.FRS.3 / 3rd semester / ECTS: 4 A1 - Beginner Understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Introduce himself/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and answer questions of this kind. Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Use clear standard language and communicate on familiar matters from work, school, leisure, etc. Apply relevant conversation skills for travel in the area in which the language is spoken. Express himself/herself simply and coherently on familiar topics and personal areas of interest. Report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Express the main contents of complex texts on concrete and abstract topics; participate in technical discussions in his/her own special field. Communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Understand a wide range of demanding, longer texts and also grasp implicit meanings. Express himself/herself fluently and spontaneously without having to search for words more often. Use the language effectively and flexibly in social and professional life

Course contents	or in education and studies. Express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Effortless communication in all language situations. Summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
Teaching and learning methods	Foreign Language I /ILV / Course no.: vz.FRS.1 / 1st semester / ECTS: 3 ILV is designed according to a communicative, action-oriented approach
	Foreign Language II /ILV / Course no.: vz.FRS.2 / 2nd semester / ECTS: 5 ILV is designed according to a communicative, action-oriented approach
	Foreign Language III /ILV / Course no.: vz.FRS.3 / 3rd semester / ECTS: 4 ILV is designed according to a communicative, action-oriented approach
Evaluation Methods Criteria	Foreign Language I /ILV / Course no.: vz.FRS.1 / 1st semester / ECTS: 3 The performance and competence of the students in reading comprehension, listening comprehension, written expression, oral expression and the quality of their cooperation (also online) are taken into account for the assessment.
	Foreign Language II /ILV / Course no.: vz.FRS.2 / 2nd semester / ECTS: 5 The performance and competence of the students in reading comprehension, listening comprehension, written expression, oral expression and the quality of their cooperation (also online) are taken into account for the assessment.
	Foreign Language III /ILV / Course no.: vz.FRS.3 / 3rd semester / ECTS: 4 The performance and competence of the students in reading comprehension, listening comprehension, written expression, oral expression and the quality of their cooperation (also online) are taken into account for the assessment.

Module number:		**Scope:**	
WIR	**Fundamentals of Economics**	**10**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
	2nd semester		
	4th semester		
Level	1st semester: 1. Study cycle, Bachelor / 2nd semester: 1. Study cycle, Bachelor / 4th semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: none / 2nd semester: no information / 4th semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Introduction BWL /ILV / Course no.: vz.WIR.1 / 1st semester / ECTS: 3 Vahs, D./ Schäfer-Kunz, J. (2015): Einführung in die Betriebswirtschaftslehre, 7th ed. Thommen, J.-P./ Achleitner, A.-K./ et. Al. (2017): Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht, 8th ed. Schauer, R. (2019): Betriebswirtschaftslehre, 6th edition. Linde Verlag Vienna. Schweitzer, M./ Baumeister, A. (2015): Allgemeine Betriebswirtschaftslehre, 11th ed. Hutzschenreuter, T. (2015): Allgemeine Betriebswirtschaftslehre, 6th ed. Wöhe, G./ Döring, U./ Brösel, G. (2016): Einführung in die Allgemeine Betriebswirtschaftslehre, 26th ed. Weber, W./ Kabst, R./ Baum, M. (2018): Einführung in die Betriebswirtschaftslehre, 10th ed. Professional journals: Betriebswirtschaftliche Forschung und Praxis (BFuP); Zeitschrift für Betriebswirtschaft (zfB); Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung (ZfBF); Journal of Business and Economics (JBE); Wirtschaftswissenschaftliches Studium (WiSt); BC-Zeitschrift für Bilanzierung, Rechnungswesen und Controlling; Die Wirtschaftsprüfung (WpG); Zeitschrift Führung + Organisation (ZFO); Harvard Business Manager; Der Betriebswirt; Der Betrieb, Strategic Management Journal (SMJ) Introduction VWL /ILV / Course no.: vz.WIR.2 / 2nd semester / ECTS: 4 Blanchard, O. (2017): Makroökonomie. 7th edition. Pearson. Mankiw, N.G. (2018): Grundzüge der Volkswirtschaftslehre. 7th edition. Schäffer-Poeschel. Münter, M.T. (2018), Mikroökonomie, Wettbewerb und strategisches Verhalten. UTB GmbH Natrop, J. (2012). Grundzüge der angewandten Mikroökonomie. Walter de Gruyter GmbH & Co KG.Deutschland GmbH. Pindyck, R. S., & Rubinfeld, D. L. (2018). Mikroökonomie. Pearson Deutschland GmbH Varian, H. R. (2014). Grundzüge der Mikroökonomik. Walter de Gruyter GmbH & Co KG.Deutschland GmbH. Advanced literature: Kahneman, D. (2012). Schnelles Denken, langsames Denken. Siedler Verlag. Rifkin, J. (2014). Die Null-Grenzkosten-Gesellschaft: Das Internet der Dinge, kollaboratives Gemeingut und der Rückzug des Kapitalismus. Campus Verlag. Thiel, P., & Masters, B. (2014). Zero to one: Wie Innovation unsere Gesellschaft rettet. Campus Verlag. Professional journals: Betriebswirtschaftliche Forschung und Praxis (BFuP); Zeitschrift für Betriebswirtschaft (zfB); Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung (ZfBF); Journal of Business and Economics (JBE); Wirtschaftswissenschaftliches Studium (WiSt); BC-Zeitschrift für Bilanzierung, Rechnungswesen und Controlling; Die Wirtschaftsprüfung (WpG); Zeitschrift Führung + Organisation (ZFO); Harvard Business Manager; Der Betriebswirt; Der Betrieb, Strategic Management Journal (SMJ)		

	Introduction to Accounting /ILV / Course no.: vz.WIR.3 / 4th semester / ECTS: 3 Auer, K. (2018): Buchhaltung + Jahresabschluss: erstellen – verstehen - analysieren, Vienna, Verlag Auer & Partner Consulting KG Breidenbach, K., & Währisch, M. (2017): Buchhaltung und Jahresabschluss, 4th ed. Buchholz, L./ Gerhards, R. (2016): Internes Rechnungswesen, Kosten- und Leistungsrechnung, Betriebsstatistik und Planungsrechnung Coenenberg, A.G./ Haller, A./ Et. Al. (2018): Einführung in das Rechnungswesen: Grundlagen der Buchführung und Bilanzierung, 7th ed. Deimel, K./ Erdmann, G./ Isemann, R./ Müller, S. (2017): Kostenrechnung, Das Lehrbuch für Bachelor, Master und Praktiker Geirhofer, S./ Hebrank, C. (2015): Controllingorientiertes Finanz- und Rechnungswesen - Jahresabschluss & Analyse, Finanzwirtschaft, Wertmanagement, Herne, NWB Verlag Geirhofer, S./ Hebrank, C. (2016): Grundlagen Buchhaltung und Bilanzmanagement, 4th ed. Grohmann-Steiger, Ch. / Schneider, W. / Dobrovits, I. (2016): Einführung in die Buchhaltung

Literature recommendation	im Selbststudium, 21st edition, Volume I + Volume II, Vienna, facultas Verlag Olfert, K. (2017): Finanzierung, 17th edition, Herne, NWB Verlag Schauer, R (2019): Betriebswirtschaftslehre, 6th edition, Vienna, Linde Verlag Schmidt, M., Auer, B., & Schmidt, P. (2012): Buchführung und Bilanzierung: Eine anwendungsorientierte Einführung Wedell, H./ Dilling, A.A. (2018): Grundlagen des Rechnungswesens, 16th ed. Professional journals: Betriebswirtschaftliche Forschung und Praxis (BFuP); Zeitschrift für Betriebswirtschaft (zfB); Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung (ZfBF); Journal of Business and Economics (JBE); Wirtschaftswissenschaftliches Studium (WiSt); BC-Zeitschrift für Bilanzierung, Rechnungswesen und Controlling; Die Wirtschaftsprüfung (WpG); Zeitschrift Führung + Organisation (ZFO); Harvard Business Manager; Der Betriebswirt; Der Betrieb, Strategic Management Journal (SMJ)
Skills acquisition	<u>Introduction BWL /ILV / Course no.: vz.WIR.1 / 1st semester / ECTS: 3</u> The students: • Identify the different business subareas; • Understand the fundamentals of marketing; • Understand the fundamentals of personnel management; • Know the structure of a business and typical business processes and are familiar with the basic constitutive factors of a business; • Recognize relationships in the sense of the various relationships between the business functions; • Can clearly differentiate central business terms from each other; • Identify the most important constitutional and functional corporate decisions. The students are also able to: • Apply their knowledge to case studies; • Present solutions professionally; • Apply this knowledge to real business issues in the field of sports, culture and event management.
	<u>Introduction VWL /ILV / Course no.: vz.WIR.2 / 2nd semester / ECTS: 4</u> The students: • Can address fundamental management problems from an economic perspective; • Are able to analyze decisions under uncertainty; • Can develop strategic decisions based on economic models; • Can assess the impact of digital technologies and products on a company's cost structure and formation of market forms. The students are also able to: • To identify the essential elements and functions of an economy and to assess them in the field of sports, culture and event management; • Can apply basic micro- and macroeconomic tools to analyze decisions of individuals and companies in different competitive markets and analyze the results.

	Introduction to Accounting /ILV / Course no.: vz.WIR.3 / 4th semester / ECTS: 3 External accounting: The students: • Know the fundamentals of mapping business decisions in the accounting system; • Know and understand the basic concepts and subareas of accounting; • Understand the technology and internal structure of double-entry bookkeeping and understand the fundamentals of the Austrian tax system; • Can assess the structure of an accounting system and the characteristics of different account types; • Can make simple business postings to balance sheet and profit and loss accounts and create posting records; • Recognize the significant effects of business transactions on the balance sheet and income statement. Internal accounting: The students: • Know the tasks and solutions of cost and revenue accounting with its

Skills acquisition	subsystems (cost element, cost center and cost unit accounting); • Can differentiate the terms payments - disbursements, revenues - expenses, revenue - expenses from each other; • Can describe the organizational structure of a cost accounting system and the main cost accounting systems; • Know the systems of cost accounting (partial and full cost accounting). The students are also able to: • To be familiar with the fundamentals of financing; • To carry out simple financial planning and to review financing offers critically; • To know alternative forms of financing and can analyze financing possibilities for simple case studies.
Course contents	<u>Introduction BWL /ILV / Course no.: vz.WIR.1 / 1st semester / ECTS: 3</u> • Overview and context analysis of the most important subareas in business administration • Subject and fundamentals of business administration in the context of economics: • Business studies as science and differentiation from economics, management theory and leadership • Operational functional areas • Business decision theory • Fundamentals of Management and Ethics • Fundamentals of Human Resources and Organization • Marketing Fundamentals Fundamentals: • of the constitutive company decisions such as legal forms, location decisions, types of mergers and acquisitions and choice of business segment. • of the functional business decisions: Materials management, production management, marketing. • of business value creation processes and functions (value creation architecture and structure). • of market, process and strategy-oriented management. • Analysis and evaluation of case studies • Business specifics in the field of sports, culture and event management
	<u>Introduction VWL /ILV / Course no.: vz.WIR.2 / 2nd semester / ECTS: 4</u> • Microeconomics and the behavior of managers and companies • Price and product policy of the company • Elementary principles of game theory • Company organization • Market Forms & Market Entry • Decisions under uncertainty • Behavioral economics • Economy of digitization • Economic thinking • Fundamentals of supply and demand • Markets and prosperity: Consumer and producer surplus and the efficiency of markets; economic policy measures and their effects • International trade • Important macroeconomic concepts and their measurement: BIP, inflation, unemployment

	Introduction to Accounting /ILV / Course no.: vz.WIR.3 / 4th semester / ECTS: 3 External accounting: • Structure of the accounting system • Fundamentals of operational accounting: Tasks, sub-areas and basic concepts • Commercial accounting system: From inventory to opening balance sheet • Double-entry accounting system: Posting business cases to inventory and profit and loss accounts • Organization of bookkeeping (chart of accounts, sales tax, etc.) • Principle of period purity and accruals and deferrals Internal accounting: • Objectives and basic concepts of cost and revenue accounting • Fundamentals of cost and revenue accounting:: Tasks, components and subareas • Structure of cost accounting (cost elements, cost centers, cost objects) • Contribution margin accounting

Course contents	Relation to sports, culture and event management: • Fundamentals of finance (terms and objectives of financing, financial and liquidity planning) • Basic forms of participation, self-financing and credit financing • Application examples for the concepts of accounting and finance • Case studies
Teaching and learning methods	Introduction BWL /ILV / Course no.: vz.WIR.1 / 1st semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations
	Introduction VWL /ILV / Course no.: vz.WIR.2 / 2nd semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations
	Introduction to Accounting /ILV / Course no.: vz.WIR.3 / 4th semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	Introduction BWL /ILV / Course no.: vz.WIR.1 / 1st semester / ECTS: 3 Written exam
	Introduction VWL /ILV / Course no.: vz.WIR.2 / 2nd semester / ECTS: 4 Written exam
	Introduction to Accounting /ILV / Course no.: vz.WIR.3 / 4th semester / ECTS: 3 Written exam

Module number:		**Scope:**	
WIS	**Academic Research**	**11.5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
	6th semester		
Level	1st semester: 1. Study cycle, Bachelor / 6th semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information / 6th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Academic Research /ILV / Course no.: vz.WIS.1 / 1st semester / ECTS: 1.5</u> Esselborn-Krumbiegel, H. (2017). Richtig wissenschaftlich schreiben: Wissenschaftssprache in Regeln und Übungen. 5th edition. Paderborn: Schöningh (UTB). Ebster, C. & Stalzer, L. (2017). Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. 5th edition. Vienna: facultas wuv (UTB). Fahrner, M. & Burk, V. (2013). Wissenschaftliches Arbeiten in der Sportwissenschaft. In V. Burk & M. Fahrner (Eds.), Einführung in die Sportwissenschaft (P. 211-244). Konstanz: UVK (UTB). Sesnik, W. (2012). Einführung in das wissenschaftliche Arbeiten inklusive E-Learning, Web-Recherche, digitale Präsentation u.a.. 9th edition. Munich: Oldenbourg. Stickel-Wolf, C. & Wolf, J. (2016). Wissenschaftliches Arbeiten und Lerntechniken: Erfolgreich studieren – gewusst wie! Wiesbaden: Springer Gabler.		
	<u>Bachelor Thesis Seminar /SE / Course no.: vz.WIS.2 / 6th semester / ECTS: 10</u> Brink, A. (2007). Anfertigung wissenschaftlicher Arbeiten im Bachelor-, Master- und Diplomstudium. 3rd edition. Munich, Vienna: Oldenbourg. Hug, T. & Poscheschnik, G. (2010). Empirisch Forschen. Konstanz: UVK (UTB). Ebster, C. & Stalzer, L. (2013). Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. 4th edition. Vienna: facultas wuv (UTB). Kruse, O. (2018). Lesen und Schreiben. Konstanz: UVK (UTB). Kruse, O. (2017). Kritisches Denken und Argumentieren. Konstanz: UVK (UTB). Samac, K., Prenner, M. & Schwetz, H. (2009). Die Bachelorarbeit an Universität und Fachhochschule. Vienna: facultas wuv (UTB).		
Skills acquisition	<u>Academic Research /ILV / Course no.: vz.WIS.1 / 1st semester / ECTS: 1.5</u> The students develop a basic understanding of academic research and hermeneutic procedures. They are able to understand and apply fundamental concepts and theories (and the corresponding empirical findings) of the theory of science, of knowledge acquisition and of the writing of knowledge, and to reflect on them against the background of a later career. They are able to understand technical texts and to integrate them into their body of knowledge in order to shape their later professional activity in a target group-specific and socially legitimate way. They are enabled to work on interdisciplinary tasks or questions and to present solutions.		
	<u>Bachelor Thesis Seminar /SE / Course no.: vz.WIS.2 / 6th semester / ECTS: 10</u> The students develop a basic understanding regarding the preparation of an empirical Bachelor thesis with the aim of independently defining and empirically elaborating a topic from the field of sports, cultural or event management on the basis of an appropriate question. They are able to apply fundamental concepts, theories (and the corresponding empirical findings) and empirical methods from their previous studies to their Bachelor thesis and to reflect on their approach. Self-organization, time management, research and expression skills are expanded.		
Course contents	<u>Academic Research /ILV / Course no.: vz.WIS.1 / 1st semester / ECTS: 1.5</u> The course introduces academic research and imparts background and practical knowledge for the preparation of seminar papers. The students acquire an understanding and practical skills for the research, acquisition and evaluation of academic literature as well as the hermeneutic and rational-reconstructive processing of academic texts. In addition, they develop an understanding and practical skills for writing academic texts.		

	Bachelor Thesis Seminar /SE / Course no.: vz.WIS.2 / 6th semester / ECTS: 10 Within the framework of the Bachelor thesis seminar, students are taught what special features empirical work entails and how to create their own empirical work. They have the opportunity to discuss and optimize their theoretical foundation, their methodical approach and their empirical implementation in the context of the Bachelor thesis in regular

Course contents	exchanges with the other students. The students receive recommendations and templates for the preparation of their Bachelor thesis and thus the corresponding accompanying academic supervision.
Teaching and learning methods	Academic Research /ILV / Course no.: vz.WIS.1 / 1st semester / ECTS: 1.5 Integrated course, case studies, discussion, group work, presentations
	Bachelor Thesis Seminar /SE / Course no.: vz.WIS.2 / 6th semester / ECTS: 10 Integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	Academic Research /ILV / Course no.: vz.WIS.1 / 1st semester / ECTS: 1.5 Written examination, seminar paper
	Bachelor Thesis Seminar /SE / Course no.: vz.WIS.2 / 6th semester / ECTS: 10 Bachelor Thesis

Module number:		**Scope:**	
HRM	**Human Resource Management**	**2**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	2nd semester		
Level	2nd semester: 1. Study cycle, Bachelor		
Previous knowledge	2nd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Human Resource Management (E) /ILV / Course no.: vz.HRM.1 / 2nd semester / ECTS: 2 Armstrong, M. (2017). Armstrong's Handbook of Human Resource Management Practice. UK: Kogan Page. Torrington, D., Hall, L., Atkinson, Taylor, S. (2017). Human Resource Management. 10th ed. Harlow: Pearson. Smith, K., Lockstone-Binney, L.: Holmes, K. and Baum, T. (2017). Event Volunteering: International Perspectives on the Event Volunteering Experience. London: Routledge.		
Skills acquisition	Human Resource Management (E) /ILV / Course no.: vz.HRM.1 / 2nd semester / ECTS: 2 The students develop an understanding of the importance of Human Resources management for operational success and are familiar with Human Resources processes as part of operational personnel management. They develop an understanding of the challenges of human resources management and are able to design appropriate measures to deal with these challenges appropriately. The students deepen their ability to understand, process and apply ideas to the field of event management. With regard to instrumental skills, the understanding of the relationship between theory and practice is expanded and verbal and written communication in the English language is trained.		
Course contents	Human Resource Management (E) /ILV / Course no.: vz.HRM.1 / 2nd semester / ECTS: 2 The course deals with the following topics: historical development of personnel management, tasks of personnel management, personnel planning, recruitment, release, selection, assessment, development, incentive and remuneration systems, personnel organization and controlling. New developments in personnel management. In addition, the course deals with the role and handling of volunteers and the resulting challenges for personnel management.		
Teaching and learning methods	Human Resource Management (E) /ILV / Course no.: vz.HRM.1 / 2nd semester / ECTS: 2 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Human Resource Management (E) /ILV / Course no.: vz.HRM.1 / 2nd semester / ECTS: 2 Term paper		

Module number:		**Scope:**	
KUM2	**Cultural Management II**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	2nd semester		
Level	2nd semester: 1. Study cycle, Bachelor		
Previous knowledge	2nd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Cultural Management II /ILV / Course no.: vz.KUM2.1 / 2nd semester / ECTS: 3 Haltern, N. J. (2014): Jenseits des konventionellen Kultursponsorings. Chancen alternativer Kooperationen zwischen Unternehmen und Kulturorganisationen Buysere, K. et al (2012): A Framework for European Crowdfunding. http://evpa.eu.com/wp-content/uploads/2010/11/European_Crowdfunding_Framework_Oct_2012.pdf Föhl, P.S. (2011): Nachhaltige Entwicklung in Kulturmanagement und Kulturpolitik: ausgewählte Grundlagen und strategische Perspektiven, VS Verlag. Gerlach-March, R. (2010): Kulturfinanzierung, VS Verlag. Heinze, T. (2002): Kultursponsoring, Museumsmarketing, Kulturtourismus. Ein Leitfaden für Kulturmanager, Westdeutscher Verlag Zelizer, V. (1995): The social meaning of money. Basic Books.		
Skills acquisition	Cultural Management II /ILV / Course no.: vz.KUM2.1 / 2nd semester / ECTS: 3 The students are familiar with the interrelationships of cultural financing, especially in the areas of public funding and sponsoring, can differentiate these in their principles and present them in their respective basic context. They can explain the operational requirements for applications and requests and illustrate them using examples. They are familiar with the basic functions of more recent formats such as crowdfunding and intensified cooperation and are able to discuss and argue their potentials and limitations.		
Course contents	Cultural Management II /ILV / Course no.: vz.KUM2.1 / 2nd semester / ECTS: 3 Cultural funding is a central task because it is what makes cultural opportunities and activities possible in the first place. In view of the stagnation of public funding, scarcity of resources and density of supply, cultural funding is one of the core competencies of cultural management. This also includes younger forms such as crowdfunding or intensified national and international cooperation. Funding institutions and cooperation partners are seen as stakeholders that are also relevant for the networking and communication of cultural management. In principle, cultural funding can be considered on two levels: At the operational level, the focus is on knowledge transfer and know-how of funding procurement and processing in their various forms and sets of rules. Here, funding structures and procedural standards of the public sector as well as the special features of cultural sponsoring in the form of partnership design are taken into account to a particular degree as central pillars of cultural funding. The particular challenge of sponsorship funding lies in the reflected selection of possible sponsors, in the creation of adequate consideration and in the sustainable partnership design on an equal footing. On the idealistic and ideological level, the findings from larger contexts are decisive for acquiring critical opinion-forming and confident decision-making skills. The link between public funding and the system of cultural policy or cultural sponsoring and the system of economy requires a) an examination of the functioning and interests of these two systems and their feedback on the cultural sector and b) an understanding of the significance of dialogical structures for social action in the cultural sector. Finally, funding models such as crowdfunding and cooperation are the subject of Culture Management II.		
Teaching and learning methods	Cultural Management II /ILV / Course no.: vz.KUM2.1 / 2nd semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Cultural Management II /ILV / Course no.: vz.KUM2.1 / 2nd semester / ECTS: 3 Written exam		

Module number:		**Scope:**	
KUW2	**Cultural Studies II**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	2nd semester		
Level	2nd semester: 1. Study cycle, Bachelor		
Previous knowledge	2nd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Cultural Studies II /ILV / Course no.: vz.KUW2.1 / 2nd semester / ECTS: 3 Bourdieu, P. (1987): Die feinen Unterschiede: Kritik der gesellschaftlichen Urteilskraft. Suhrkamp Breidenbach, J. / Zukriegl, I. (2000): Tanz der Kulturen: kulturelle Identität in einer globalisierten Welt, rororo Marchart, Oliver (2010): Cultural Studies. UTB Schneider, I. / Thomsen, C. (Ed.) (1997): Hybridkulturen. Medien, Netze, Künste, Wienand Verlag & Medien GmbH Yousefi, Hamid Reza (2014): Grundbegriffe der interkulturellen Kommunikation. UTB		
Skills acquisition	Cultural Studies II /ILV / Course no.: vz.KUW2.1 / 2nd semester / ECTS: 3 The students can explain and apply the concepts and approaches of cultural sociology according to Pierre Bourdieu. Secondly, they are familiar with hybridization forms in culture - such as "inter", "multi" and "trans" culture - and can link these with approaches of cultural studies and take up perspectives of gender studies and postcolonialism. The students acquire the ability to express themselves critically and self-critically and to express ethical obligations with regard to equal treatment and cultural esteem.		
Course contents	Cultural Studies II /ILV / Course no.: vz.KUW2.1 / 2nd semester / ECTS: 3 Cultural Studies II has two main themes: On the one hand the sociology of culture according to Pierre Bourdieu, and on the other hand forms of hybrid cultures. Cultural Studies II thus focuses on social, intercultural and transcultural issues. The latter is linked with the central approaches of Culture Studies. This forms a basis for the challenges of cultural institutions as democratic and democratizing educational institutions. The central approaches of cultural sociology according to Pierre Bourdieu are presented for the social contexts. Through his theoretical approaches, the entanglement of cultural symbolism and social action can be described as a set of rules of habitualized values and norms. Bourdieu used the field of art to describe how the taste of the bourgeoisie prevailed in the 19th century. Social and cultural imprints become recognizable as implicit prerequisites of social hierarchies. This often concerns highly cultural institutions, following on from the cultural sector. With the change of perspective on everyday and popular culture as well as the questioning of highly cultural norms, Cultural Studies called for new perspectives in cultural theory with an "interventionalist understanding" (Oliver Marchart): These concern the inclusion of mass media and pop cultural mechanisms as well as the rendering visible of minorities and marginalized groups (race, class, gender). A central concept here is representation, which is a central connection for interculturality and transculturality (hybrid cultures). The basic text on the transculturality of Welsch is linked to the "translational turn" in cultural contexts and explained using examples.		
Teaching and learning methods	Cultural Studies II /ILV / Course no.: vz.KUW2.1 / 2nd semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Cultural Studies II /ILV / Course no.: vz.KUW2.1 / 2nd semester / ECTS: 3 Written exam		

Module number:		**Scope:**	
MAK	**Marketing**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	2nd semester		
Level	2nd semester: 1. Study cycle, Bachelor		
Previous knowledge	2nd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Marketing /ILV / Course no.: vz.MAK.1 / 2nd semester / ECTS: 4 Kotler, P., Armstrong, G. (2016): Grundlagen des Marketing, 6th edition, Pearson Verlag. Kotler, P., Keller, K. (2017): Marketing-Management, 15th edition, Pearson Verlag. Homburg, C. (2016): Grundlagen des Marketingmanagements, 5th edition, Springer Gabler Verlag. Meffert, H., Burmann, C. (2018): Marketing. Grundlagen marktorientierter Unternehmensführung, 13th edition, Springer Gabler Verlag. Bruhn, M. (2016): Marketing. Grundlagen für Studium und Praxis, 13th edition, Springer Gabler Verlag.		
Skills acquisition	Marketing /ILV / Course no.: vz.MAK.1 / 2nd semester / ECTS: 4 The students are able to: • To identify market-oriented management. • To identify solutions and problems of marketing management for consumer goods and services also on an international basis and with special consideration of the application. • To apply instruments of the marketing mix. The students are able to: • To apply the theoretically acquired knowledge in a case study (in a small group) and to present the results professionally.		
Course contents	Marketing /ILV / Course no.: vz.MAK.1 / 2nd semester / ECTS: 4 The teaching of marketing fundamentals (definition and application of marketing, dynamics of the marketing environment, consumer behavior, marketing strategies, marketing mix, market and advertising psychology, new media) through theory and case studies. Special features of marketing for sports and cultural institutions.		
Teaching and learning methods	Marketing /ILV / Course no.: vz.MAK.1 / 2nd semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Marketing /ILV / Course no.: vz.MAK.1 / 2nd semester / ECTS: 4 Written exam, term paper		

Module number:		**Scope:**	
SPM2	**Sports Management II**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	2nd semester		
Level	2nd semester: 1. Study cycle, Bachelor		
Previous knowledge	2nd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Sports Management II /ILV / Course no.: vz.SPM2.1 / 2nd semester / ECTS: 3 Desbordes, M. & Richelieu, A. (2014). Global Sport Marketing: Contemporary Issues and Practice. London: New York: Routledge. Grimmer, C. G. (Ed.). (2016). Der Einsatz Sozialer Medien im Sport: Gestaltung, Vermarktung, Monetarisierung. Springer-Verlag. Nufer, G. & Bühler, A. (Eds.). (2013). Marketing im Sport. Grundlagen und Trends des modernen Sportmarketing. 3rd edition. Berlin: Erich Schmidt Verlag. Pedersen, P. M., Laucella, P. C., Kian, E., & Geurin, A. N. (2018). Strategic sport communication. Human Kinetics. Shank, M. D., & Lyberger, M. R. (2014). Sports marketing: A strategic perspective. London: Routledge		
Skills acquisition	Sports Management II /ILV / Course no.: vz.SPM2.1 / 2nd semester / ECTS: 3 The students develop a basic understanding of the specifics of marketing different types of sports providers. They can understand, explain and reflect on fundamental concepts and theories (and the corresponding empirical findings) of sports marketing, sponsorship and communication in sport. They can understand technical texts and integrate them into their body of knowledge and develop an understanding of the link between marketing in and through sport and other (economic) sectors. The students are enabled to work on interdisciplinary tasks or questions and to present solutions. The students improve their ability to think critically and express themselves accordingly. They also improve their teamwork skills through group work.		
Course contents	Sports Management II /ILV / Course no.: vz.SPM2.1 / 2nd semester / ECTS: 3 Concepts, theories and findings of the marketing of and through sport are discussed and reflected upon. This includes marketing to sports consumers (spectators and participants), positioning, marketing strategy and the marketing mix in/through sport as well as the topic of sport and brand. The possibilities, limits, activation in sports sponsoring, social marketing, and communication as well as the new media are also dealt with.		
Teaching and learning methods	Sports Management II /ILV / Course no.: vz.SPM2.1 / 2nd semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Sports Management II /ILV / Course no.: vz.SPM2.1 / 2nd semester / ECTS: 3 Academic Research Paper		

Module number:		**Scope:**	
SPW2	**Sports Science II**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	2nd semester		
Level	2nd semester: 1. Study cycle, Bachelor		
Previous knowledge	2nd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Sports Studies II /ILV / Course no.: vz.SPW2.1 / 2nd semester / ECTS: 3 Gollhofer, A. & Müller, E. (Hrsg.) (2009). Handbuch Sportbiomechanik. Schorndorf: Hofmann. Hottenrott, K. & Seidel. I. (Ed.). (2017). Handbuch Trainingswissenschaft – Trainingslehre. Schorndorf: Hofmann. Plesch, C., Sieven, R. & Trzolek, D. (2015). Handbuch Sportverletzungen. 3rd edition. Aachen: Meyer & Meyer. Raschka, C. & Nitsche, L. (2016). Praktische Sportmedizin. Stuttgart: Thieme. Witte, K. (2018). Grundlagen der Sportmotorik im Bachelorstudium. Wiesbaden. Springer Spektrum.		
Skills acquisition	Sports Studies II /ILV / Course no.: vz.SPW2.1 / 2nd semester / ECTS: 3 The students develop a basic understanding of movement science, training science and sports medicine aspects of sport. They are familiar with the anatomical and physiological structures and processes that are essential for understanding athletic movement and training. They can understand and explain fundamental concepts and theories (and the corresponding empirical findings) of kinesiology, training science and sports medicine and reflect on them against the background of a later career in the field of sport. They develop an understanding for the connection of the disciplines among themselves and to other disciplines of sports science as well as to cultural and economic disciplines. They are enabled to work on interdisciplinary tasks or questions and to present solutions.		
Course contents	Sports Studies II /ILV / Course no.: vz.SPW2.1 / 2nd semester / ECTS: 3 The concepts, theories and findings of movement science, training science and sports medicine are discussed and reflected on against the background of potential occupational fields. The students experience the complex interaction of anatomical and physiological structures and processes and their significance for athletic movements and training.		
Teaching and learning methods	Sports Studies II /ILV / Course no.: vz.SPW2.1 / 2nd semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Sports Studies II /ILV / Course no.: vz.SPW2.1 / 2nd semester / ECTS: 3 Written exam		

Module number:		**Scope:**	
VAM2	**Event Management II**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	2nd semester		
Level	2nd semester: 1. Study cycle, Bachelor		
Previous knowledge	2nd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Event Management II (E) /ILV / Course no.: vz.VAM2.1 / 2nd semester / ECTS: 3 Beech, J., Kaiser, S. & Kaspar, R. (2016). The Business of Events Management. Harlow, UK: Pearson Education Limited. Bowdin, G. A.J., Allen, J., O´Toole, W., Harris, R., & McDonnell, I. (2011). Events Management. Oxford: Butterworth-Heinemann. Ferdinand, N. & Kitchin, P. (2017). Events Management – An international approach. London: SAGE Publications Limited. Getz, D. & Page, J. (2016). Event Studies: Theory, research and policy for planned events. 3rd ed. London: Taylor & Francis Ltd. Reic, I. (2016). Events Marketing Management: A consumer perspective. London: Routledge.		
Skills acquisition	Event Management II (E) /ILV / Course no.: vz.VAM2.1 / 2nd semester / ECTS: 3 Students learn about the follow-up phase of event organization as well as the theoretical fundamentals of financial accounting and budgeting, event marketing, event evaluation, and event sustainability. They are thus familiar with the processes and content of all three phases of event organization and can create comprehensive event concepts and apply integrated event management techniques and tools. They are enabled to plan, prepare, implement and follow up events, in compliance with the specifications, conditions and budget. The students develop a familiarity with the different areas of knowledge and tools related to event management and marketing. In addition, they are able to assess events and apply the findings in their own projects. The students develop the critical handling of relevant concepts and tools and the ability to analyze, synthesize and apply information. With regard to instrumental skills, the understanding of the relationship between theory and practice is expanded and written communication in the English language is trained.		
Course contents	Event Management II (E) /ILV / Course no.: vz.VAM2.1 / 2nd semester / ECTS: 3 Financial accounting and budgeting: Preparation of budget and cash flow, break-even analysis Marketing of events: Segmentation, target group approach, competitive analysis, positioning, marketing mix (9Ps), integrated marketing communication strategy Follow-up phase of the event organization: Development of follow-up/postprocessing plans in the planning phase Event evaluation: Purposes, subject matter, methods and phases of event evaluation Sustainability: Definition of terms, three-pillar model of sustainable development, effects of events on the economy, society and the environment including effects on the infrastructure in the destination, influences on and evaluation methods of environmental, economic and social sustainability of events		
Teaching and learning methods	Event Management II (E) /ILV / Course no.: vz.VAM2.1 / 2nd semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Event Management II (E) /ILV / Course no.: vz.VAM2.1 / 2nd semester / ECTS: 3 Written exam		

Module number:		**Scope:**	
AMP	**Applied Marketing Planning**	**2**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Applied Marketing Planning /UE / Course no.: vz.AMP.1 / 3rd semester / ECTS: 2 Kotler, P., Armstrong, G. (2016): Grundlagen des Marketing, 6th edition, Pearson Verlag. Kotler, P., Keller, K. (2017): Marketing-Management, 15th edition, Pearson Verlag. Homburg, C. (2016): Grundlagen des Marketingmanagements, 5th edition, Springer Gabler Verlag. Meffert, H., Burmann, C. (2018): Marketing. Grundlagen marktorientierter Unternehmensführung, 13th edition, Springer Gabler Verlag. Bruhn, M. (2016): Marketing. Grundlagen für Studium und Praxis, 13th edition, Springer Gabler Verlag.		
Skills acquisition	Applied Marketing Planning /UE / Course no.: vz.AMP.1 / 3rd semester / ECTS: 2 The students are familiar with various marketing concepts and can apply appropriate academic instruments in real-life situations. They are able to analyze their own decisions, the prerequisites and their effects and to implement them in planned actions in a target-oriented manner. They can differentiate, evaluate and implement the necessary concepts. They are able to independently create target group-oriented marketing plans. The students are able to critically analyze case studies in a team and find a common solution. They are also able to present complex issues clearly and comprehensibly to the audience and inspire them with their suggestions.		
Course contents	Applied Marketing Planning /UE / Course no.: vz.AMP.1 / 3rd semester / ECTS: 2 Strategic implications and strategic marketing statements, communication of current marketing trends, target group-oriented design of marketing instruments, modern marketing concepts for product and service marketing, networked marketing and project structures and marketing and project processes.		
Teaching and learning methods	Applied Marketing Planning /UE / Course no.: vz.AMP.1 / 3rd semester / ECTS: 2 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Applied Marketing Planning /UE / Course no.: vz.AMP.1 / 3rd semester / ECTS: 2 Presentation		

Module number:		**Scope:**	
ARS	**Area Studies**	**2**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Area Studies (E) /SE / Course no.: vz.ARS.1 / 3rd semester / ECTS: 2 Study Abroad, EducationDynamics, LLC, (online) http://www.studyabroad.com (Accessed: March 12, 2019) Thomas, D., Inkson, K., 2017. Cultural Intelligence. Berrett-Koehler Publishers, Inc.		
Skills acquisition	Area Studies (E) /SE / Course no.: vz.ARS.1 / 3rd semester / ECTS: 2 Students are given the opportunity to make an informed decision about their exchange semester. The students are given a general overview of the partner institutions and their course options in order to be able to make a selection depending on their preference and suitability. The participants are given the opportunity to consider their expectations and challenge their current thoughts on intercultural learning. They are equipped with the tools necessary to get the most out of their intercultural encounter. The students get to know the challenges in the field of intercultural relations and international business relations. The students learn the inter-cultural and transcultural discourse. They are familiar with terms from cultural analysis and cultural studies and can classify them.		
Course contents	Area Studies (E) /SE / Course no.: vz.ARS.1 / 3rd semester / ECTS: 2 • Expectations and advantages of an exchange semester • intercultural awareness • Location analysis / LESCANT model • Travel tips & resources, culture shocks and re-entry shock • Countries, partner universities and choices of degree programs, area studies by region • Cultural Studies • Cultural analysis • Cultural policy		
Teaching and learning methods	Area Studies (E) /SE / Course no.: vz.ARS.1 / 3rd semester / ECTS: 2 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Area Studies (E) /SE / Course no.: vz.ARS.1 / 3rd semester / ECTS: 2 Presentation		

Module number:		**Scope:**	
DEM	**Destination Management**	**1.5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Destination Management (E) /ILV / Course no.: vz.DEM.1 / 3rd semester / ECTS: 1.5 Camilleri, M. (2018). Strategic Perspectives in Destination Marketing. USA: Business Science Reference Luck, M., Ritalahti, J. and Scherer, A. (2016). International Perspectives on Destination Management and Tourist Experiences: Insights from the International Competence Network of Tourism Research The International Competence Network of Tourism Research and Education (ICNT). Frankfurt: Peter Lang AG Morrison, M. (2019). Marketing and managing tourist destinations. 2nd ed. Oxon: Routledge Petersen, D. (2016). Tourism Development and Destination Management. New York: Clanrye International		
Skills acquisition	Destination Management (E) /ILV / Course no.: vz.DEM.1 / 3rd semester / ECTS: 1.5 The students gain an understanding of the tourist destination as a regional value-added system, the typology of tourist destinations and which factors and resources are necessary for the tourist destination as a product. The students recognize the interaction of macro- and microeconomic factors, resource disposition, supply and demand and their influence on the competitive situation of the tourist destination. They know the role and tasks of destination management and the special challenges it poses for cities, regions and/or countries. The students develop an understanding of the actors (stakeholders) that need to be taken into account. They are also familiar with various planning and coordination approaches to destination management. The students train their cognitive ability to understand and process ideas as well as their methodological ability to find solutions to problems. The students can analyze and synthesize information. With regard to instrumental skills, students have an understanding of the relationship between theory and practice and master written communication on the subject in the English language. The students understand the connection between innovative thinking and change processes.		
Course contents	Destination Management (E) /ILV / Course no.: vz.DEM.1 / 3rd semester / ECTS: 1.5 The course focuses on the following topics: • Tourist destination as a regional value-added system • Differentiation approaches of tourist destinations • Demand and supply structure, factor and resource disposition in tourist destinations • Competitiveness of tourist destinations • Organization of tourist destinations • Internal and external factors influencing the development of tourist destinations and the role of the various stakeholders • Function and tasks of Destination Management • Planning and governance approaches in destination management		
Teaching and learning methods	Destination Management (E) /ILV / Course no.: vz.DEM.1 / 3rd semester / ECTS: 1.5 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Destination Management (E) /ILV / Course no.: vz.DEM.1 / 3rd semester / ECTS: 1.5 Presentation		

Module number:		**Scope:**	
ELE1	**Elective I in SKVM**	**1.5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Elective I in SKVM /UE / Course no.: vz.ELE1.1 / 3rd semester / ECTS: 1.5 Sport: Bradbury, T., & O'Boyle, I. (Eds.). (2017). Understanding Sport Management: International Perspectives. London:Taylor & Francis. Covell, D. (2019). Managing sport organizations. London: Routledge. Ströh, J. H. A. (2017). The eSports market and eSports sponsoring. Marburg: Tectum Wissenschaftsverlag. Kultur: Hausmann, A. & L. Frenzel (Eds.). (2014). Kunstvermittlung 2.0: Neue Medien und ihre Potenziale. Wiesbaden: Springer VS Tallon, L., & Walker, K. (2008). Digital technologies and the museum experience: Handheld guides and other media. Lanha: AltaMira Press Vermeeren, A., Calvi, L., & Sabiescu, A. (Eds.). (2018). Museum experience design: Crowds, ecosystems and novel technologies. Cham: Springer Hoppe/Heinze (2016): Einführung in das Kulturmanagement. Themen – Kooperationen – Gesellschaftliche Bezüge. Berlin: Springer VS Assmann (2017): Einführung in die Kulturwissenschaft. Grundbegriffe, Themen, Fragestellungen. Berlin: Narr Veranstaltung: Schulze, G. (1995). Die Erlebnisgesellschaft. Kultursoziologie der Gegenwart. Frankfurt/M.: Campus. Getz, D., & Page. S. (2016). Event Studies - Theory, research and policy for planned events. Oxon: Routledge. Smith, A. (2016): The urbanization of events. In Events in the City - Using public spaces as event venues, Oxon: Routledge		
Skills acquisition	Elective I in SKVM /UE / Course no.: vz.ELE1.1 / 3rd semester / ECTS: 1.5 The students have knowledge in the development of sports, culture and events. They can critically analyze institutions and their work. They are familiar with success factors through their own theoretical and practical work and through case studies. The students know the current developments in the sports, cultural and event industry and the most important stakeholders and their influences.		
Course contents	Elective I in SKVM /UE / Course no.: vz.ELE1.1 / 3rd semester / ECTS: 1.5 Students can choose from a range of in-depth courses on current topics in sports, culture and event management, e.g: • Sector and R&D activities • Human resources/competences • Digital developments in the sports, culture and event industry • Development of the sports, culture and events sector • Development of developments/trends, fashions, booms • Identification of developments/trends • Evaluation of developments • Economic, political and social impacts • Leveraging developments • Planning and implementation of future-oriented, interdisciplinary projects		
Teaching and learning methods	Elective I in SKVM /UE / Course no.: vz.ELE1.1 / 3rd semester / ECTS: 1.5 Integrated course, case studies, discussion, group work, presentations, user tests		
Evaluation Methods Criteria	Elective I in SKVM /UE / Course no.: vz.ELE1.1 / 3rd semester / ECTS: 1.5 Presentation, term paper		

Module number:		**Scope:**	
EVS	**Event Sciences**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Event Sciences (E) /ILV / Course no.: vz.EVS.1 / 3rd semester / ECTS: 3 Getz, D. & Page, J. (2016). Event Studies: Theory, research and policy for planned events. 3rd ed. London: Taylor & Francis Ltd. Moufakkir, O. & Pernecky, T. (2014). Ideological, Social and Cultural Aspects of Events. Wallingford (UK): CABI Publishing.		
Skills acquisition	Event Sciences (E) /ILV / Course no.: vz.EVS.1 / 3rd semester / ECTS: 3 The students acquire an overview of various social science theories and concepts that are closely related to event management. The students develop an understanding of how these theories and concepts are anchored in the everyday handling of events and how they contribute to the social significance of events. The students develop the critical handling of theories and concepts and the ability to analyze and synthesize information. The students recognize connections between theory and practice. The students master written and verbal communication in the English language.		
Course contents	Event Sciences (E) /ILV / Course no.: vz.EVS.1 / 3rd semester / ECTS: 3 The following social science topics are addressed in this course and treated in the context of events: • Traditionen, rituals and rites • Experience and performance • Motivation • Community and society		
Teaching and learning methods	Event Sciences (E) /ILV / Course no.: vz.EVS.1 / 3rd semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Event Sciences (E) /ILV / Course no.: vz.EVS.1 / 3rd semester / ECTS: 3 Academic Research Paper		

Module number:		**Scope:**	
KUM3	**Cultural Management III**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Cultural Management III /ILV / Course no.: vz.KUM3.1 / 3rd semester / ECTS: 3 Glogner-Pilz, P. & Föhl, P. S. (Eds.). (2016). Handbuch Kulturpublikum. Forschungsfragen und -befunde. Wiesbaden: Springer VS. Jenkins, H., et al. (2009). Confronting the Callenges of Participatory Culture. Media Education for the 21st Century. Cambridge/London: The MIT Press. Hausmann, A. & Frenzel, L. (Eds.). (2014). Kunstvermittlung 2.0. Neue Medien und ihre Potenziale. Wiesbaden: Springer VS. Mandel, B. (2016).Teilhabeorientierte Kulturvermittlung, Diskurse und Konzepte für eine Neuausrichtung des öffentlich geförderten Kulturlebens. Bielefeld: transcript. Packer, J. & Ballantyne, R. (2016). Conceptualizing the Visitor Experience, A Review of Literature and Development of a Multifaceted Model. Visitor Studies, 19(2), 128-143. Renz, T. (2016). Nicht-Besucherforschung: Die Förderung kultureller Teilhabe durch Audience Development. Bielefeld: transcript. Roppola, T. (2012). Designing for the Museum Visitor Experience. New York/Oxon: Routledge. Wünsch, C. et al. (Hrsg.) (2014). Handbuch Medienrezeption. Baden-Baden: Nomos.		
Skills acquisition	Cultural Management III /ILV / Course no.: vz.KUM3.1 / 3rd semester / ECTS: 3 After completion of the course, students can • Describe cultural experiences as an interaction of individual experience and of social standardization; • Classify cultural opportunities in terms of target groups and experience milieus; • Critically evaluate esthetic norms such as the distinction between high and popular culture; • Present best practice examples of cultural mediation in various cultural sectors; • Describe central positions of audience development; • Formulate criteria for the mediation and marketing of cultural offers to different target groups.		
Course contents	Cultural Management III /ILV / Course no.: vz.KUM3.1 / 3rd semester / ECTS: 3 Digital products offered by the media industry represent a central competitor to local cultural offerings and raise the question of what role highly cultural sectors such as publicly financed theatres and museums play in the experience society. Digitization expands the reception space of cultural offerings and changes user behavior and cultural experience. Who participates in culture in what way and which cultural concepts are empirically relevant thus become the decisive research question for contemporary cultural management. The course provides an overview of the central findings of empirical audience and reception research and introduces experiential milieus, media contexts and visitor types in the cultural field. It introduces the fundamentals of cultural mediation and illustrates them with examples from various branches of the cultural industry (music, theater, exhibitions, gardens, film/TV). Various approaches to the cultural audience, such as cultural education, intercultural cultural work and audience development are discussed and the potential of participation and co-creation for the production of cultural experiences is demonstrated.		
Teaching and learning methods	Cultural Management III /ILV / Course no.: vz.KUM3.1 / 3rd semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Cultural Management III /ILV / Course no.: vz.KUM3.1 / 3rd semester / ECTS: 3 Written exam		

Module number:		**Scope:**	
PRA1	**Practical Project I**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Practical Project I /PT / Course no.: vs.PRA1.1 / 3rd semester / ECTS: 4 Event-Checklisten. Damit Ihre Veranstaltung ein Erfolg wird. Publisher: Europäische Sponsoring-Börse, 2009 Gatterer H., Wehnelt J., Schibranji G. (2011): Event der Zukunft. Ein Handbuch für das neue Zeitalter der Eventbranche. Publisher: Zukunftsinstitut Österreich GmbH Hladky, A.; Vögl K. (2012): Grundlagen Professionelles Eventmarketing. Publisher: WKO Fachverband Freizeit- und Sportbetriebe Smith, A. (2016): Events in the City. Using public spaces as event venues. Publisher:Routledge		
Skills acquisition	Practical Project I /PT / Course no.: vs.PRA1.1 / 3rd semester / ECTS: 4 The students: • are able to carry out a project according to the standards of project management; • are proficient in systematic, orderly and punctual project processing; • know the special roles within a project; • know the importance of project communication in all directions (discussions, documentation, descriptions, presentations) and know how to act accordingly; • have expertise in solving specific problems; • are able to act independently within a team; • are proficient in problem-oriented project management; • have the ability to implement projects in a socially and ethically responsible manner.		
Course contents	Practical Project I /PT / Course no.: vs.PRA1.1 / 3rd semester / ECTS: 4 To prepare the students optimally for problems in working life, practical tasks are worked on in groups, preferably on the basis of commissions from partners from industry or public institutions, or field experiences are obtained under the guidance of the course leader. The students contribute their acquired knowledge and apply it to real projects. While the students can deepen and improve their subject-specific competences, complementary competences such as social competence, team skills, problem-solving and decision-making competence, risk management and budgeting competence are also fostered. Based on a client briefing (by the course instructor or external partners such as associations and companies), the students work on the presented projects independently, only guided by the course instructors if necessary: Planning, coordination, budgeting, control, evaluation and final reporting are in the hands of the students. The role of the course leader is focused on project coaching.		
Teaching and learning methods	Practical Project I /PT / Course no.: vs.PRA1.1 / 3rd semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Practical Project I /PT / Course no.: vs.PRA1.1 / 3rd semester / ECTS: 4 Project documentation		

Module number:		**Scope:**	
PRO	**Project Management**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Project Management (E) /ILV / Course no.: vz.PRO.1 / 3rd semester / ECTS: 3 Project Management Institute, 2017. PMBOK Guide, 6th Edition, Project Management Institute, Inc. Schwalbe, K., 2015.An Introduction to Project Management, 5th Edition, Schwalbe Publishing. Harvard Business Review, 2015. HBR Guide to Project Management, Harvard Business Schools Press		
Skills acquisition	Project Management (E) /ILV / Course no.: vz.PRO.1 / 3rd semester / ECTS: 3 The students know the fundamentals of project planning and development and can apply them in their practical projects. The students can apply the entire planning, execution and decommissioning process in one project. The students know: • Project organization and planning (organizational project structure, operative project structure) • Project assignment, situation analysis, setting up of project teams • Tasks and responsibilities of a project manager • Methods of project management • Cost planning • Project implementation and controlling • Project completion processes The students can use standardized project management software to plan projects.		
Course contents	Project Management (E) /ILV / Course no.: vz.PRO.1 / 3rd semester / ECTS: 3 The course follows the logic of the project management process, starting with the fundamentals of project management, the definition of projects and the differences that occur in reality. A general project management methodology will be introduced and specific methodologies will be examined. The students will set up model projects in groups based on standard project management practices and develop case studies, The students learn to apply planning techniques for general projects and special techniques that are applicable to the planning of event projects.		
Teaching and learning methods	Project Management (E) /ILV / Course no.: vz.PRO.1 / 3rd semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Project Management (E) /ILV / Course no.: vz.PRO.1 / 3rd semester / ECTS: 3 Written exam, project documentation, presentation		

Module number:		**Scope:**	
PVT	**Presentation & Negotiation Techniques**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Presentation & Negotiation Techniques /SE / Course no.: vz.PVT.1 / 3rd semester / ECTS: 3 Brandl, Peter (2015): Communication. … und was Sie darüber wissen sollten, um sich das Leben leichter zu machen. 2nd ed. Offenbach: Gabal. Dall, Martin (2014): Sicher präsentieren - wirksam vortragen. 3rd revised Ed. Munich: Redline. Fritzsche, Thomas (2016): Souverän verhandeln. Psychologische Strategien und Methoden. 2nd, expanded ed. Bern: Hogrefe. Pöhm, Matthias (2017): Präsentieren Sie noch oder faszinieren Sie schon? Abschied vom "Betreuten Lesen". Emotionale Rhetorik statt PowerPoint! 4th ed not stated: Pöhm Seminarfactory. Portner, Jutta (2015): Besser verhandeln. Das Trainingsbuch. 4th ed. Offenbach: GABAL Verlag.		
Skills acquisition	Presentation & Negotiation Techniques /SE / Course no.: vz.PVT.1 / 3rd semester / ECTS: 3 The students can prepare, carry out and follow up a presentation, moderation and argumentation. They have mastered the necessary techniques and media. They also master the interaction of voice and pronunciation, appearance and body language, eye contact, facial expressions and gestures. The students know risks, recognize conflicts and can initiate solutions.		
Course contents	Presentation & Negotiation Techniques /SE / Course no.: vz.PVT.1 / 3rd semester / ECTS: 3 The general presentation techniques and the forms of communication as well as the communication models are described and worked out. The characteristics of an message exchange (message: sender - receiver) are presented. The distinction between verbal and non-verbal communication (facial expressions, gestures, rhetoric, body language, etc.) in oneself and in others is shown. Special attention is given to intercultural communication and negotiation techniques and their difficulties and traps. The principles of presentation are presented.		
Teaching and learning methods	Presentation & Negotiation Techniques /SE / Course no.: vz.PVT.1 / 3rd semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Presentation & Negotiation Techniques /SE / Course no.: vz.PVT.1 / 3rd semester / ECTS: 3 Presentation		

Module number:		**Scope:**	
SPM3	**Sports Management III**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Sports Management III /ILV / Course no.: vz.SPM3.1 / 3rd semester / ECTS: 3 Henry, I. & Ko, L. (2015). Routledge Handbook of Sport Policy. London, New York: Routledge. Houlihan, B. (2012). The Routledge Handbook of Sports Development. London, New York: Routledge. Nowak, G. (2018). (Regional)Entwicklung des Sports. Schorndorf: Hofmann. Robson, S. (2013). Strategic Sport Development. London, New York: Routledge. Rütten, A., Nagel, S. & Kähler, R. (Eds.). (2014). Handbuch Sportentwicklungsplanung, Schorndorf: Hofmann.		
Skills acquisition	Sports Management III /ILV / Course no.: vz.SPM3.1 / 3rd semester / ECTS: 3 The students develop a basic understanding of modern sports development. They can understand and explain fundamental concepts and theories (and the corresponding empirical findings) of sport development, control and governance in sport as well as sport development planning and reflect on them against the background of a later professional activity in the field of sport. The students are able to understand and evaluate specialist texts from the fields of sport development and governance of sport in order to competently meet the challenges of the various interest groups in sport in their later professional careers.		
Course contents	Sports Management III /ILV / Course no.: vz.SPM3.1 / 3rd semester / ECTS: 3 The concepts, theories and findings of sport development, control and governance research as well as sport development planning are discussed and reflected against the background of potential occupational fields. The central actors of state sports policy as well as the basic measures of state sports promotion will be reviewed. By focusing on processes of social change, students experience the complex dynamics of modern societies.		
Teaching and learning methods	Sports Management III /ILV / Course no.: vz.SPM3.1 / 3rd semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Sports Management III /ILV / Course no.: vz.SPM3.1 / 3rd semester / ECTS: 3 Written exam, project		

Module number:		**Scope:**	
CLA	**Creative Lab**	**2**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Creative Lab /SE / Course no.: vz.CLA.1 / 4th semester / ECTS: 2 Literature includes solicitation texts, forms and funding guidelines for current tenders and cultural funding.		
Skills acquisition	Creative Lab /SE / Course no.: vz.CLA.1 / 4th semester / ECTS: 2 After completing the course, students can • Bring an independent project idea into a professional application form • Use knowledge from the core subjects to make their project presentation convincing in terms of content • Argue the need for a project with regard to the eligibility criteria of a call for proposals or a sponsor • Develop a coherent marketing and communication strategy • Create a realistic budget plan • Reflect on the role and working methods of a jury		
Course contents	Creative Lab /SE / Course no.: vz.CLA.1 / 4th semester / ECTS: 2 The Creative Lab uses knowledge from cultural management/science and event management/science to create an innovative project idea. The students learn to develop a convincing concept for a competition in the field of art and culture and to present it to a jury. Project ideas are developed within the scope of their practical implementation and put into an application form that reflects the evaluation criteria of a sponsor both in terms of content and form. A budget plan with a simple expenditure/income structure shows the individual project activities in a comprehensible way and demonstrates the professional implementation of the idea by a project team (program, marketing, infrastructure, etc.). Targeted cooperation illustrates the synergy effects and network quality of the project. In a role play, the projects are examined on a professional basis and the criteria worked out beforehand, such as suitability for the tendering, social relevance, etc., are used for evaluation.		
Teaching and learning methods	Creative Lab /SE / Course no.: vz.CLA.1 / 4th semester / ECTS: 2 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Creative Lab /SE / Course no.: vz.CLA.1 / 4th semester / ECTS: 2 Term paper		

Module number:		**Scope:**	
DIG	**Digital Trends in Sports, Culture & Events**	**5.5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Digital Trends in Sports, Culture & Events (E) /ILV / Course no.: vz.DIG.1 / 4th semester / Desbordes, M. (2019). International Sport Marketing: Issues and Practice. New York, NY: Routledge. Hausmann, A. & Frenzel, L. (Eds.). (2014). Kunstvermittlung 2.0. Neue Medien und ihre Potenziale. Wiesbaden: Springer VS. Pedersen, P. M., & Thibault, L. (2017). Contemporary Sport Management. Champaign, Ill.: Human Kinetics. Ronchi, A. M. (2009). eCulture: Cultural Content in the Digital Age. Berlin/ Heidelberg: Springer. Vermeeren, A., Calvi, L., & Sabiescu, A. (Eds.). (2018). Museum experience design: Crowds, ecosystems and novel technologies. Cham: Springer.		
Skills acquisition	Digital Trends in Sports, Culture & Events (E) /ILV / Course no.: vz.DIG.1 / 4th semester / The students develop a basic understanding of the specifics of the digitization of sport and its environment as well as the event industry. They understand current developments, contexts, concepts and the corresponding empirical findings and can reflect on them against the background of a later career in the field of sport and event management. They recognize the opportunities of digital applications for audience development and cultural mediation and question the consequences of digitization for the reception and dissemination of cultural offerings. The students are thus able to comprehensively and critically assess developments in the respective fields of practice and initiate change processes accordingly. They analyze complex relationships, know central methods and develop theory-based problem-solving skills.		
Course contents	Digital Trends in Sports, Culture & Events (E) /ILV / Course no.: vz.DIG.1 / 4th semester / The digitization of the sports industry is covered. In particular, the digital staging of sport, the digital interaction and thus pluralization of communication channels with the sports consumer and the production of new digital sports products are focused on. In addition, it is discussed how the digital infrastructure and digital platform influences the competitive environment of sport. In the context of cultural management, the consequences of digitization for fictional imaginary worlds in art and culture are outlined. Examples from the fields of virtual reality and social media show the potential of digital technologies for experiencing cultural offerings and the emergence of new audiences. However, the loss of cultural diversity through the algorithmization of knowledge and cultural memory is also being discussed. In addition, the course deals with the digitization of events. Special focus is placed on the effects of digital technologies on existing and new event formats and on the visitors' world of experience as well as on the event planning areas of marketing, security, infrastructure and event evaluation.		
Teaching and learning methods	Digital Trends in Sports, Culture & Events (E) /ILV / Course no.: vz.DIG.1 / 4th semester / Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Digital Trends in Sports, Culture & Events (E) /ILV / Course no.: vz.DIG.1 / 4th semester / Term paper		

Module number:		**Scope:**	
ELE2	**Elective II in SKVM**	**2**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Elective II in SKVM /UE / Course no.: vz.ELE2.1 / 4th semester / ECTS: 2 Sport: Bradbury, T., & O'Boyle, I. (Eds.). (2017). Understanding Sport Management: International Perspectives. London:Taylor & Francis. Covell, D. (2019). Managing sport organizations. London: Routledge. Ströh, J. H. A. (2017). The eSports market and eSports sponsoring. Marburg: Tectum Wissenschaftsverlag. Kultur: Hausmann, A. & L. Frenzel (Eds.). (2014). Kunstvermittlung 2.0: Neue Medien und ihre Potenziale. Wiesbaden: Springer VS Tallon, L., & Walker, K. (2008). Digital technologies and the museum experience: Handheld guides and other media. Lanha: AltaMira Press Vermeeren, A., Calvi, L., & Sabiescu, A. (Eds.). (2018). Museum experience design: Crowds, ecosystems and novel technologies. Cham: Springer Hoppe/Heinze (2016): Einführung in das Kulturmanagement. Themen – Kooperationen – Gesellschaftliche Bezüge. Berlin: Springer VS Assmann (2017): Einführung in die Kulturwissenschaft. Grundbegriffe, Themen, Fragestellungen. Berlin: Narr Veranstaltung: Schulze, G. (1995). Die Erlebnisgesellschaft. Kultursoziologie der Gegenwart. Frankfurt/M.: Campus. Getz, D., & Page. S. (2016). Event Studies - Theory, research and policy for planned events. Oxon: Routledge. Smith, A. (2016): The urbanization of events. In Events in the City - Using public spaces as event venues, Oxon: Routledge		
Skills acquisition	Elective II in SKVM /UE / Course no.: vz.ELE2.1 / 4th semester / ECTS: 2 The students have knowledge in the development of sports, culture and events. They can apply the acquired knowledge, in particular methods of integrated sports, cultural and event development. They are familiar with success factors through their own theoretical and practical work and through analysis of examples. The students are able to assess the future developments of the sports, cultural and event industry and to demonstrate the influence of operational structures and technologies on organizations in the three areas.		
Course contents	Elective II in SKVM /UE / Course no.: vz.ELE2.1 / 4th semester / ECTS: 2 Students can choose from a range of in-depth courses on current topics in sports, culture and event management, e.g: • Sector and R&D activities • Human resources/competences • Digital developments in the sports, culture and event industry • Development of the sports, culture and events sector • Development of developments/trends, fashions, booms • Identification of developments/trends • Evaluation of developments • Economic, political and social impacts • Leveraging developments • Planning and implementation of future-oriented, interdisciplinary projects		
Teaching and learning methods	Elective II in SKVM /UE / Course no.: vz.ELE2.1 / 4th semester / ECTS: 2 Integrated course, case studies, discussion, group work, presentations, user tests		
Evaluation Methods Criteria	Elective II in SKVM /UE / Course no.: vz.ELE2.1 / 4th semester / ECTS: 2 Presentation, term paper		

Module number:		**Scope:**	
EVI	**Event Staging**	**1.5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Event-production /ILV / Course no.: vz.EVI.1 / 4th semester / ECTS: 1.5 Graf, M. & Luppold, S. (2018). Event-Regie: Der spannende Weg vom ersten Konzept zur finalen Show – eine 360-Grad-Betrachtung der Live-Inszenierung. Wiesbaden: Springer Gabler. Gundlach, A. (2013). Wirkungsvolle Live-Kommunikation: Liebe Deine Helden: Dramaturgie und Inszenierung erfolgreicher Events. Wiesbaden: Springer Gabler. Knoll, T. (2015). Neue Konzepte für einprägsame Events: Partizipation statt Langeweile - vom Teilnehmer zum Akteur. Wiesbaden: Springer Gabler. Luppold, S., Merkwitz, R., Rübner, W. & Wintzen, D. (2013). Alles nur Theater!?: Wie Marketing-Profis Events inszenieren (Messe-, Kongress- und Eventmanagement. Sternenfels: Wissenschaft & Praxis. Miller, C. (2014). Digital Storytelling: A creator's guide to interactive entertainment. 3rd ed. London: Taylor & Francis Ltd.		
Skills acquisition	Event-production /ILV / Course no.: vz.EVI.1 / 4th semester / ECTS: 1.5 The students understand the position of events in the marketing mix and the concept of "dramaturgy" and know the most important models of event dramaturgy and storytelling. They also acquire an overview of classic and new forms of event staging (Events 2.0) and the associated creativity techniques and staging possibilities. The students can understand ideas and recognize complex connections between marketing and staging.		
Course contents	Event-production /ILV / Course no.: vz.EVI.1 / 4th semester / ECTS: 1.5 The students learn: Marketing mix: Role of events in marketing mix, communication goals and target group, checklists for marketing events, program, time and cost planning Dramaturgy: The concept of dramaturgy, the inner construction form (focus on storytelling and its explanation from the point of view of neurosciences) and outer construction form (dramaturgy of construction forms with regard to suspense). Staging: Transmedia storytelling, creativity techniques for the event production, practical development of a production on the basis of group exercises, production possibilities of the event manager, self-production of the event management on site Screenplay: New forms of event staging (e.g. Events 2.0) and their emergence of new event forms, social media marketing as an event tool, further interactive events 2.0 tools		
Teaching and learning methods	Event-production /ILV / Course no.: vz.EVI.1 / 4th semester / ECTS: 1.5 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Event-production /ILV / Course no.: vz.EVI.1 / 4th semester / ECTS: 1.5 Presentation, term paper		

Module number:		**Scope:**	
INM	**International Management in Sports, Culture & Events**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	International Management in Sports, Culture & Events (E) /ILV / Course no.: vz.INM.1 / 4th Henze, R. & Wolfram, G. (Hrsg.) (2014). Exporting Culture? Which Role for Europe in a Global World. Wiesbaden: Springer VS. Pedersen, P. M., & Thibault, L. (2018). Contemporary Sport Management. Champaign, Ill.: Human Kinetics. Henze R., Höhne S. & Tröndle, M. (Eds.). (2016). Journal of Cultural Management: Arts, Economics, Policy 2(1). Special Issue: Management Without Borders. Bielefeld: transcript. Seraphin, H. & Korstanje, M. (2018). International Event Management: Bridging the Gap Between Theory and Practice. New York: Nova Science Pub Inc.		
Skills acquisition	International Management in Sports, Culture & Events (E) /ILV / Course no.: vz.INM.1 / 4th The students develop their theory-based problem-solving skills as well as their analysis and synthesis skills. They understand the difference between national and transnational decision-making structures and can place the strategies of cultural institutions within international cultural policy. They know the consequences of globalization for the programming of cultural institutions. The instrumental skills of the students are trained. They improve their ability to express themselves critically and have management strategies for dealing with complex contexts, solving problems and decision-making authority.		
Course contents	International Management in Sports, Culture & Events (E) /ILV / Course no.: vz.INM.1 / 4th The content of the course is in-depth knowledge of the complex global sports market and its various models as well as their effects, potentials and challenges for sports management. The tension between national, European and global identities calls for diversity management from cultural institutions in program design as well as in personnel management. In cultural management, internationally active cultural organizations are introduced, and the specific action potentials of cultural diversity are pointed out. In the context of the theory of transculturality, the opportunities and limits of transnational concepts such as the World Cultural Heritage and the European Capital of Culture are examined and their effects on regional cultural offerings discussed. The course also deals with the global influencing factors and effects of internationalization on the event sector and the resulting challenges for organizers. The focus is on authenticity, sustainability and event destination development.		
Teaching and learning methods	International Management in Sports, Culture & Events (E) /ILV / Course no.: vz.INM.1 / 4th Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	International Management in Sports, Culture & Events (E) /ILV / Course no.: vz.INM.1 / 4th Academic Research Paper		

Module number:		**Scope:**	
PRA2	**Practical Project II**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Practical Project II /PT / Course no.: vz.PRA2.1 / 4th semester / ECTS: 4 Event-Checklisten. Damit Ihre Veranstaltung ein Erfolg wird. Publisher: Europäische Sponsoring-Börse, 2009 Gatterer H., Wehnelt J., Schibranji G. (2011): Event der Zukunft. Ein Handbuch für das neue Zeitalter der Eventbranche. Publisher: Zukunftsinstitut Österreich GmbH Hladky, A.; Vögl K. (2012): Grundlagen Professionelles Eventmarketing. Publisher: WKO Fachverband Freizeit- und Sportbetriebe Smith, A. (2016): Events in the City. Using public spaces as event venues. Publisher:Routledge		
Skills acquisition	Practical Project II /PT / Course no.: vz.PRA2.1 / 4th semester / ECTS: 4 The students: • are able to carry out a project according to the standards of project management; • are proficient in systematic, orderly and punctual project processing; • know the special roles within a project; • know the importance of project communication in all directions (discussions, documentation, descriptions, presentations) and know how to act accordingly; • have expertise in solving specific problems; • are able to act independently within a team; • are proficient in problem-oriented project management; • have the ability to implement projects in a socially and ethically responsible manner.		
Course contents	Practical Project II /PT / Course no.: vz.PRA2.1 / 4th semester / ECTS: 4 To prepare the students optimally for problems in working life, practical tasks are worked on in groups, preferably on the basis of commissions from partners from industry or public institutions, or field experiences are obtained under the guidance of the course leader. The students bring their acquired knowledge to bear and apply it to real projects. While the students can deepen and improve their subject-specific competences, complementary competences such as social competence, team skills, problem-solving and decision-making competence, risk management and budgeting competence are also fostered. Based on a client briefing (by the course instructor or external partners such as associations and companies), the students work on the presented projects independently, only guided by the course instructors if necessary: Planning, coordination, budgeting, control, evaluation and final reporting are in the hands of the students. The role of the course leader is focused on project coaching.		
Teaching and learning methods	Practical Project II /PT / Course no.: vz.PRA2.1 / 4th semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Practical Project II /PT / Course no.: vz.PRA2.1 / 4th semester / ECTS: 4 Project documentation		

Module number:		**Scope:**	
RIM	**Risk management**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Risk Management /SE / Course no.: vz.RIM.1 / 4th semester / ECTS: 3 Bardy, M. (2019). Crowd Management. In Veranstaltungssicherheit - Von der Praxis für die Praxis: Volume 4: Kommunikation - Rettungstechnik und Sanitätsdienst - Crowdmanagement und Terrorismusvorbeugung (p. 25-61). Vienna: Service-GmbH of the Wirtschaftskammer Österreich. Drury, J., & Stott, C. (2013). Crowds in the 21st Century. London: Routledge. Event Safety Alliance. (2014). The Event Safety Guide. New York: Skyhorse Publishing. Festag, S. (2014). Umgang mit Risiken. Qualifizierung und Quantifizierung. Vienna: Beuth Verlag. Helbing, D., & Mukerji, P. (25. 06 2012). Crowd disasters as systemic failures: analysis of the Love Parade disaster. Retrievable at https://epjdatascience.springeropen.com/articles/10.1140/epjds7 Still, K. G. (2013). Introduction to Crowd Science. Boca Raton: CRC Press.		
Skills acquisition	Risk Management /SE / Course no.: vz.RIM.1 / 4th semester / ECTS: 3 The students know: • The methodological basis for the creation of a safety concept, • The main sources of danger that influence visitor safety at events, • The possibility of influencing the safety of visitors by means of risk management, and • The behavior of people in emergencies. The students can: • Analyze event-related sources of danger, • Apply risk management to events, • Perform risk assessments and • Develop preventive and reactive security measures.		
Course contents	Risk Management /SE / Course no.: vz.RIM.1 / 4th semester / ECTS: 3 • Risk management system • Risk management process: Definition of protection goals, risk identification, risk analysis, risk assessment, possibilities of risk management • Risk communication • Human behavior in an emergency (herd behavior, movement patterns, panic situations) • Methodical fundamentals and contents Safety concept • Scenario-based and scenario-independent action planning (emergency planning) incl. associated communication concept • Capacity of event areas: Calculation of area capacities, calculation of required escape route widths, admission management, circulation and downstream planning, barrier and barricade planning • Information preparation and presentation for visitors Event-specific problems, including significant influencing factors, are identified and analyzed by means of numerous case studies and videos, and proposed solutions for future prevention are developed. The course concludes with a simulation game in which situations with emergency and crisis potential are simulated. By experiencing and working through these scenarios, students develop the necessary decision-making and solution skills to manage emergencies during events.		
Teaching and learning methods	Risk Management /SE / Course no.: vz.RIM.1 / 4th semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		

Evaluation Methods Criteria	Risk Management /SE / Course no.: vz.RIM.1 / 4th semester / ECTS: 3 Presentation

Module number:		**Scope:**	
MET	**Research Methods**	**6**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Qualitative Research Methodology /ILV / Course no.: vz.MET.1 / 4th semester / ECTS: 3 Baur, N. & Blasius, J. (Eds.). (2014). Handbuch Methoden der empirischen Sozialforschung. Wiebaden: Springer VS. Gläser, J. & Ladel, G. (2019). Experteninterviews und qualitative Inhaltsanalyse. 5th edition. Wiesbaden: Springer VS. Mayring, P. (2015). Qualitative Inhaltsanalyse: Grundlagen und Techniken. 12th edition Weinheim: Beltz. Przyborski, A. & Wohlrab-Sahr, M. (2013). Qualitative Sozialforschung. Ein Arbeitsbuch. 4th edition. Munich: Oldenbourg. Rädiker, S. & Kuckartz, U. (2018). Analyse qualitativer Daten mit MAXQDA. Text, Audio und Video. Wiesbaden: Springer VS		
	Quantitative Research Methodology /ILV / Course no.: vz.MET.2 / 4th semester / ECTS: 3 Baur, N. & Blasius, J. (Eds.). (2014). Handbuch Methoden der empirischen Sozialforschung. Wiebaden: Springer VS. Brosius, F. (2018). SPSS: Umfassendes Handbuch zu Statistik und Datenanalyse. 8th edition. Bonn: mitp. Bryman, A. (2015). Social Research Methods. 5th edition. Oxford: Oxford University Press. Gehring, U.W. & Weins, C. (2009). Grundkurs Statistik für Politologen und Soziologen. 5th edition. Wiesbaden: VS Verlag für Sozialwissenschaften. Schnell, R. Hill, P.B. & Esser, E. (2018). Methoden der empirischen Sozialforschung. 11th edition. Munich: De Gruyter Oldenbourg.		
Skills acquisition	Qualitative Research Methodology /ILV / Course no.: vz.MET.1 / 4th semester / ECTS: 3 The students develop a basic understanding of the methods of qualitative research (in particular data collection, analysis and interpretation). They learn to apply these methods practically and to present and evaluate the results of empirical studies. They are able to understand technical texts on qualitative research methods to take into account findings from qualitative studies in their later professional activity. They are enabled to work on interdisciplinary tasks or questions and to present solutions.		
	Quantitative Research Methodology /ILV / Course no.: vz.MET.2 / 4th semester / ECTS: 3 The students develop an understanding of the fundamental methods of qualitative research (in particular data collection, analysis and interpretation). They learn to apply these methods practically and to present and evaluate the results of empirical studies. They are able to understand technical texts on quantitative research methods to take into account findings from quantitative studies in their later professional activity. They are enabled to work on interdisciplinary tasks or questions and to present solutions.		
Course contents	Qualitative Research Methodology /ILV / Course no.: vz.MET.1 / 4th semester / ECTS: 3 The concepts and methods of qualitative social research (in particular observational procedures, interviewing and content analysis) are discussed and reflected on against the background of potential occupational fields. The students can understand and apply the basic methods of qualitative social research.		
	Quantitative Research Methodology /ILV / Course no.: vz.MET.2 / 4th semester / ECTS: 3 The concepts and methods (univariate and bivariate) of quantitative social research are discussed and reflected against the background of potential occupational fields. The students can understand and apply the basic methods of uni-variate and bi-variate quantitative social research.		

Teaching and learning methods	Qualitative Research Methodology /ILV / Course no.: vz.MET.1 / 4th semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations
	Quantitative Research Methodology /ILV / Course no.: vz.MET.2 / 4th semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations

Evaluation Methods Criteria	Qualitative Research Methodology /ILV / Course no.: vz.MET.1 / 4th semester / ECTS: 3 Module examination: Presentation and term paper (half of the students each): Presentation on qualitative methods and term paper on quantitative methods and presentation on quantitative methods and term paper on qualitative methods)
	Quantitative Research Methodology /ILV / Course no.: vz.MET.2 / 4th semester / ECTS: 3 Module examination: Presentation and term paper (half of the students each): Presentation on qualitative methods and term paper on quantitative methods and presentation on quantitative methods and term paper on qualitative methods)

Module number:		**Scope:**	
OUT	**Semester Abroad**	**30**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	5th semester		
Level	5th semester: 1. Study cycle, Bachelor		
Previous knowledge	5th semester: none / 5th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation			
Skills acquisition	Current Issues in Sports, Culture & Events Management /VO / Course no.: vz.AUS.1 / 5th The semester abroad at one of the numerous partner universities is an essential personality-developing component of the full-time Bachelor degree course at the FH Kufstein Tirol. The students acquire both intercultural and professional skills at the partner university abroad.		
	Business Studies /ILV / Course no.: vz.AUS.2 / 5th semester / ECTS: 6 The semester abroad at one of the numerous partner universities is an essential personality-developing component of the full-time Bachelor degree course at the FH Kufstein Tirol. The students acquire both intercultural and professional skills at the partner university abroad.		
	Elective: Sports, Culture & Events Management /ILV / Course no.: vz.AUS.3 / 5th semester / The semester abroad at one of the numerous partner universities is an essential personality-developing component of the full-time Bachelor degree course at the FH Kufstein Tirol. The students acquire both intercultural and professional skills at the partner university abroad.		
	Language & Area Studies /ILV / Course no.: vz.AUS.4 / 5th semester / ECTS: 6 The semester abroad at one of the numerous partner universities is an essential personality-developing component of the full-time Bachelor degree course at the FH Kufstein Tirol. The students acquire both intercultural and professional skills at the partner university abroad.		
Course contents	Current Issues in Sports, Culture & Events Management /VO / Course no.: vz.AUS.1 / 5th During their stay abroad at the partner university, the students must complete a course in "Current Issues in Sports, Culture & Events Management" agreed in advance with the Director of Studies by way of the Learning Agreement.		
	Business Studies /ILV / Course no.: vz.AUS.2 / 5th semester / ECTS: 6 During their stay abroad at the partner university, the students must complete a course in "Business Studies" agreed in advance with the Director of Studies by way of the Learning Agreement.		
	Elective: Sports, Culture & Events Management /ILV / Course no.: vz.AUS.3 / 5th semester / During their stay abroad at the partner university, the students must complete a course in "Sports, Culture & Events Management" agreed in advance with the Director of Studies by way of the Learning Agreement.		
	Language & Area Studies /ILV / Course no.: vz.AUS.4 / 5th semester / ECTS: 6 During their stay abroad at the partner university, the students must complete a course in "Area Studies and Languages" agreed with the Director of Studies by way of the Learning Agreement.		

Teaching and learning methods	Current Issues in Sports, Culture & Events Management /VO / Course no.: vz.AUS.1 / 5th no information
	Business Studies /ILV / Course no.: vz.AUS.2 / 5th semester / ECTS: 6 no information
	Elective: Sports, Culture & Events Management /ILV / Course no.: vz.AUS.3 / 5th semester / no information
	Language & Area Studies /ILV / Course no.: vz.AUS.4 / 5th semester / ECTS: 6 no information
Evaluation Methods Criteria	Current Issues in Sports, Culture & Events Management /VO / Course no.: vz.AUS.1 / 5th according to the requirements of the institution abroad

Evaluation Methods Criteria	Business Studies /ILV / Course no.: vz.AUS.2 / 5th semester / ECTS: 6 according to the requirements of the institution abroad
	Elective: Sports, Culture & Events Management /ILV / Course no.: vz.AUS.3 / 5th semester / according to the requirements of the institution abroad
	Language & Area Studies /ILV / Course no.: vz.AUS.4 / 5th semester / ECTS: 6 according to the requirements of the institution abroad

Module number:		**Scope:**	
BER	**Internship**	**20**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	6th semester		
Level	6th semester: 1. Study cycle, Bachelor		
Previous knowledge	6th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Internship /PT / Course no.: vz.BER.1 / 6th semester / ECTS: 20 Stackelberg, B. (2013). Karrierestart für Hochschulabsolventen: Selbstbewusst. Erfolgreich. Authentisch. Munich: Vahlen Verlag		
Skills acquisition	Internship /PT / Course no.: vz.BER.1 / 6th semester / ECTS: 20 The students should: • put the knowledge they have gained from practical experience to the test and use the knowledge they have acquired during their studies to reappraise their professional environment. (Practical competency) • be able to re-evaluate and better act on changed project environments through new knowledge and changed argumentation. (Problem-solving competency) • put knowledge and the team skills acquired in student projects into practice in practical everyday life. (Social competency)		
Course contents	Internship /PT / Course no.: vz.BER.1 / 6th semester / ECTS: 20 Supplementing the theoretical knowledge of the students with practical activities and questions in practice. The work placement within the framework of a 12.5-week period of employment ensures that the students find their way around when entering their possibly thematically new professional life. Processes, workflows and situations in the professional environment can thus be rethought. Preparation and assistance through Career Services and support for students during their internships: Reflection, discussion of problems and success stories and/or help with problems.		
Teaching and learning methods	Internship /PT / Course no.: vz.BER.1 / 6th semester / ECTS: 20 Internship		
Evaluation Methods Criteria	Internship /PT / Course no.: vz.BER.1 / 6th semester / ECTS: 20 Proof of internship by means of a job description and final report		

2.3.2 Part-time Module descriptions

Module number:		**Scope:**	
HRM	**Human Resource Management**	**2**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Human Resource Management (E) /ILV / Course no.: bb.HRM.1 / 1st semester / ECTS: 2 Armstrong, M. (2017). Armstrong's Handbook of Human Resource Management Practice. UK: Kogan Page. Torrington, D., Hall, L., Atkinson, Taylor, S. (2017). Human Resource Management. 10th ed. Harlow: Pearson. Smith, K., Lockstone-Binney, L.: Holmes, K. and Baum, T. (2017). Event Volunteering: International Perspectives on the Event Volunteering Experience. London: Routledge.		
Skills acquisition	Human Resource Management (E) /ILV / Course no.: bb.HRM.1 / 1st semester / ECTS: 2 The students develop an understanding of the importance of Human Resources management for company success and are familiar with Human Resources processes as part of company personnel management. They develop an understanding of the challenges of human resources management and are able to design appropriate measures to deal with these challenges appropriately. The students deepen their ability to understand, process and apply ideas to the field of event management. With regard to instrumental skills, the understanding of the relationship between theory and practice is expanded and verbal and written communication in the English language is trained.		
Course contents	Human Resource Management (E) /ILV / Course no.: bb.HRM.1 / 1st semester / ECTS: 2 The course deals with the following topics: historical development of personnel management, tasks of personnel management, personnel planning, recruitment, release, selection, assessment, development, incentive and remuneration systems, personnel organization and controlling. New developments in personnel management. In addition, the course deals with the role and handling of volunteers and the resulting challenges for personnel management.		
Teaching and learning methods	Human Resource Management (E) /ILV / Course no.: bb.HRM.1 / 1st semester / ECTS: 2 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Human Resource Management (E) /ILV / Course no.: bb.HRM.1 / 1st semester / ECTS: 2 Term paper		

Module number:		**Scope:**	
KUW1	**Cultural Studies I**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Cultural Studies I /ILV / Course no.: bb.KUW1.1 / 1st semester / ECTS: 4 Apprich, C. / Stalder, F. (2012): Vergessene Zukunft. Radikale Netzkulturen in Europa. Transcript. Assmann, A. (2011): Einführung in die Kulturwissenschaft. ESV Schmidt Assmann, A. (2018): Der europäische Traum. Vier Lehren aus der Geschichte. C.H.Beck Bunz, M. (2012): Die stille Revolution Wie Algorithmen Wissen, Arbeit, Öffentlichkeit und Politik verändern, ohne dabei viel Lärm zu machen. Suhrkamp Seidler, A. / Böhn, A. (2014): Mediengeschichte. Narr Francke Verlag Stalder, F. (2016): Kultur der Digitalität. Suhrkamp		
Skills acquisition	Cultural Studies I /ILV / Course no.: bb.KUW1.1 / 1st semester / ECTS: 4 The students understand cultural studies approaches and recognize central paradigms of cultural, social and media developments. They can describe the changeability of cultural constructs, identify influences from media development and locate their development impulses in time. They are able to explain comprehensive topics such as "identity" and "memory" using examples. The students acquire the ability to express themselves critically and self-critically and to express ethical obligations.		
Course contents	Cultural Studies I /ILV / Course no.: bb.KUW1.1 / 1st semester / ECTS: 4 Cultural Studies I introduces the fundamentals of cultural studies contexts and provides a frame of reference for cultural management. Language as an elementary as well as complex communication medium is examined by means of the basic models of semiotics and the understanding of discourse according to Michel Foucault. An introduction to media development from book printing to technology-based and digital media focuses on the influence of media on social order and communication, for example in the momentous differences between orality and writing, the changed ideas of representation and reality due to the emergence of audiovisual media, the era of mass media and the cultural industry, and interactive, individualized communication since Web 2.0. Finally, cultural constructs that serve societies as orientation aids and at the same time have socio-political implications are considered in their changes: These include the notions of "time" and "space", the emergence of and factors influencing individual and collective identities, and the role of "memory" and "remembrance" for communities. Definitions of culture and concepts of culture as well as their changeability in the course of media development provide an important matrix for the contexts mentioned above. Recent developments such as the read-write culture (Lawrence Lessig), remix and net cultures (Felix Stalder) are taken into account.		
Teaching and learning methods	Cultural Studies I /ILV / Course no.: bb.KUW1.1 / 1st semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Cultural Studies I /ILV / Course no.: bb.KUW1.1 / 1st semester / ECTS: 4 Academic Research Paper		

Module number:		**Scope:**	
SPW1	**Sports Science I**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Sports Studies I /ILV / Course no.: bb.SPW1.1 / 1st semester / ECTS: 4 Alfermann, D. & Stoll, O. (2017). Sportpsychologie. Ein Lehrbuch in 12 Lektionen. 5th edition. Aachen: Meyer & Meyer. Behringer, W. (2012). Kulturgeschichte des Sports. Vom antiken Olympia bis ins 21. Jahrhundert. Munich: C.H. Beck. Burk, V. & Fahrner, M. (Eds.). (2013). Einführung in die Sportwissenschaft. Konstanz: UVK Lucius (UTB). Jarvie, G. (2017). Sport, Culture and Society. An Introduction. 3nd edition. London, New York: Routledge. Thiel, A., Seiberth, K. & Mayer, J. (2013). Sportsoziologie. Ein Handbuch in 13 Lektionen. Aachen: Meyer & Meyer.		
Skills acquisition	Sports Studies I /ILV / Course no.: bb.SPW1.1 / 1st semester / ECTS: 4 The students know about the historical development of exercise culture and sport and they develop a fundamental understanding of the phenomenon of sport and its differentiation. They know the structures and processes of sport in modern society. They can understand and explain fundamental concepts and theories (and the corresponding empirical findings) of sports history, sports sociology and sports psychology and reflect on them against the background of a later career in the field of sport. They develop an understanding for the connection of the disciplines among themselves and to other disciplines of sports science as well as to cultural and economic disciplines. They are enabled to work on interdisciplinary tasks or questions and to present solutions.		
Course contents	Sports Studies I /ILV / Course no.: bb.SPW1.1 / 1st semester / ECTS: 4 The concepts, theories and findings of the history of ideas and culture, of sociology and psychology - insofar as they relate to the context of sport - are dealt with and reflected against the background of potential occupational fields. Students experience the complex interplay between the individual and society in sport and its significance for sporting action and sporting structures.		
Teaching and learning methods	Sports Studies I /ILV / Course no.: bb.SPW1.1 / 1st semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Sports Studies I /ILV / Course no.: bb.SPW1.1 / 1st semester / ECTS: 4 Written exam		

Module number:		**Scope:**	
TKO	**Teamwork & Communication**	**2**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Teamwork & Communication /ILV / Course no.: bb.TKO.1 / 1st semester / ECTS: 2 Kriz, W. C. & Nöbauer, B. (2008): Teamkompetenz. Konzepte, Trainingsmethoden, Praxis, Göttingen, Vandenhoeck & Ruprecht Mayer, C.-H. (2006): Trainingshandbuch Interkulturelle Mediation und Konfliktlösung, Münster, Waxmann Stadelmeier, U. (2008): Führung, Emotionen und Persönlichkeit, Saarbrücken, vdm		
Skills acquisition	Teamwork & Communication /ILV / Course no.: bb.TKO.1 / 1st semester / ECTS: 2 The students can distinguish between different team phases. They are able to identify predominant problem structures and can analyze necessary courses of action on the basis of concrete example situations. They take into account specific management roles, their implications and developments in the various conflict phases and derive alternative courses of action over time through a discursive approach between experiential learning and reflection. In doing so, they develop procedures which they present in presentations and implement in groups. The students can deal constructively with feedback and criticism and are able to reflect strengths and weaknesses.		
Course contents	Teamwork & Communication /ILV / Course no.: bb.TKO.1 / 1st semester / ECTS: 2 The course combines experiential learning through outdoor and indoor parts with stimulating lectures and reflection. The students see the development of teams in their formations, target perspectives and risks of conflicts and their manifestations. Team leadership, the organization of cooperation and social coherence, temporal phases and the assignment and assessment of roles and their parameters lead to a deeper understanding of success and failure parameters. Outdoor components are reflected and integrated into an overall model.		
Teaching and learning methods	Teamwork & Communication /ILV / Course no.: bb.TKO.1 / 1st semester / ECTS: 2 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Teamwork & Communication /ILV / Course no.: bb.TKO.1 / 1st semester / ECTS: 2 Presentation		

Module number:		**Scope:**	
VAM1	**Event Management I**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Event Management I /ILV / Course no.: bb.VAM1.1 / 1st semester / ECTS: 4 Bodwin, Glenn e.a. (2011): Events Management. Butterworth-Heinemann Getz, D., & Page. S. (2016). Event Studies - Theory, research and policy for planned events. Oxon: Routledge. Nickel, O. (2007): Eventmarketing, Grundlagen und Erfolgsbeispiele. Vahlen Nufer, G. (2007): Eventmarketing und -Management: Theorie und Praxis unter besonderer Berücksichtigung von Imagewirkungen. Dt. Univ.-Verl. Smith, A. (2016): The urbanization of events. In Events in the City - Using public spaces as event venues, Oxon: Routledge.		
Skills acquisition	Event Management I /ILV / Course no.: bb.VAM1.1 / 1st semester / ECTS: 4 The students have a sound knowledge of event organization including legal and technical implications. They develop an understanding of the link between organizational requirements and legal and technical requirements. They are familiar with the phases of event organization and can create event and brand concepts. They are also familiar with integrated event management, management techniques and the use of checklists. The students know the technical issues as well as the areas of law and legal relations, in particular liability regulations and insurance policies. They are enabled to plan, prepare, implement and follow up events, in particular corporate events and incentives, in compliance with the specifications, conditions and budget. The students can evaluate events and apply the findings in their own projects. They know the job descriptions and are able to assess and select the specialists needed for their work as sports, culture and event managers. The students reflect on the development of the concept of events in contrast to the concept of experience, whereby they are able to critically examine the inflationary use of event-related tendencies. In doing so, they become aware of the rapid organizational, technical, spatial, legal and sociological changes within the conception, planning and implementation of events. They are familiar with the techniques for a successful presentation within the framework of an agency pitch.		
Course contents	Event Management I /ILV / Course no.: bb.VAM1.1 / 1st semester / ECTS: 4 The teaching content of this introductory basis is based on fundamental concepts, definitions and types of events - building on the history of development and future trends in the event business, the role of the various events within internal and external corporate communication as well as their sociological significance in society is examined. Events are subdivided into their different manifestations and their different significance in the marketing mix of the companies is shown. The phases of event organization and design are shown. Cross-event management, risk management and environmental and safety management are presented. Concepts for business events are developed, planning explained and the logistics behind events explored.		
Teaching and learning methods	Event Management I /ILV / Course no.: bb.VAM1.1 / 1st semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Event Management I /ILV / Course no.: bb.VAM1.1 / 1st semester / ECTS: 4 Written exam		

Module number:		**Scope:**	
WIR	**Fundamentals of Economics**	**9**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
Level	1st semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Introduction BWL /ILV / Course no.: bb.WIR.1 / 1st semester / ECTS: 3 Vahs, D./ Schäfer-Kunz, J. (2015): Einführung in die Betriebswirtschaftslehre, 7th ed. Thommen, J.-P./ Achleitner, A.-K./ et. Al. (2017): Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht, 8th ed. Schauer, R. (2019): Betriebswirtschaftslehre, 6th edition. Linde Verlag Vienna. Schweitzer, M./ Baumeister, A. (2015): Allgemeine Betriebswirtschaftslehre, 11th ed. Hutzschenreuter, T. (2015): Allgemeine Betriebswirtschaftslehre, 6th ed. Wöhe, G./ Döring, U./ Brösel, G. (2016): Einführung in die Allgemeine Betriebswirtschaftslehre, 26th ed. Weber, W./ Kabst, R./ Baum, M. (2018): Einführung in die Betriebswirtschaftslehre, 10th ed. Professional journals: Betriebswirtschaftliche Forschung und Praxis (BFuP); Zeitschrift für Betriebswirtschaft (zfB); Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung (ZfBF); Journal of Business and Economics (JBE); Wirtschaftswissenschaftliches Studium (WiSt); BC-Zeitschrift für Bilanzierung, Rechnungswesen und Controlling; Die Wirtschaftsprüfung (WpG); Zeitschrift Führung + Organisation (ZFO); Harvard Business Manager; Der Betriebswirt; Der Betrieb, Strategic Management Journal (SMJ) Introduction VWL /ILV / Course no.: bb.WIR.2 / 1st semester / ECTS: 3 Blanchard, O. (2017): Makroökonomie. 7th edition. Pearson. Mankiw, N.G. (2018): Grundzüge der Volkswirtschaftslehre. 7th edition. Schäffer-Poeschel. Münter, M.T. (2018), Mikroökonomie, Wettbewerb und strategisches Verhalten. UTB GmbH Natrop, J. (2012). Grundzüge der angewandten Mikroökonomie. Walter de Gruyter GmbH & Co KG.Deutschland GmbH. Pindyck, R. S., & Rubinfeld, D. L. (2018). Mikroökonomie. Pearson Deutschland GmbH Varian, H. R. (2014). Grundzüge der Mikroökonomik. Walter de Gruyter GmbH & Co KG.Deutschland GmbH. Advanced literature: Kahneman, D. (2012). Schnelles Denken, langsames Denken. Siedler Verlag. Rifkin, J. (2014). Die Null-Grenzkosten-Gesellschaft: Das Internet der Dinge, kollaboratives Gemeingut und der Rückzug des Kapitalismus. Campus Verlag. Thiel, P., & Masters, B. (2014). Zero to one: Wie Innovation unsere Gesellschaft rettet. Campus Verlag. Professional journals: Betriebswirtschaftliche Forschung und Praxis (BFuP); Zeitschrift für Betriebswirtschaft (zfB); Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung (ZfBF); Journal of Business and Economics (JBE); Wirtschaftswissenschaftliches Studium (WiSt); BC-Zeitschrift für Bilanzierung, Rechnungswesen und Controlling; Die Wirtschaftsprüfung (WpG); Zeitschrift Führung + Organisation (ZFO); Harvard Business Manager; Der Betriebswirt; Der Betrieb, Strategic Management Journal (SMJ)		

	Introduction to Accounting /ILV / Course no.: bb.WIR.3 / 1st semester / ECTS: 3 Auer, K. (2018): Buchhaltung + Jahresabschluss: erstellen – verstehen - analysieren, Vienna, Verlag Auer & Partner Consulting KG Breidenbach, K., & Währisch, M. (2017): Buchhaltung und Jahresabschluss, 4th ed. Buchholz, L./ Gerhards, R. (2016): Internes Rechnungswesen, Kosten- und Leistungsrechnung, Betriebsstatistik und Planungsrechnung Coenenberg, A.G./ Haller, A./ Et. Al. (2018): Einführung in das Rechnungswesen: Grundlagen der Buchführung und Bilanzierung, 7th ed. Deimel, K./ Erdmann, G./ Isemann, R./ Müller, S. (2017): Kostenrechnung, Das Lehrbuch für Bachelor, Master und Praktiker Geirhofer, S./ Hebrank, C. (2015): Controllingorientiertes Finanz- und Rechnungswesen - Jahresabschluss & Analyse, Finanzwirtschaft, Wertmanagement, Herne, NWB Verlag Geirhofer, S./ Hebrank, C. (2016): Grundlagen Buchhaltung und Bilanzmanagement, 4th ed. Grohmann-Steiger, Ch. / Schneider, W. / Dobrovits, I. (2016): Einführung in die Buchhaltung im Selbststudium, 21st edition, Volume I + Volume II, Vienna, facultas Verlag Olfert, K. (2017): Finanzierung, 17th edition, Herne, NWB Verlag Schauer, R (2019): Betriebswirtschaftslehre, 6th edition, Vienna, Linde Verlag

Literature recommendation	Schmidt, M., Auer, B., & Schmidt, P. (2012): Buchführung und Bilanzierung: Eine anwendungsorientierte Einführung Wedell, H./ Dilling, A.A. (2018): Grundlagen des Rechnungswesens, 16th ed. Professional journals: Betriebswirtschaftliche Forschung und Praxis (BFuP); Zeitschrift für Betriebswirtschaft (zfB); Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung (ZfBF); Journal of Business and Economics (JBE); Wirtschaftswissenschaftliches Studium (WiSt); BC-Zeitschrift für Bilanzierung, Rechnungswesen und Controlling; Die Wirtschaftsprüfung (WpG); Zeitschrift Führung + Organisation (ZFO); Harvard Business Manager; Der Betriebswirt; Der Betrieb, Strategic Management Journal (SMJ)
Skills acquisition	Introduction BWL /ILV / Course no.: bb.WIR.1 / 1st semester / ECTS: 3 The students: • Identify the different business subareas; • Understand the fundamentals of marketing; • Understand the fundamentals of personnel management; • Know the structure of a business and typical business processes and are familiar with the basic constitutive factors of a business; • Recognize relationships in the sense of the various relationships between the business functions; • Can clearly differentiate central business terms from each other; • Identify the most important constitutional and functional corporate decisions. The students are also able to: • Apply their knowledge to case studies; • Present solutions professionally; • Apply this knowledge to real business issues in the field of sports, culture and event management.
	Introduction VWL /ILV / Course no.: bb.WIR.2 / 1st semester / ECTS: 3 The students: • Can address fundamental management problems from an economic perspective; • Are able to analyze decisions under uncertainty; • Can develop strategic decisions based on economic models; • Can assess the impact of digital technologies and products on a company's cost structure and formation of market forms. The students are also able to: • To identify the essential elements and functions of an economy and to assess them in the field of sports, culture and event management; • Can apply basic micro- and macroeconomic tools to analyze decisions of individuals and companies in different competitive markets and analyze the results.

	Introduction to Accounting /ILV / Course no.: bb.WIR.3 / 1st semester / ECTS: 3 External accounting: The students: • Know the fundamentals of mapping business decisions in the accounting system; • Know and understand the basic concepts and subareas of accounting; • Understand the technology and internal structure of double-entry bookkeeping and understand the fundamentals of the Austrian tax system; • Can assess the structure of an accounting system and the characteristics of different account types; • Can make simple business postings to balance sheet and profit and loss accounts and create posting records; • Recognize the significant effects of business transactions on the balance sheet and income statement. Internal accounting: The students: • Know the tasks and solutions of cost and revenue accounting with its subsystems (cost element, cost center and cost unit accounting); • Can use the terms payments - disbursements, revenues - expenses, Revenue - separate expenses from each other; • Can describe the organizational structure of a cost accounting system and the main cost accounting systems; • Know the systems of cost accounting (partial and full cost accounting).

Skills acquisition	The students are also able to: • To be familiar with the fundamentals of financing; • To carry out simple financial planning and to review financing offers critically; • To know alternative forms of financing and can analyze financing possibilities for simple case studies.
Course contents	Introduction BWL /ILV / Course no.: bb.WIR.1 / 1st semester / ECTS: 3 • Overview and context analysis of the most important subareas in business administration • Subject and fundamentals of business administration in the context of economics: • Business studies as science and differentiation from economics, management theory and leadership • Operational functional areas • Business decision theory • Fundamentals of Management and Ethics • Fundamentals of Human Resources and Organization • Marketing Fundamentals Fundamentals: • of the constitutive company decisions such as legal forms, location decisions, types of mergers and acquisitions and choice of business segment. • of the functional business decisions: Materials management, production management, marketing. • of business value creation processes and functions (value creation architecture and structure). • of market, process and strategy-oriented management. • Analysis and evaluation of case studies • Business specifics in the field of sports, culture and event management
	Introduction VWL /ILV / Course no.: bb.WIR.2 / 1st semester / ECTS: 3 • Microeconomics and the behavior of managers and companies • Price and product policy of the company • Elementary principles of game theory • Company organization • Market Forms & Market Entry • Decisions under uncertainty • Behavioral economics • Economy of digitization • Economic thinking • Fundamentals of supply and demand • Markets and prosperity: Consumer and producer surplus and the efficiency of markets; economic policy measures and their effects • International trade • Important macroeconomic concepts and their measurement: BIP, inflation, unemployment

	Introduction to Accounting /ILV / Course no.: bb.WIR.3 / 1st semester / ECTS: 3 External accounting: • Structure of the accounting system • Fundamentals of operational accounting: Tasks, sub-areas and basic concepts • Commercial accounting system: From inventory to opening balance sheet • Double-entry accounting system: Posting business cases to inventory and profit and loss accounts • Organization of bookkeeping (chart of accounts, sales tax, etc.) • Principle of period purity and accruals and deferrals Internal accounting: • Objectives and basic concepts of cost and revenue accounting • Fundamentals of cost and revenue accounting: Tasks, components and subareas • Structure of cost accounting (cost elements, cost centers, cost objects) • Contribution margin accounting Relation to sports, culture and event management: • Fundamentals of finance (terms and objectives of financing, financial and liquidity planning) • Basic forms of participation, self-financing and credit financing • Application examples for the concepts of accounting and finance • Case studies

Teaching and learning methods	Introduction BWL /ILV / Course no.: bb.WIR.1 / 1st semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations
	Introduction VWL /ILV / Course no.: bb.WIR.2 / 1st semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations
	Introduction to Accounting /ILV / Course no.: bb.WIR.3 / 1st semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	Introduction BWL /ILV / Course no.: bb.WIR.1 / 1st semester / ECTS: 3 Module examination - written exam
	Introduction VWL /ILV / Course no.: bb.WIR.2 / 1st semester / ECTS: 3 Module examination - written exam
	Introduction to Accounting /ILV / Course no.: bb.WIR.3 / 1st semester / ECTS: 3 Module examination - written exam

Module number:		**Scope:**	
FRS	**Foreign Language**	**12**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
	2nd semester		
	3rd semester		
Level	1st semester: A1 to C2 (GER) / 2nd semester: A1 to C2 (GER) / 3rd semester: A1 to C2 (GER)		
Previous knowledge	1st semester: Module with target B2/C1: Level B1 (GER) or English advanced course required / 2nd semester: Module with target B2/C1: Level B1 (GER) or English advanced course required / 3rd semester: Module with target B2/C1: Level B1 (GER) or English advanced course required		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	English I /ILV / Course no.: bb.FRS.1 / 1st semester / ECTS: 3 Course book - by arrangement; authentic materials, e.g. from English language journals (including specialist journals), newspapers and online media		
	English II /ILV / Course no.: bb.FRS.2 / 2nd semester / ECTS: 5 Course book - by arrangement; authentic materials, e.g. from English language journals (including specialist journals), newspapers and online media		
	English III /ILV / Course no.: bb.FRS.3 / 3rd semester / ECTS: 4 Course book - by arrangement; authentic materials, e.g. from English language journals (including specialist journals), newspapers and online media		

Skills acquisition	English I /ILV / Course no.: bb.FRS.1 / 1st semester / ECTS: 3 The modules are designed according to the Common European Framework of Reference for Languages (CEFR). In the modules, students will acquire the language skills and develop the skills necessary for a business-oriented professional or academic activity. The following competences are taught according to CEFR, i.e. after completion of the module, successful graduates will have mastered the following activities: A1 - Beginner Can understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Can introduce him/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and can answer questions of this kind. Can communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Can communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Can describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Can understand the main points when clear standard language is used and when it comes to familiar matters from work, school, leisure, etc. Can cope with most situations encountered when travelling in the area where the language is spoken. Can express himself/herself simply and coherently on familiar topics and personal areas of interest. Can report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Can understand the main contents of complex texts on concrete and abstract topics; also understands technical discussions in his/her own special field. Can communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Can express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options.

Skills acquisition	C1 - Expert language skills Can understand a wide range of demanding, longer texts and also grasp implicit meanings. Can express him/herself fluently and spontaneously without having to search for words more often. Can use the language effectively and flexibly in social and professional life or in education and studies. Can express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Can easily understand practically anything he/she reads or hears. Can summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Can express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.

	English II /ILV / Course no.: bb.FRS.2 / 2nd semester / ECTS: 5 The modules are designed according to the Common European Framework of Reference for Languages (CEFR). In the modules, students will acquire the language skills and develop the skills necessary for a business-oriented professional or academic activity. The following competences are taught according to CEFR, i.e. after completion of the module, successful graduates will have mastered the following activities: A1 - Beginner Can understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Can introduce him/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and can answer questions of this kind. Can communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Can communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Can describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Can understand the main points when clear standard language is used and when it comes to familiar matters from work, school, leisure, etc. Can cope with most situations encountered when travelling in the area where the language is spoken. Can express himself/herself simply and coherently on familiar topics and personal areas of interest. Can report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Can understand the main contents of complex texts on concrete and abstract topics; also understands technical discussions in his/her own special field. Can communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Can express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Can understand a wide range of demanding, longer texts and also grasp implicit meanings. Can express him/herself fluently and spontaneously without having to search for words more often. Can use the language effectively and flexibly in social and professional life or in education and studies. Can express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Can easily understand practically anything he/she reads or hears. Can summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Can express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.

Skills acquisition	English III /ILV / Course no.: bb.FRS.3 / 3rd semester / ECTS: 4 The modules are designed according to the Common European Framework of Reference for Languages (CEFR). In the modules, students will acquire the language skills and develop the skills necessary for a business-oriented professional or academic activity. The following competences are taught according to CEFR, i.e. after completion of the module, successful graduates will have mastered the following activities: A1 - Beginner Can understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Can introduce him/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and can answer questions of this kind. Can communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Can communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Can describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Can understand the main points when clear standard language is used and when it comes to familiar matters from work, school, leisure, etc. Can cope with most situations encountered when travelling in the area where the language is spoken. Can express himself/herself simply and coherently on familiar topics and personal areas of interest. Can report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Can understand the main contents of complex texts on concrete and abstract topics; also understands technical discussions in his/her own special field. Can communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Can express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Can understand a wide range of demanding, longer texts and also grasp implicit meanings. Can express him/herself fluently and spontaneously without having to search for words more often. Can use the language effectively and flexibly in social and professional life or in education and studies. Can express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Can easily understand practically anything he/she reads or hears. Can summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Can express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.

Course contents	English I /ILV / Course no.: bb.FRS.1 / 1st semester / ECTS: 3 A1 - Beginner Understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Introduce himself/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and answer questions of this kind. Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping,

Course contents	work, local area). Communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Use clear standard language and communicate on familiar matters from work, school, leisure, etc. Apply relevant conversation skills for travel in the area in which the language is spoken. Express himself/herself simply and coherently on familiar topics and personal areas of interest. Report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Express the main contents of complex texts on concrete and abstract topics; participate in technical discussions in his/her own special field. Communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Understand a wide range of demanding, longer texts and also grasp implicit meanings. Express himself/herself fluently and spontaneously without having to search for words more often. Use the language effectively and flexibly in social and professional life or in education and studies. Express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Effortless communication in all language situations. Summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.

	English II /ILV / Course no.: bb.FRS.2 / 2nd semester / ECTS: 5 A1 - Beginner Understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Introduce himself/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and answer questions of this kind. Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Use clear standard language and communicate on familiar matters from work, school, leisure, etc. Apply relevant conversation skills for travel in the area in which the language is spoken. Express himself/herself simply and coherently on familiar topics and personal areas of interest. Report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Express the main contents of complex texts on concrete and abstract topics; participate in technical discussions in his/her own special field. Communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Understand a wide range of demanding, longer texts and also grasp implicit meanings. Express himself/herself fluently and spontaneously without having to search for words more often. Use the language effectively and flexibly in social and professional life or in education and studies. Express themselves in a clear, structured and

	detailed way on complex issues, using various means of text linking appropriately. C2 - Approximate mother-tongue knowledge Effortless communication in all language situations. Summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
Course contents	English III /ILV / Course no.: bb.FRS.3 / 3rd semester / ECTS: 4 A1 - Beginner Understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Introduce himself/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and answer questions of this kind. Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Use clear standard language and communicate on familiar matters from work, school, leisure, etc. Apply relevant conversation skills for travel in the area in which the language is spoken. Express himself/herself simply and coherently on familiar topics and personal areas of interest. Report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Express the main contents of complex texts on concrete and abstract topics; participate in technical discussions in his/her own special field. Communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Understand a wide range of demanding, longer texts and also grasp implicit meanings. Express himself/herself fluently and spontaneously without having to search for words more often. Use the language effectively and flexibly in social and professional life or in education and studies. Express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Effortless communication in all language situations. Summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.

Teaching and learning methods	English I /ILV / Course no.: bb.FRS.1 / 1st semester / ECTS: 3 ILV is designed according to a communicative, action-oriented approach
	English II /ILV / Course no.: bb.FRS.2 / 2nd semester / ECTS: 5 ILV is designed according to a communicative, action-oriented approach
	English III /ILV / Course no.: bb.FRS.3 / 3rd semester / ECTS: 4 ILV is designed according to a communicative, action-oriented approach
Evaluation Methods Criteria	English I /ILV / Course no.: bb.FRS.1 / 1st semester / ECTS: 3 The performance and competence of the students in reading comprehension, listening comprehension, written expression, oral expression and the quality of their cooperation (also online) are taken into account for the assessment.

Evaluation Methods Criteria	English II /ILV / Course no.: bb.FRS.2 / 2nd semester / ECTS: 5 The performance and competence of the students in reading comprehension, listening comprehension, written expression, oral expression and the quality of their cooperation (also online) are taken into account for the assessment.
	English III /ILV / Course no.: bb.FRS.3 / 3rd semester / ECTS: 4 The performance and competence of the students in reading comprehension, listening comprehension, written expression, oral expression and the quality of their cooperation (also online) are taken into account for the assessment.

Module number:		**Scope:**	
WIS	**Academic Research**	**12**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	1st semester		
	6th semester		
Level	1st semester: 1. Study cycle, Bachelor / 6th semester: 1. Study cycle, Bachelor		
Previous knowledge	1st semester: no information / 6th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Academic Research /SE / Course no.: bb.WIS.1 / 1st semester / ECTS: 2</u> Esselborn-Krumbiegel, H. (2017). Richtig wissenschaftlich schreiben: Wissenschaftssprache in Regeln und Übungen. 5th edition. Paderborn: Schöningh (UTB). Ebster, C. & Stalzer, L. (2017). Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. 5th edition. Vienna: facultas wuv (UTB). Fahrner, M. & Burk, V. (2013). Wissenschaftliches Arbeiten in der Sportwissenschaft. In V. Burk & M. Fahrner (Eds.), Einführung in die Sportwissenschaft (P. 211-244). Konstanz: UVK (UTB). Sesnik, W. (2012). Einführung in das wissenschaftliche Arbeiten inklusive E-Learning, Web-Recherche, digitale Präsentation u.a.. 9th edition. Munich: Oldenbourg. Stickel-Wolf, C. & Wolf, J. (2016). Wissenschaftliches Arbeiten und Lerntechniken: Erfolgreich studieren – gewusst wie! Wiesbaden: Springer Gabler.		
	<u>Bachelor Thesis Seminar /SE / Course no.: bb.WIS.2 / 6th semester / ECTS: 10</u> Brink, A. (2007). Anfertigung wissenschaftlicher Arbeiten im Bachelor-, Master- und Diplomstudium. 3rd edition. Munich, Vienna: Oldenbourg. Hug, T. & Poscheschnik, G. (2010). Empirisch Forschen. Konstanz: UVK (UTB). Ebster, C. & Stalzer, L. (2013). Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. 4th edition. Vienna: facultas wuv (UTB). Kruse, O. (2018). Lesen und Schreiben. Konstanz: UVK (UTB). Kruse, O. (2017). Kritisches Denken und Argumentieren. Konstanz: UVK (UTB). Samac, K., Prenner, M. & Schwetz, H. (2009). Die Bachelorarbeit an Universität und Fachhochschule. Vienna: facultas wuv (UTB).		
Skills acquisition	<u>Academic Research /SE / Course no.: bb.WIS.1 / 1st semester / ECTS: 2</u> The students develop a basic understanding of academic research and hermeneutic procedures. They are able to understand and apply fundamental concepts and theories (and the corresponding empirical findings) of the theory of science, of knowledge acquisition and of the writing of knowledge, and to reflect on them against the background of a later career. They are able to understand technical texts and to integrate them into their body of knowledge in order to shape their later professional activity in a target group-specific and socially legitimate way. They are enabled to work on interdisciplinary tasks or questions and to present solutions.		
	<u>Bachelor Thesis Seminar /SE / Course no.: bb.WIS.2 / 6th semester / ECTS: 10</u> The students develop a basic understanding regarding the preparation of an empirical Bachelor thesis with the aim of independently defining and empirically elaborating a topic from the field of sports, cultural or event management on the basis of an appropriate question. They are able to apply fundamental concepts, theories (and the corresponding empirical findings) and empirical methods from their previous studies to their Bachelor thesis and to reflect on their approach. Self-organization, time management, research and expression skills are expanded.		
Course contents	<u>Academic Research /SE / Course no.: bb.WIS.1 / 1st semester / ECTS: 2</u> The course introduces academic research and imparts background and practical knowledge for the preparation of seminar papers. The students acquire an understanding and practical skills for the research, acquisition and evaluation of academic literature as well as the hermeneutic and rational-reconstructive processing of academic texts. In addition, they develop an understanding and practical skills for writing academic texts.		

	Bachelor Thesis Seminar /SE / Course no.: bb.WIS.2 / 6th semester / ECTS: 10 Within the framework of the Bachelor thesis seminar, students are taught what special features empirical work entails and how to create their own empirical work. They have the opportunity to discuss and optimize their theoretical foundation, their methodical approach and their empirical implementation in the context of the Bachelor thesis in regular

Course contents	exchanges with the other students. The students receive recommendations and templates for the preparation of their Bachelor thesis and thus the corresponding accompanying academic supervision.
Teaching and learning methods	Academic Research /SE / Course no.: bb.WIS.1 / 1st semester / ECTS: 2 Integrated course, case studies, discussion, group work, presentations
	Bachelor Thesis Seminar /SE / Course no.: bb.WIS.2 / 6th semester / ECTS: 10 Integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	Academic Research /SE / Course no.: bb.WIS.1 / 1st semester / ECTS: 2 Written examination, seminar paper
	Bachelor Thesis Seminar /SE / Course no.: bb.WIS.2 / 6th semester / ECTS: 10 Bachelor Thesis

Module number:		**Scope:**	
MAK	**Marketing**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	2nd semester		
Level	2nd semester: 1. Study cycle, Bachelor		
Previous knowledge	2nd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Marketing /ILV / Course no.: bb.MAK.1 / 2nd semester / ECTS: 4 Kotler, P., Armstrong, G. (2016): Grundlagen des Marketing, 6th edition, Pearson Verlag. Kotler, P., Keller, K. (2017): Marketing-Management, 15th edition, Pearson Verlag. Homburg, C. (2016): Grundlagen des Marketingmanagements, 5th edition, Springer Gabler Verlag. Meffert, H., Burmann, C. (2018): Marketing. Grundlagen marktorientierter Unternehmensführung, 13th edition, Springer Gabler Verlag. Bruhn, M. (2016): Marketing. Grundlagen für Studium und Praxis, 13th edition, Springer Gabler Verlag.		
Skills acquisition	Marketing /ILV / Course no.: bb.MAK.1 / 2nd semester / ECTS: 4 The students are able to: • To identify market-oriented management. • To identify solutions and problems of marketing management for consumer goods and services also on an international basis and with special consideration of the application. • To apply instruments of the marketing mix. The students are able to: • To apply the theoretically acquired knowledge in a case study (in a small group) and to present the results professionally.		
Course contents	Marketing /ILV / Course no.: bb.MAK.1 / 2nd semester / ECTS: 4 The teaching of marketing fundamentals (definition and application of marketing, dynamics of the marketing environment, consumer behavior, marketing strategies, marketing mix, market and advertising psychology, new media) through theory and case studies. Special features of marketing for sports and cultural institutions.		
Teaching and learning methods	Marketing /ILV / Course no.: bb.MAK.1 / 2nd semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Marketing /ILV / Course no.: bb.MAK.1 / 2nd semester / ECTS: 4 Written exam, term paper		

Module number:		**Scope:**	
SPM1	**Sports Management I**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	2nd semester		
Level	2nd semester: 1. Study cycle, Bachelor		
Previous knowledge	2nd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Sport Management I /ILV / Course no.: bb.SPM1.1 / 2nd semester / ECTS: 4 Bölz, M. (2015). Sport- und Vereinsmanagement. Sport organisieren und vermarkten. Stuttgart: Schäffer-Pöschel. Byers, T., Slack, T. & Parent, M. (2012). Key concepts in sport management. NY: Sage. Hoye, R., Smith, A., Nicholson, M., & Stewart, B. (2015). Sport management: principles and applications. London: Routledge. Pedersen, P. M., & Thibault, L. (2018). Contemporary Sport Management. Champaign, Ill.: Human Kinetics. Schütte, N. (2016). Grundwissen Sportmanagement. UTB.		
Skills acquisition	Sport Management I /ILV / Course no.: bb.SPM1.1 / 2nd semester / ECTS: 4 The students are aware of the specifics of the sports market and its actors and goods. They can understand and explain fundamental sectors, concepts and theories (and the corresponding empirical findings) of sports management and reflect on them against the background of a later career in the field of sport. The students develop an understanding for the connection of the different sectors and areas of sports management and are able to work out overarching questions. The students develop cognitive abilities as well as their decision-making and problem-solving skills.		
Course contents	Sport Management I /ILV / Course no.: bb.SPM1.1 / 2nd semester / ECTS: 4 Basic concepts and theories of sport management are covered. This includes an introduction to the environment of sport management, the comparison of different sports systems, the fundamentals of organizational culture, strategic management and special features of personnel management in sport organizations. Central aspects of sports marketing, sports event management and sports tourism are also covered.		
Teaching and learning methods	Sport Management I /ILV / Course no.: bb.SPM1.1 / 2nd semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Sport Management I /ILV / Course no.: bb.SPM1.1 / 2nd semester / ECTS: 4 Academic Research Paper		

Module number:		**Scope:**	
SPW2	**Sports Science II**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	2nd semester		
Level	2nd semester: 1. Study cycle, Bachelor		
Previous knowledge	2nd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Sports Studies II /ILV / Course no.: bb.SPW2.1 / 2nd semester / ECTS: 4 Gollhofer, A. & Müller, E. (Hrsg.) (2009). Handbuch Sportbiomechanik. Schorndorf: Hofmann. Hottenrott, K. & Seidel. I. (Ed.). (2017). Handbuch Trainingswissenschaft – Trainingslehre. Schorndorf: Hofmann. Plesch, C., Sieven, R. & Trzolek, D. (2015). Handbuch Sportverletzungen. 3rd edition. Aachen: Meyer & Meyer. Raschka, C. & Nitsche, L. (2016). Praktische Sportmedizin. Stuttgart: Thieme. Witte, K. (2018). Grundlagen der Sportmotorik im Bachelorstudium. Wiesbaden. Springer Spektrum.		
Skills acquisition	Sports Studies II /ILV / Course no.: bb.SPW2.1 / 2nd semester / ECTS: 4 The students develop a basic understanding of movement science, training science and sports medicine aspects of sport. They are familiar with the anatomical and physiological structures and processes that are essential for understanding athletic movement and training. They can understand and explain fundamental concepts and theories (and the corresponding empirical findings) of kinesiology, training science and sports medicine and reflect on them against the background of a later career in the field of sport. They develop an understanding for the connection of the disciplines among themselves and to other disciplines of sports science as well as to cultural and economic disciplines. They are enabled to work on interdisciplinary tasks or questions and to present solutions.		
Course contents	Sports Studies II /ILV / Course no.: bb.SPW2.1 / 2nd semester / ECTS: 4 The concepts, theories and findings of movement science, training science and sports medicine are discussed and reflected on against the background of potential occupational fields. The students experience the complex interaction of anatomical and physiological structures and processes and their significance for athletic movements and training.		
Teaching and learning methods	Sports Studies II /ILV / Course no.: bb.SPW2.1 / 2nd semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Sports Studies II /ILV / Course no.: bb.SPW2.1 / 2nd semester / ECTS: 4 Written exam		

Module number:		**Scope:**	
VAR	**Event Law**	**5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	2nd semester		
Level	2nd semester: 1. Study cycle, Bachelor		
Previous knowledge	2nd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Event Law /SE / Course no.: bb.VAR.1 / 2nd semester / ECTS: 5 Vögl, Klaus Christian (2012): Praxishandbuch Veranstaltungsrecht. Lexis Nexis Barta, H.: Zivilrecht. Einführung und Grundriss. (online). Bydlinski, P.(2010): Bürgerliches Recht I Allgemeiner Teil, Wien. Rechtsinformationssystem des Bundes (RIS)		
Skills acquisition	Event Law /SE / Course no.: bb.VAR.1 / 2nd semester / ECTS: 5 Students are able to classify actions legally and to subsume them under the corresponding legal provisions. They can legally classify business event types and subordinate them to the relevant legal regulations. The students are familiar with liability and compensation issues and develop a corresponding sensitivity with regard to the legal effects of their actions. Students are able to interpret corporate legal norms and to analyze and interpret them legally on the basis of legal examples.		
Course contents	Event Law /SE / Course no.: bb.VAR.1 / 2nd semester / ECTS: 5 The course deals with the legal basis with regard to civil and criminal law issues with special consideration of the problems relevant to event law. The different fields of law and their relations to each other, the demarcation between public and private law and the definition of legal concepts form the basis for legal relations. Introduction to general contract law as well as the legal capacity of natural and legal persons are taken into account. Legal issues are of particular importance due to the comprehensive legal relevance as well as legal consequences in the event business. General contract and company law, the legal capacity of natural and legal persons to act, as well as provisions relating to nature conservation, the protection of minors, labor law, building regulations and other legal areas relevant to events are playing an increasingly important role in event management, in particular due to the extensive regulations relating to liability and damages.		
Teaching and learning methods	Event Law /SE / Course no.: bb.VAR.1 / 2nd semester / ECTS: 5 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Event Law /SE / Course no.: bb.VAR.1 / 2nd semester / ECTS: 5 Written exam		

Module number:		**Scope:**	
KUMW	**Cultural Management and Cultural Studies II**	**8**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	2nd semester		
Level	2nd semester: 1. Study cycle, Bachelor		
Previous knowledge	2nd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Cultural Management I /ILV / Course no.: bb.KUMW1 / 2nd semester / ECTS: 4 Heinrichs, W. (2012): Kulturmanagement. Eine praxisorientierte Einführung, Darmstadt, Primus (third, completely revised edition) Dätsch, C. (Ed.) (2018): Kulturelle Übersetzer. Kunst und Kulturmanagement in transkulturellem Kontext. transcript Hoppe, B. / Heinze, T. (2015): Einführung in das Kulturmanagement. Themen – Kooperationen – Gesellschaftliche Bezüge Zembylas, T. (2004): Kulturbetriebslehre. Grundlagen einer Inter-Disziplin. VS Verlag. Heimo, K. (2011): Kulturpolitik: Eine interdisziplinäre Einführung. Facultas.		
	Cultural Studies II /ILV / Course no.: bb.KUMW2 / 2nd semester / ECTS: 4 Bourdieu, P. (1987): Die feinen Unterschiede: Kritik der gesellschaftlichen Urteilskraft. Suhrkamp Breidenbach, J. / Zukriegl, I. (2000): Tanz der Kulturen: kulturelle Identität in einer globalisierten Welt, rororo Marchart, Oliver (2010): Cultural Studies. UTB Schneider, I. / Thomsen, C. (Ed.) (1997): Hybridkulturen. Medien, Netze, Künste, Wienand Verlag & Medien GmbH Yousefi, Hamid Reza (2014): Grundbegriffe der interkulturellen Kommunikation. UTB		
Skills acquisition	Cultural Management I /ILV / Course no.: bb.KUMW1 / 2nd semester / ECTS: 4 The students acquire basic knowledge of the cultural sector. They can explain its development history, structures, terminology, framework conditions and social significance and use examples to illustrate them. They are able to identify the current challenges and trends in the cultural sector. They understand the influence of cultural work on societies, can express themselves critically and recognize ethical obligations.		
	Cultural Studies II /ILV / Course no.: bb.KUMW2 / 2nd semester / ECTS: 4 The students can explain and apply the concepts and approaches of cultural sociology according to Pierre Bourdieu. Secondly, they are familiar with hybridization forms in culture - such as "inter", "multi" and "trans" culture - and can link these with approaches of cultural studies and take up perspectives of gender studies and postcolonialism. The students acquire the ability to express themselves critically and self-critically and to express ethical obligations with regard to equal treatment and cultural esteem.		
Course contents	Cultural Management I /ILV / Course no.: bb.KUMW1 / 2nd semester / ECTS: 4 Cultural Management I focuses on the cultural sector in its structures, contexts, framework conditions and modes of operation. In order to understand the structures of the cultural sector, the contexts in the art, music, theatre, literature, film and festival sectors are presented using examples: This includes the interaction between producing, mediating, exploiting and conserving institutions, the importance of supporting structures (public-law, private-law non-profit, private-law-commercial); areas of responsibility in the cultural sector (artistic directors, curators, creative and performing artists, etc.) and labor-law framework conditions, the role of interest groups, copyright regulations and the influential interrelationship between cultural management and cultural policy. Following a historical outline of the emergence of cultural institutions, the focus is on current influencing factors and concepts such as participative formats, cultural development plans, the increased consideration of human rights, cross-sectional management such as cultural tourism and forms of digital cultural production such as Remix.		

	Cultural Studies II /ILV / Course no.: bb.KUMW2 / 2nd semester / ECTS: 4 Cultural Studies II has two main themes: On the one hand the sociology of culture according to Pierre Bourdieu, and on the other hand forms of hybrid cultures. Cultural Studies II thus focuses on social, intercultural and transcultural issues. The latter is linked with the central approaches of Culture Studies. This forms a basis for the

Course contents	challenges of cultural institutions as democratic and democratizing educational institutions. The central approaches of cultural sociology according to Pierre Bourdieu are presented for the social contexts. Through his theoretical approaches, the entanglement of cultural symbolism and social action can be described as a set of rules of habitualized values and norms. Bourdieu used the field of art to describe how the taste of the bourgeoisie prevailed in the 19th century. Social and cultural imprints become recognizable as implicit prerequisites of social hierarchies. This often concerns highly cultural institutions, following on from the cultural sector. With the change of perspective on everyday and popular culture as well as the questioning of highly cultural norms, Cultural Studies called for new perspectives in cultural theory with an "interventionalist understanding" (Oliver Marchart): These concern the inclusion of mass media and pop cultural mechanisms as well as the rendering visible of minorities and marginalized groups (race, class, gender). A central concept here is representation, which is a central connection for interculturality and transculturality (hybrid cultures). The basic text on the transculturality of Welsch is linked to the "translational turn" in cultural contexts and explained using examples.
Teaching and learning methods	Cultural Management I /ILV / Course no.: bb.KUMW1 / 2nd semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations
	Cultural Studies II /ILV / Course no.: bb.KUMW2 / 2nd semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	Cultural Management I /ILV / Course no.: bb.KUMW1 / 2nd semester / ECTS: 4 Module examination - written exam
	Cultural Studies II /ILV / Course no.: bb.KUMW2 / 2nd semester / ECTS: 4 Module examination - written exam

Module number:		**Scope:**	
DIG	**Digital Trends in Sports, Culture & Events**	**5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Digital Trends in Sports, Culture & Events (E) /ILV / Course no.: bb.DIG.1 / 3rd semester / Desbordes, M. (2019). International Sport Marketing: Issues and Practice. New York, NY: Routledge. Hausmann, A. & Frenzel, L. (Eds.). (2014). Kunstvermittlung 2.0. Neue Medien und ihre Potenziale. Wiesbaden: Springer VS. Pedersen, P. M., & Thibault, L. (2017). Contemporary Sport Management. Champaign, Ill.: Human Kinetics. Ronchi, A. M. (2009). eCulture: Cultural Content in the Digital Age. Berlin/ Heidelberg: Springer. Vermeeren, A., Calvi, L., & Sabiescu, A. (Eds.). (2018). Museum experience design: Crowds, ecosystems and novel technologies. Cham: Springer.		
Skills acquisition	Digital Trends in Sports, Culture & Events (E) /ILV / Course no.: bb.DIG.1 / 3rd semester / The students develop a basic understanding of the specifics of the digitization of sport and its environment as well as the event industry. They understand current developments, contexts, concepts and the corresponding empirical findings and can reflect on them against the background of a later career in the field of sport and event management. They recognize the opportunities of digital applications for audience development and cultural mediation and question the consequences of digitization for the reception and dissemination of cultural offerings. The students are thus able to comprehensively and critically assess developments in the respective fields of practice and initiate change processes accordingly. They analyze complex relationships, know central methods and develop theory-based problem-solving skills.		
Course contents	Digital Trends in Sports, Culture & Events (E) /ILV / Course no.: bb.DIG.1 / 3rd semester / The digitization of the sports industry is covered. In particular, the digital staging of sport, the digital interaction and thus pluralization of communication channels with the sports consumer and the production of new digital sports products are focused on. In addition, it is discussed how the digital infrastructure and digital platform influences the competitive environment of sport. In the context of cultural management, the consequences of digitization for fictional imaginary worlds in art and culture are outlined. Examples from the fields of virtual reality and social media show the potential of digital technologies for experiencing cultural offerings and the emergence of new audiences. However, the loss of cultural diversity through the algorithmization of knowledge and cultural memory is also being discussed. In addition, the course deals with the digitization of events. Special focus is placed on the effects of digital technologies on existing and new event formats and on the visitors' world of experience as well as on the event planning areas of marketing, security, infrastructure and event evaluation.		
Teaching and learning methods	Digital Trends in Sports, Culture & Events (E) /ILV / Course no.: bb.DIG.1 / 3rd semester / Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Digital Trends in Sports, Culture & Events (E) /ILV / Course no.: bb.DIG.1 / 3rd semester / Academic Research Paper		

Module number:		**Scope:**	
KUM2	**Cultural Management II**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Cultural Management II /ILV / Course no.: bb.KUM2.1 / 3rd semester / ECTS: 4 Haltern, N. J. (2014): Jenseits des konventionellen Kultursponsorings. Chancen alternativer Kooperationen zwischen Unternehmen und Kulturorganisationen Buysere, K. et al (2012): A Framework for European Crowdfunding. http://evpa.eu.com/wp-content/uploads/2010/11/European_Crowdfunding_Framework_Oct_2012.pdf Föhl, P.S. (2011): Nachhaltige Entwicklung in Kulturmanagement und Kulturpolitik: ausgewählte Grundlagen und strategische Perspektiven, VS Verlag. Gerlach-March, R. (2010): Kulturfinanzierung, VS Verlag. Heinze, T. (2002): Kultursponsoring, Museumsmarketing, Kulturtourismus. Ein Leitfaden für Kulturmanager, Westdeutscher Verlag Zelizer, V. (1995): The social meaning of money. Basic Books.		
Skills acquisition	Cultural Management II /ILV / Course no.: bb.KUM2.1 / 3rd semester / ECTS: 4 The students are familiar with the interrelationships of cultural financing, especially in the areas of public funding and sponsoring, can differentiate these in their principles and present them in their respective basic context. They can explain the operational requirements for applications and requests and illustrate them using examples. They are familiar with the basic functions of more recent formats such as crowdfunding and intensified cooperation and are able to discuss and argue their potentials and limitations.		
Course contents	Cultural Management II /ILV / Course no.: bb.KUM2.1 / 3rd semester / ECTS: 4 Cultural funding is a central task because it is what makes cultural opportunities and activities possible in the first place. In view of the stagnation of public funding, scarcity of resources and density of supply, cultural funding is one of the core competencies of cultural management. This also includes younger forms such as crowdfunding or intensified national and international cooperation. Funding institutions and cooperation partners are seen as stakeholders that are also relevant for the networking and communication of cultural management. In principle, cultural funding can be considered on two levels: At the operational level, the focus is on knowledge transfer and know-how of funding procurement and processing in their various forms and sets of rules. Here, funding structures and procedural standards of the public sector as well as the special features of cultural sponsoring in the form of partnership design are taken into account to a particular degree as central pillars of cultural funding. The particular challenge of sponsorship funding lies in the reflected selection of possible sponsors, in the creation of adequate consideration and in the sustainable partnership design on an equal footing. On the idealistic and ideological level, the findings from larger contexts are decisive for acquiring critical opinion-forming and confident decision-making skills. The link between public funding and the system of cultural policy or cultural sponsoring and the system of economy requires a) an examination of the functioning and interests of these two systems and their feedback on the cultural sector and b) an understanding of the significance of dialogical structures for social action in the cultural sector. Finally, funding models such as crowdfunding and cooperation are the subject of Culture Management II.		
Teaching and learning methods	Cultural Management II /ILV / Course no.: bb.KUM2.1 / 3rd semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Cultural Management II /ILV / Course no.: bb.KUM2.1 / 3rd semester / ECTS: 4 Written exam		

Module number:		**Scope:**	
PRO	**Project Management**	**5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Project Management (E) /SE / Course no.: bb.PRO.1 / 3rd semester / ECTS: 5 Project Management Institute, 2017. PMBOK Guide, 6th Edition, Project Management Institute, Inc. Schwalbe, K., 2015.An Introduction to Project Management, 5th Edition, Schwalbe Publishing. Harvard Business Review, 2015. HBR Guide to Project Management, Harvard Business Schools Press		
Skills acquisition	Project Management (E) /SE / Course no.: bb.PRO.1 / 3rd semester / ECTS: 5 The students know the fundamentals of project planning and development and can apply them in their practical projects. The students can apply the entire planning, execution and decommissioning process in one project. The students know: • Project organization and planning (organizational project structure, operative project structure) • Project assignment, situation analysis, setting up of project teams • Tasks and responsibilities of a project manager • Methods of project management • Cost planning • Project implementation and controlling • Project completion processes The students can use standardized project management software to plan projects.		
Course contents	Project Management (E) /SE / Course no.: bb.PRO.1 / 3rd semester / ECTS: 5 The course follows the logic of the project management process, starting with the fundamentals of project management, the definition of projects and the differences that occur in reality. A general project management methodology will be introduced and specific methodologies will be examined. The students will set up model projects in groups based on standard project management practices and develop case studies, The students learn to apply planning techniques for general projects and special techniques that are applicable to the planning of event projects.		
Teaching and learning methods	Project Management (E) /SE / Course no.: bb.PRO.1 / 3rd semester / ECTS: 5 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Project Management (E) /SE / Course no.: bb.PRO.1 / 3rd semester / ECTS: 5 Written exam, project documentation, presentation		

Module number:		**Scope:**	
SPM2	**Sports Management II**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Sport Management II /ILV / Course no.: bb.SPM2.1 / 3rd semester / ECTS: 4 Desbordes, M. & Richelieu, A. (2014). Global Sport Marketing: Contemporary Issues and Practice. London: New York: Routledge. Grimmer, C. G. (Ed.). (2016). Der Einsatz Sozialer Medien im Sport: Gestaltung, Vermarktung, Monetarisierung. Springer-Verlag. Nufer, G. & Bühler, A. (Eds.). (2013). Marketing im Sport. Grundlagen und Trends des modernen Sportmarketing. 3rd edition. Berlin: Erich Schmidt Verlag. Pedersen, P. M., Laucella, P. C., Kian, E., & Geurin, A. N. (2018). Strategic sport communication. Human Kinetics. Shank, M. D., & Lyberger, M. R. (2014). Sports marketing: A strategic perspective. London: Routledge.		
Skills acquisition	Sport Management II /ILV / Course no.: bb.SPM2.1 / 3rd semester / ECTS: 4 The students develop a basic understanding of the specifics of marketing different types of sports providers. They can understand, explain and reflect on fundamental concepts and theories (and the corresponding empirical findings) of sports marketing, sponsorship and communication in sport. They can understand technical texts and integrate them into their body of knowledge and develop an understanding of the link between marketing in and through sport and other (economic) sectors. The students are enabled to work on interdisciplinary tasks or questions and to present solutions. The students improve their ability to think critically and express themselves accordingly. They also improve their teamwork skills through group work.		
Course contents	Sport Management II /ILV / Course no.: bb.SPM2.1 / 3rd semester / ECTS: 4 The students develop a basic understanding of the specifics of marketing different types of sports providers. They can understand, explain and reflect on fundamental concepts and theories (and the corresponding empirical findings) of sports marketing, sponsorship and communication in sport. They can understand technical texts and integrate them into their body of knowledge and develop an understanding of the link between marketing in and through sport and other (economic) sectors. The students are enabled to work on interdisciplinary tasks or questions and to present		
Teaching and learning methods	Sport Management II /ILV / Course no.: bb.SPM2.1 / 3rd semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Sport Management II /ILV / Course no.: bb.SPM2.1 / 3rd semester / ECTS: 4 Written exam		

Module number:		**Scope:**	
STR	**Study Trip**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Study Trip (E) /PT / Course no.: bb.STR.1 / 3rd semester / ECTS: 3 Thomas, A. (Ed.): Handbuch Interkulturelle Kommunikation und Kooperation. Bd. 1: Grundlagen und Praxisfelder. Vandenhoeck & Ruprecht, 2003. Thomas, A. (Hrsg.) (2003): Handbuch Interkulturelle Kommunikation und Kooperation. Bd. 2: Grundlagen und Praxisfelder. Vandenhoeck & Ruprecht, 2003. Jones, E.: Cultures Merging. Princeton, Princeton University Press, 2006.		
Skills acquisition	Study Trip (E) /PT / Course no.: bb.STR.1 / 3rd semester / ECTS: 3 The part-time students acquire intercultural experiences in a condensed form during a study trip. The students acquire the ability to express themselves critically. Students synthesize specialist knowledge and theoretical knowledge from project management and team building to enable them to independently set up, organize, implement and evaluate complex projects.		
Course contents	Study Trip (E) /PT / Course no.: bb.STR.1 / 3rd semester / ECTS: 3 The study trip gives part-time students the opportunity to acquire intercultural competence. Under the guidance of the lecturer, the students find out about potential study destinations, research relevant data and facts about the destination country and organize the program: The week in an international environment is marked by visits to companies and institutions, courses at partner universities as well as lectures and events in the field of social skills. The aim is to ensure that students acquire an understanding of the cultural and social mainstream of the country in question. Discussions with specialists and executives, visits to foreign trade centers, business and social associations round off the international and personality-building experiences of the study trip.		
Teaching and learning methods	Study Trip (E) /PT / Course no.: bb.STR.1 / 3rd semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Study Trip (E) /PT / Course no.: bb.STR.1 / 3rd semester / ECTS: 3 Term paper		

Module number:		**Scope:**	
VAM2	**Event Management II**	**5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	3rd semester		
Level	3rd semester: 1. Study cycle, Bachelor		
Previous knowledge	3rd semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Event Management II (E) /ILV / Course no.: bb.VAM2.1 / 3rd semester / ECTS: 5 Beech, J., Kaiser, S. & Kaspar, R. (2016). The Business of Events Management. Harlow, UK: Pearson Education Limited. Bowdin, G. A.J., Allen, J., O´Toole, W., Harris, R., & McDonnell, I. (2011). Events Management. Oxford: Butterworth-Heinemann. Ferdinand, N. & Kitchin, P. (2017). Events Management – An international approach. London: SAGE Publications Limited. Getz, D. & Page, J. (2016). Event Studies: Theory, research and policy for planned events. 3rd ed. London: Taylor & Francis Ltd. Reic, I. (2016). Events Marketing Management: A consumer perspective. London: Routledge.		
Skills acquisition	Event Management II (E) /ILV / Course no.: bb.VAM2.1 / 3rd semester / ECTS: 5 Students learn about the follow-up phase of event organization as well as the theoretical fundamentals of financial accounting and budgeting, event marketing, event evaluation, and event sustainability. They are thus familiar with the processes and content of all three phases of event organization and can create comprehensive event concepts and apply integrated event management techniques and tools. They are enabled to plan, prepare, implement and follow up events, in compliance with the specifications, conditions and budget. The students develop a familiarity with the different areas of knowledge and tools related to event management and marketing. In addition, they are able to assess events and apply the findings in their own projects. The students develop the critical handling of relevant concepts and tools and the ability to analyze, synthesize and apply information. With regard to instrumental skills, the understanding of the relationship between theory and practice is expanded and written communication in the English language is trained.		
Course contents	Event Management II (E) /ILV / Course no.: bb.VAM2.1 / 3rd semester / ECTS: 5 Financial accounting and budgeting: Preparation of budget and cash flow, break-even analysis Marketing of events: Segmentation, target group approach, competitive analysis, positioning, marketing mix (9Ps), integrated marketing communication strategy Follow-up phase of the event organization: Development of follow-up/postprocessing plans in the planning phase Event evaluation: Purposes, subject matter, methods and phases of event evaluation Sustainability: Definition of terms, three-pillar model of sustainable development, effects of events on the economy, society and the environment including effects on the infrastructure in the destination, influences on and evaluation methods of environmental, economic and social sustainability of events		
Teaching and learning methods	Event Management II (E) /ILV / Course no.: bb.VAM2.1 / 3rd semester / ECTS: 5 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Event Management II (E) /ILV / Course no.: bb.VAM2.1 / 3rd semester / ECTS: 5 Written exam		

Module number:		**Scope:**	
AMP	**Applied Marketing Planning**	**2.5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Applied Marketing Planning /UE / Course no.: bb.AMP.1 / 4th semester / ECTS: 2.5 Kotler, P., Armstrong, G. (2016): Grundlagen des Marketing, 6th edition, Pearson Verlag. Kotler, P., Keller, K. (2017): Marketing-Management, 15th edition, Pearson Verlag. Homburg, C. (2016): Grundlagen des Marketingmanagements, 5th edition, Springer Gabler Verlag. Meffert, H., Burmann, C. (2018): Marketing. Grundlagen marktorientierter Unternehmensführung, 13th edition, Springer Gabler Verlag. Bruhn, M. (2016): Marketing. Grundlagen für Studium und Praxis, 13th edition, Springer Gabler Verlag.		
Skills acquisition	Applied Marketing Planning /UE / Course no.: bb.AMP.1 / 4th semester / ECTS: 2.5 The students are familiar with various marketing concepts and can apply appropriate academic instruments in real-life situations. They are able to analyze their own decisions, the prerequisites and their effects and to implement them in planned actions in a target-oriented manner. They can differentiate, evaluate and implement the necessary concepts. They are able to independently create target group-oriented marketing plans. The students are able to critically analyze case studies in a team and find a common solution. They are also able to present complex issues clearly and comprehensibly to the audience and inspire them with their suggestions.		
Course contents	Applied Marketing Planning /UE / Course no.: bb.AMP.1 / 4th semester / ECTS: 2.5 Strategic implications and strategic marketing statements, communication of current marketing trends, target group-oriented design of marketing instruments, modern marketing concepts for product and service marketing, networked marketing and project structures and marketing and project processes.		
Teaching and learning methods	Applied Marketing Planning /UE / Course no.: bb.AMP.1 / 4th semester / ECTS: 2.5 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Applied Marketing Planning /UE / Course no.: bb.AMP.1 / 4th semester / ECTS: 2.5 Presentation		

Module number:		**Scope:**	
BEV	**Business Events**	**2**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Business Events (E) /SE / Course no.: bb.BEV.1 / 4th semester / ECTS: 2 Davidson, R. (2019). Business Events. 2nd ed. London: Routledge.		
Skills acquisition	Business Events (E) /SE / Course no.: bb.BEV.1 / 4th semester / ECTS: 2 The students understand the important role of business events, such as congresses, conferences, seminars and trade fairs for the local/regional and national economy. They develop an understanding of the influence of external factors and different actors on the industry and learn to look at business events from different perspectives. The students are also familiar with the importance of corporate hospitality and current industry trends. The students develop their cognitive skills to understand concepts and relate them to practice, such as gathering relevant information, identifying problems and finding appropriate solutions. Their ability to analyze and synthesize information will also be developed.		
Course contents	Business Events (E) /SE / Course no.: bb.BEV.1 / 4th semester / ECTS: 2 • Importance of meetings, congresses, corporate events and incentives • Design of corporate events and incentives taking into account the company's vision, goals and strategies • New formats of business events • Overview of the key stakeholders of business events • Importance of corporate hospitality • Ethical aspects of business events • Trends incl. technological developments in the industry and related opportunities and challenges		
Teaching and learning methods	Business Events (E) /SE / Course no.: bb.BEV.1 / 4th semester / ECTS: 2 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Business Events (E) /SE / Course no.: bb.BEV.1 / 4th semester / ECTS: 2 Written exam, term paper		

Module number:		**Scope:**	
CIS	**Current Issues in Sports, Culture & Events**	**2.5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Current Issues in Sports, Culture & Events (E) /SE / Course no.: bb.CIS.1 / 4th semester / Current academic journals of sports science as well as professional articles in relevant sports journals. Tröndle, M. (Ed.) (2019). Nicht-Besucherforschung. Audience Development für Kultureinrichtungen. Wiesbaden: VS Verlag für Sozialwissenschaften.		
Skills acquisition	Current Issues in Sports, Culture & Events (E) /SE / Course no.: bb.CIS.1 / 4th semester / The students develop a deeper understanding of the current challenges in the fields of sports, culture and events. They understand current developments, interrelations, challenges and be able to reflect on them against the background of empirical findings. They deepen their theory-based analysis and problem-solving skills. The students are able to comprehensively and critically record and assess developments.		
Course contents	Current Issues in Sports, Culture & Events (E) /SE / Course no.: bb.CIS.1 / 4th semester / The course deals with the current topics and challenges of sport, such as the production of sport, the changing consumption of sport and the development of new sports products. The cultural units focus on the social challenge of participation in art and culture. An empirical survey of the group of "non-attendees" provides an overview of the research into this underexposed segment of the public and critically presents the concept of cultural competence for discussion. In addition, the course deals with current topics in the field of events, e.g. gender and diversity management, corruption and the development of new event formats.		
Teaching and learning methods	Current Issues in Sports, Culture & Events (E) /SE / Course no.: bb.CIS.1 / 4th semester / Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Current Issues in Sports, Culture & Events (E) /SE / Course no.: bb.CIS.1 / 4th semester / Written exam, term paper		

Module number:		**Scope:**	
EVS	**Event Sciences**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Event Sciences (E) /ILV / Course no.: bb.EVS.1 / 4th semester / ECTS: 4 Getz, D. & Page, J. (2016). Event Studies: Theory, research and policy for planned events. 3rd ed. London: Taylor & Francis Ltd. Moufakkir, O. & Pernecky, T. (2014). Ideological, Social and Cultural Aspects of Events. Wallingford (UK): CABI Publishing.		
Skills acquisition	Event Sciences (E) /ILV / Course no.: bb.EVS.1 / 4th semester / ECTS: 4 The students acquire an overview of various social science theories and concepts that are closely related to event management. The students develop an understanding of how these theories and concepts are anchored in the everyday handling of events and how they contribute to the social significance of events. The students develop the critical handling of theories and concepts and the ability to analyze and synthesize information. The students recognize connections between theory and practice. The students master written and verbal communication in the English language.		
Course contents	Event Sciences (E) /ILV / Course no.: bb.EVS.1 / 4th semester / ECTS: 4 The following social science topics are addressed in this course and treated in the context of events: • Traditionen, rituals and rites • Experience and performance • Motivation • Community and society		
Teaching and learning methods	Event Sciences (E) /ILV / Course no.: bb.EVS.1 / 4th semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Event Sciences (E) /ILV / Course no.: bb.EVS.1 / 4th semester / ECTS: 4 Academic Research Paper		

Module number:		**Scope:**	
KUM3	**Cultural Management III**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Cultural Management III /ILV / Course no.: bb.KUM3.1 / 4th semester / ECTS: 4 Glogner-Pilz, P. & Föhl, P. S. (Eds.). (2016). Handbuch Kulturpublikum. Forschungsfragen und -befunde. Wiesbaden: Springer VS. Jenkins, H., et al. (2009). Confronting the Callenges of Participatory Culture. Media Education for the 21st Century. Cambridge/London: The MIT Press. Hausmann, A. & Frenzel, L. (Eds.). (2014). Kunstvermittlung 2.0. Neue Medien und ihre Potenziale. Wiesbaden: Springer VS. Mandel, B. (2016).Teilhabeorientierte Kulturvermittlung, Diskurse und Konzepte für eine Neuausrichtung des öffentlich geförderten Kulturlebens. Bielefeld: transcript. Packer, J. & Ballantyne, R. (2016). Conceptualizing the Visitor Experience, A Review of Literature and Development of a Multifaceted Model. Visitor Studies, 19(2), 128-143. Renz, T. (2016). Nicht-Besucherforschung: Die Förderung kultureller Teilhabe durch Audience Development. Bielefeld: transcript. Roppola, T. (2012). Designing for the Museum Visitor Experience. New York/Oxon: Routledge. Wünsch, C. et al. (Ed.) (2014). Handbuch Medienrezeption. Baden-Baden: Nomos.		
Skills acquisition	Cultural Management III /ILV / Course no.: bb.KUM3.1 / 4th semester / ECTS: 4 After completion of the course, students can • Describe cultural experiences as an interaction of individual experience and of social standardization; • Classify cultural opportunities in terms of target groups and experience milieus; • Critically evaluate esthetic norms such as the distinction between high and popular culture; • Present best practice examples of cultural mediation in various cultural sectors; • Describe central positions of audience development; • Formulate criteria for the mediation and marketing of cultural offers to different target groups.		
Course contents	Cultural Management III /ILV / Course no.: bb.KUM3.1 / 4th semester / ECTS: 4 Digital products offered by the media industry represent a central competitor to local cultural offerings and raise the question of what role highly cultural sectors such as publicly financed theatres and museums play in the experience society. Digitization expands the reception space of cultural offerings and changes user behavior and cultural experience. Who participates in culture in what way and which cultural concepts are empirically relevant thus become the decisive research question for contemporary cultural management. The course provides an overview of the central findings of empirical audience and reception research and introduces experiential milieus, media contexts and visitor types in the cultural field. It introduces the fundamentals of cultural mediation and illustrates them with examples from various branches of the cultural industry (music, theater, exhibitions, gardens, film/TV). Various approaches to the cultural audience, such as cultural education, intercultural cultural work and audience development are discussed and the potential of participation and co-creation for the production of cultural experiences is demonstrated.		
Teaching and learning methods	Cultural Management III /ILV / Course no.: bb.KUM3.1 / 4th semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Cultural Management III /ILV / Course no.: bb.KUM3.1 / 4th semester / ECTS: 4 Written exam		

Module number:		**Scope:**	
MED	**Media Communication**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Media Communication /ILV / Course no.: bb.MED.1 / 4th semester / ECTS: 4 Baecker, D. (2008): Communication. Reclam. Burkart, R. & Hömberg, W. (2015): Kommunikationstheorien: Ein Textbuch zur Einführung. New Academic Press. Merten, K. (2010): Einführung in die Kommunikationswissenschaft. Lit-Verlag. Schmidt, A. (2018): Medien und Medienkommunikation. Nomos. Sutter, T. (2012): Vergesellschaftung durch Medienkommunikation in Prozessen der Inklusion durch Medien. Campus Verlag. Volodina, M. (2013): Mediensprache und Medienkommunikation im interdisziplinären und interkulturellen Vergleich: with an introductory article by Ludwig M. Eichinger. Institut für Deutsche Sprache.		
Skills acquisition	Media Communication /ILV / Course no.: bb.MED.1 / 4th semester / ECTS: 4 The students are familiarized with the essential practices and techniques of integrated corporate communication. The students are able to independently plan and design the control and improvement of measures in the field of dialog and digital PR & corporate communication. The students can express themselves critically and self-critically.		
Course contents	Media Communication /ILV / Course no.: bb.MED.1 / 4th semester / ECTS: 4 In addition to press and public relations work, such as structural analyses of various PR departments, students are familiarized with agency work, network structures and virtual news management. Active (press releases, conferences) and passive (interviews, discussions) media work are discussed, practiced and prepared for real implementation using practical examples. In order to strengthen the practical relevance of the course, public relations work in crisis situations (crisis PR) is also included as teaching content. Communication within companies, foundations, associations and clubs is also discussed. In this context, the term corporate identity from the point of view of corporate communication is also presented and the challenge of integrating social media is discussed and reflected upon.		
Teaching and learning methods	Media Communication /ILV / Course no.: bb.MED.1 / 4th semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Media Communication /ILV / Course no.: bb.MED.1 / 4th semester / ECTS: 4 Written examination, presentation		

Module number:		**Scope:**	
PRA1	**Practical Project I**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Practical Project I /PT / Course no.: bb.PRA1.1 / 4th semester / ECTS: 4 Event-Checklisten. Damit Ihre Veranstaltung ein Erfolg wird. Publisher: Europäische Sponsoring-Börse, 2009 Gatterer H., Wehnelt J., Schibranji G. (2011): Event der Zukunft. Ein Handbuch für das neue Zeitalter der Eventbranche. Publisher: Zukunftsinstitut Österreich GmbH Hladky, A.; Vögl K. (2012): Grundlagen Professionelles Eventmarketing. Publisher: WKO Fachverband Freizeit- und Sportbetriebe Smith, A. (2016): Events in the City. Using public spaces as event venues. Publisher:Routledge		
Skills acquisition	Practical Project I /PT / Course no.: bb.PRA1.1 / 4th semester / ECTS: 4 The students: • are able to carry out a project according to the standards of project management; • are proficient in systematic, orderly and punctual project processing; • know the special roles within a project; • know the importance of project communication in all directions (discussions, documentation, descriptions, presentations) and know how to act accordingly; • have expertise in solving specific problems; • are able to act independently within a team; • are proficient in problem-oriented project management; • have the ability to implement projects in a socially and ethically responsible manner.		
Course contents	Practical Project I /PT / Course no.: bb.PRA1.1 / 4th semester / ECTS: 4 To prepare the students optimally for problems in working life, practical tasks are worked on in groups, preferably on the basis of commissions from partners from industry or public institutions, or field experiences are obtained under the guidance of the course leader. The students contribute their acquired knowledge and apply it to real projects. While the students can deepen and improve their subject-specific competences, complementary competences such as social competence, team skills, problem-solving and decision-making competence, risk management and budgeting competence are also fostered. Based on a client briefing (by the course instructor or external partners such as associations and companies), the students work on the presented projects independently, only guided by the course instructors if necessary: Planning, coordination, budgeting, control, evaluation and final reporting are in the hands of the students. The role of the course leader is focused on project coaching.		
Teaching and learning methods	Practical Project I /PT / Course no.: bb.PRA1.1 / 4th semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Practical Project I /PT / Course no.: bb.PRA1.1 / 4th semester / ECTS: 4 Project documentation		

Module number:		**Scope:**	
PVT	**Presentation & Negotiation Techniques**	**3**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Presentation & Negotiation Techniques /UE / Course no.: bb.PVT.1 / 4th semester / ECTS: 3 Brandl, Peter (2015): Communication. … und was Sie darüber wissen sollten, um sich das Leben leichter zu machen. 2nd ed. Offenbach: Gabal. Dall, Martin (2014): Sicher präsentieren - wirksam vortragen. 3rd revised Ed. Munich: Redline. Fritzsche, Thomas (2016): Souverän verhandeln. Psychologische Strategien und Methoden. 2nd, expanded ed. Bern: Hogrefe. Pöhm, Matthias (2017): Präsentieren Sie noch oder faszinieren Sie schon? Abschied vom "Betreuten Lesen". Emotionale Rhetorik statt PowerPoint! 4th ed not stated: Pöhm Seminarfactory. Portner, Jutta (2015): Besser verhandeln. Das Trainingsbuch. 4th ed. Offenbach: GABAL Verlag.		
Skills acquisition	Presentation & Negotiation Techniques /UE / Course no.: bb.PVT.1 / 4th semester / ECTS: 3 The students can prepare, carry out and follow up a presentation, moderation and argumentation. They have mastered the necessary techniques and media. They also master the interaction of voice and pronunciation, appearance and body language, eye contact, facial expressions and gestures. The students know risks, recognize conflicts and can initiate solutions.		
Course contents	Presentation & Negotiation Techniques /UE / Course no.: bb.PVT.1 / 4th semester / ECTS: 3 The general presentation techniques and the forms of communication as well as the communication models are described and worked out. The characteristics of an message exchange (message: sender - receiver) are presented. The distinction between verbal and non-verbal communication (facial expressions, gestures, rhetoric, body language, etc.) in oneself and in others is shown. Special attention is given to intercultural communication and negotiation techniques and their difficulties and traps. The principles of presentation are presented.		
Teaching and learning methods	Presentation & Negotiation Techniques /UE / Course no.: bb.PVT.1 / 4th semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Presentation & Negotiation Techniques /UE / Course no.: bb.PVT.1 / 4th semester / ECTS: 3 Presentation		

Module number:		**Scope:**	
SPM3	**Sports Management III**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	4th semester		
Level	4th semester: 1. Study cycle, Bachelor		
Previous knowledge	4th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Sports Management III /ILV / Course no.: bb.SPM3.1 / 4th semester / ECTS: 4 Henry, I. & Ko, L. (2015). Routledge Handbook of Sport Policy. London, New York: Routledge. Houlihan, B. (2012). The Routledge Handbook of Sports Development. London, New York: Routledge. Nowak, G. (2018). (Regional)Entwicklung des Sports. Schorndorf: Hofmann. Robson, S. (2013). Strategic Sport Development. London, New York: Routledge. Rütten, A., Nagel, S. & Kähler, R. (Eds.). (2014). Handbuch Sportentwicklungsplanung, Schorndorf: Hofmann.		
Skills acquisition	Sports Management III /ILV / Course no.: bb.SPM3.1 / 4th semester / ECTS: 4 The students develop a basic understanding of modern sports development. They can understand and explain fundamental concepts and theories (and the corresponding empirical findings) of sport development, control and governance in sport as well as sport development planning and reflect on them against the background of a later professional activity in the field of sport. The students are able to understand and evaluate specialist texts from the fields of sport development and governance of sport in order to competently meet the challenges of the various interest groups in sport in their later professional careers.		
Course contents	Sports Management III /ILV / Course no.: bb.SPM3.1 / 4th semester / ECTS: 4 The concepts, theories and findings of sport development, control and governance research as well as sport development planning are discussed and reflected against the background of potential occupational fields. The central actors of state sports policy as well as the basic measures of state sports promotion will be reviewed. By focusing on processes of social change, students experience the complex dynamics of modern societies.		
Teaching and learning methods	Sports Management III /ILV / Course no.: bb.SPM3.1 / 4th semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Sports Management III /ILV / Course no.: bb.SPM3.1 / 4th semester / ECTS: 4 Written exam, project		

Module number:		**Scope:**	
BER	**Internship**	**8**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	5th semester		
Level	5th semester: 1. Study cycle, Bachelor		
Previous knowledge	5th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Internship /UE / Course no.: bb.BER.1 / 5th semester / ECTS: 8 Stackelberg, B. (2013). Karrierestart für Hochschulabsolventen: Selbstbewusst. Erfolgreich. Authentisch. Munich: Vahlen Verlag		
Skills acquisition	Internship /UE / Course no.: bb.BER.1 / 5th semester / ECTS: 8 The students should: • put the knowledge they have gained from practical experience to the test and use the knowledge they have acquired during their studies to reappraise their professional environment. (Practical competency) • be able to re-evaluate and better act on changed project environments through new knowledge and changed argumentation. (Problem-solving competency) • put knowledge and the team skills acquired in student projects into practice in practical everyday life. (Social competency)		
Course contents	Internship /UE / Course no.: bb.BER.1 / 5th semester / ECTS: 8 Supplementing the theoretical knowledge of the students with practical activities and questions in practice. The work placement within the framework of a 5-week period of employment ensures that the students find their way around when entering their possibly thematically new professional life. Processes, workflows and situations in the professional environment can thus be rethought. Preparation and assistance through Career Services and support for students during their internships: Reflection, discussion of problems and success stories and/or help with problems.		
Teaching and learning methods	Internship /UE / Course no.: bb.BER.1 / 5th semester / ECTS: 8 Internship		
Evaluation Methods Criteria	Internship /UE / Course no.: bb.BER.1 / 5th semester / ECTS: 8 Proof of internship by means of a job description and final report		

Module number:		**Scope:**	
CLA	**Creative Lab**	**2**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	5th semester		
Level	5th semester: 1. Study cycle, Bachelor		
Previous knowledge	5th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Creative Lab /SE / Course no.: bb.CLA.1 / 5th semester / ECTS: 2 Literature includes solicitation texts, forms and funding guidelines for current tenders and cultural funding.		
Skills acquisition	Creative Lab /SE / Course no.: bb.CLA.1 / 5th semester / ECTS: 2 After completing the course, students can • Bring an independent project idea into a professional application form; • Use knowledge from the core subjects to make their project presentation convincing in terms of content; • Argue the need for a project with regard to the eligibility criteria of a call for proposals or a sponsor; • Develop a coherent marketing and communication strategy; • Create a realistic budget plan; • Reflect on the role and working methods of a jury.		
Course contents	Creative Lab /SE / Course no.: bb.CLA.1 / 5th semester / ECTS: 2 The Creative Lab uses knowledge from cultural management/science and event management/science to create an innovative project idea. The students learn to develop a convincing concept for a competition in the field of art and culture and to present it to a jury. Project ideas are developed within the scope of their practical implementation and put into an application form that reflects the evaluation criteria of a sponsor both in terms of content and form. A budget plan with a simple expenditure/income structure shows the individual project activities in a comprehensible way and demonstrates the professional implementation of the idea by a project team (program, marketing, infrastructure, etc.). Targeted cooperation illustrates the synergy effects and network quality of the project. In a role play, the projects are examined on a professional basis and the criteria worked out beforehand, such as suitability for the tendering, social relevance, etc., are used for evaluation.		
Teaching and learning methods	Creative Lab /SE / Course no.: bb.CLA.1 / 5th semester / ECTS: 2 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Creative Lab /SE / Course no.: bb.CLA.1 / 5th semester / ECTS: 2 Term paper		

Module number:		**Scope:**	
ELE1	**Elective I in SKVM**	**2.5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	5th semester		
Level	5th semester: 1. Study cycle, Bachelor		
Previous knowledge	5th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Elective I in SKVM /UE / Course no.: bb.ELE1.1 / 5th semester / ECTS: 2.5 Sport: Bradbury, T., & O'Boyle, I. (Eds.). (2017). Understanding Sport Management: International Perspectives. London:Taylor & Francis. Covell, D. (2019). Managing sport organizations. London: Routledge. Ströh, J. H. A. (2017). The eSports market and eSports sponsoring. Marburg: Tectum Wissenschaftsverlag. Kultur: Hausmann, A. & L. Frenzel (Eds.). (2014). Kunstvermittlung 2.0: Neue Medien und ihre Potenziale. Wiesbaden: Springer VS Tallon, L., & Walker, K. (2008). Digital technologies and the museum experience: Handheld guides and other media. Lanha: AltaMira Press Vermeeren, A., Calvi, L., & Sabiescu, A. (Eds.). (2018). Museum experience design: Crowds, ecosystems and novel technologies. Cham: Springer Hoppe/Heinze (2016): Einführung in das Kulturmanagement. Themen – Kooperationen – Gesellschaftliche Bezüge. Berlin: Springer VS Assmann (2017): Einführung in die Kulturwissenschaft. Grundbegriffe, Themen, Fragestellungen. Berlin: Narr Veranstaltung: Schulze, G. (1995). Die Erlebnisgesellschaft. Kultursoziologie der Gegenwart. Frankfurt/M.: Campus. Getz, D., & Page. S. (2016). Event Studies - Theory, research and policy for planned events. Oxon: Routledge. Smith, A. (2016): The urbanization of events. In Events in the City - Using public spaces as event venues, Oxon: Routledge		
Skills acquisition	Elective I in SKVM /UE / Course no.: bb.ELE1.1 / 5th semester / ECTS: 2.5 The students have knowledge in the development of sports, culture and events. They can critically analyze institutions and their work. They are familiar with success factors through their own theoretical and practical work and through case studies. The students know the current developments in the sports, cultural and event industry and the most important stakeholders and their influences.		
Course contents	Elective I in SKVM /UE / Course no.: bb.ELE1.1 / 5th semester / ECTS: 2.5 Students can choose from a range of in-depth courses on current topics in sports, culture and event management, e.g: • Sector and R&D activities • Human resources/competences • Digital developments in the sports, culture and event industry • Development of the sports, culture and events sector • Development of developments/trends, fashions, booms • Identification of developments/trends • Evaluation of developments • Economic, political and social impacts • Leveraging developments • Planning and implementation of future-oriented, interdisciplinary projects		
Teaching and learning methods	Elective I in SKVM /UE / Course no.: bb.ELE1.1 / 5th semester / ECTS: 2.5 Integrated course, case studies, discussion, group work, presentations, user tests		
Evaluation Methods Criteria	Elective I in SKVM /UE / Course no.: bb.ELE1.1 / 5th semester / ECTS: 2.5 Presentation, term paper		

Module number:		**Scope:**	
EVI	**Event Staging**	**2.5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	5th semester		
Level	5th semester: 1. Study cycle, Bachelor		
Previous knowledge	5th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Event Staging /SE / Course no.: bb.EVI.1 / 5th semester / ECTS: 2.5 Graf, M. & Luppold, S. (2018). Event-Regie: Der spannende Weg vom ersten Konzept zur finalen Show – eine 360-Grad-Betrachtung der Live-Inszenierung. Wiesbaden: Springer Gabler. Gundlach, A. (2013). Wirkungsvolle Live-Kommunikation: Liebe Deine Helden: Dramaturgie und Inszenierung erfolgreicher Events. Wiesbaden: Springer Gabler. Knoll, T. (2015). Neue Konzepte für einprägsame Events: Partizipation statt Langeweile - vom Teilnehmer zum Akteur. Wiesbaden: Springer Gabler. Luppold, S., Merkwitz, R., Rübner, W. & Wintzen, D. (2013). Alles nur Theater!?: Wie Marketing-Profis Events inszenieren (Messe-, Kongress- und Eventmanagement. Sternenfels: Wissenschaft & Praxis. Miller, C. (2014). Digital Storytelling: A creator's guide to interactive entertainment. 3rd ed. London: Taylor & Francis Ltd.		
Skills acquisition	Event Staging /SE / Course no.: bb.EVI.1 / 5th semester / ECTS: 2.5 The students understand the position of events in the marketing mix and the concept of "dramaturgy" and know the most important models of event dramaturgy and storytelling. They also acquire an overview of classic and new forms of event staging (Events 2.0) and the associated creativity techniques and staging possibilities. The students can understand ideas and recognize complex connections between marketing and staging.		
Course contents	Event Staging /SE / Course no.: bb.EVI.1 / 5th semester / ECTS: 2.5 The students learn: Marketing mix: Role of events in marketing mix, communication goals and target group, checklists for marketing events, program, time and cost planning Dramaturgy: The concept of dramaturgy, the inner construction form (focus on storytelling and its explanation from the point of view of neurosciences) and outer construction form (dramaturgy of construction forms with regard to suspense). Staging: Transmedia storytelling, creativity techniques for the event production, practical development of a production on the basis of group exercises, production possibilities of the event manager, self-production of the event management on site Screenplay: New forms of event staging (e.g. Events 2.0) and their emergence of new event forms, social media marketing as an event tool, further interactive events 2.0 tools		
Teaching and learning methods	Event Staging /SE / Course no.: bb.EVI.1 / 5th semester / ECTS: 2.5 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Event Staging /SE / Course no.: bb.EVI.1 / 5th semester / ECTS: 2.5 Presentation, term paper		

Module number:		**Scope:**	
PRA2	**Practical Project II**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	5th semester		
Level	5th semester: 1. Study cycle, Bachelor		
Previous knowledge	5th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Practical Project II /PT / Course no.: bb.PRA2.1 / 5th semester / ECTS: 4 Event-Checklisten. Damit Ihre Veranstaltung ein Erfolg wird. Publisher: Europäische Sponsoring-Börse, 2009 Gatterer H., Wehnelt J., Schibranji G. (2011): Event der Zukunft. Ein Handbuch für das neue Zeitalter der Eventbranche. Publisher: Zukunftsinstitut Österreich GmbH Hladky, A.; Vögl K. (2012): Grundlagen Professionelles Eventmarketing. Publisher: WKO Fachverband Freizeit- und Sportbetriebe Smith, A. (2016): Events in the City. Using public spaces as event venues. Publisher:Routledge		
Skills acquisition	Practical Project II /PT / Course no.: bb.PRA2.1 / 5th semester / ECTS: 4 The students: • are able to carry out a project according to the standards of project management; • are proficient in systematic, orderly and punctual project processing; • know the special roles within a project; • know the importance of project communication in all directions (discussions, documentation, descriptions, presentations) and know how to act accordingly; • have expertise in solving specific problems; • are able to act independently within a team; • are proficient in problem-oriented project management; • have the ability to implement projects in a socially and ethically responsible manner.		
Course contents	Practical Project II /PT / Course no.: bb.PRA2.1 / 5th semester / ECTS: 4 To prepare the students optimally for problems in working life, practical tasks are worked on in groups, preferably on the basis of commissions from partners from industry or public institutions, or field experiences are obtained under the guidance of the course leader. The students bring their acquired knowledge to bear and apply it to real projects. While the students can deepen and improve their subject-specific competences, complementary competences such as social competence, team skills, problem-solving and decision-making competence, risk management and budgeting competence are also fostered. Based on a client briefing (by the course instructor or external partners such as associations and companies), the students work on the presented projects independently, only guided by the course instructors if necessary: Planning, coordination, budgeting, control, evaluation and final reporting are in the hands of the students. The role of the course leader is focused on project coaching.		
Teaching and learning methods	Practical Project II /PT / Course no.: bb.PRA2.1 / 5th semester / ECTS: 4 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Practical Project II /PT / Course no.: bb.PRA2.1 / 5th semester / ECTS: 4 Project documentation		

Module number:		**Scope:**	
VEN	**Sports, Culture & Business Venues**	**5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	5th semester		
Level	5th semester: 1. Study cycle, Bachelor		
Previous knowledge	5th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Sports, Culture & Business Venues (E) /SE / Course no.: bb.VEN.1 / 5th semester / ECTS: 5 Von Lanzenauer, C., Klemm, K. (Eds.) Demographischer Wandel und Tourismus. Zukünftige Grundlagen und Chancen für touristische Märkte, Berlin: Erich Schmidt Verlag Moesch, C. (2008) Infrastrukturbedarf von Sport-Mega-Events, Bern: Berner Studien zu Freizeit und Tourismus Wagner, B. (2004) Kulturentwicklungsplanung – Kulturelle Planung. In: Klein, A. (Ed.) Kompendium Kulturmanagement, Munich, Vahlen Hudson, W. R., Haas, R. & Uddin, W. (1997) Infrastructure Management: Integrating Design, Construction, Maintenance, Rehabilitation and Renovation Rogers, T., Davidson, R. (2006) Marketing Destinations and Venues for Conferences, Conventions and Business Events (Events Management)		
Skills acquisition	Sports, Culture & Business Venues (E) /SE / Course no.: bb.VEN.1 / 5th semester / ECTS: 5 The students are able to analyze and evaluate the needs for the construction of new infrastructures or for the renovation of existing infrastructures. They are familiar with the stakeholders involved in the design of infrastructure (public authorities, clients, investors, future operators) and have the ability to negotiate with all. They have the necessary know-how for the efficient marketing and economic management of the properties. The students are familiar with the special requirements for the development, marketing and operation of infrastructure in the fields of sports (indoor halls, outdoor sports facilities), culture (theatres, museums, outdoor stages) and business (conference centers, congress centers). Furthermore, they understand the difference in the use of permanent and temporary infrastructure and the life cycle of the infrastructure.		

Course contents	Sports, Culture & Business Venues (E) /SE / Course no.: bb.VEN.1 / 5th semester / ECTS: 5 Sports Venues I. General introduction to sports property management Public vs. private owners II. Planning, financing and construction of event properties Special features of the indoor sports infrastructure Special features of the outdoor sports infrastructure Monofunctional vs. multifunctional sports facilities III. Strategic and operational management of event properties Public vs. private operators Conflicts of use regarding professional vs. popular sport Acquisition of users - marketing strategies Cultural venues I. General introduction to cultural property management Public vs. private owners II. Planning, financing and construction of event properties Indoor cultural infrastructure features (museums, theatres, opera houses) Special features of the outdoor sports infrastructure (festivals, concerts, festivals) Monofunctional vs. multifunctional cultural sites Temporary vs. permanent cultural infrastructure III. Strategic and operational management of event properties Public vs. private operators Acquisition of users - marketing strategies Business venues I. General Introduction to event real estate management Public vs. private owners II. Planning, financing and construction of event properties Special features of the conference and congress infrastructure Special features of the infrastructure in the leisure industry (garden shows, waterfront development) III. Strategic and operational management of event properties Public vs. private operators Usage conflicts Acquisition of users - marketing strategies

Teaching and learning methods	Sports, Culture & Business Venues (E) /SE / Course no.: bb.VEN.1 / 5th semester / ECTS: 5 Integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	Sports, Culture & Business Venues (E) /SE / Course no.: bb.VEN.1 / 5th semester / ECTS: 5 Written exam

Module number:		**Scope:**	
MET	**Research Methods**	**6**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	5th semester		
Level	5th semester: 1. Study cycle, Bachelor		
Previous knowledge	5th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Qualitative Research Methodology /ILV / Course no.: bb.MET.1 / 5th semester / ECTS: 3 Baur, N. & Blasius, J. (Eds.). (2014). Handbuch Methoden der empirischen Sozialforschung. Wiebaden: Springer VS. Gläser, J. & Ladel, G. (2019). Experteninterviews und qualitative Inhaltsanalyse. 5th edition. Wiesbaden: Springer VS. Mayring, P. (2015). Qualitative Inhaltsanalyse: Grundlagen und Techniken. 12th edition Weinheim: Beltz. Przyborski, A. & Wohlrab-Sahr, M. (2013). Qualitative Sozialforschung. Ein Arbeitsbuch. 4th edition. Munich: Oldenbourg. Rädiker, S. & Kuckartz, U. (2018). Analyse qualitativer Daten mit MAXQDA. Text, Audio und Video. Wiesbaden: Springer VS		
	Quantitative Research Methodology /ILV / Course no.: bb.MET.2 / 5th semester / ECTS: 3 Baur, N. & Blasius, J. (Eds.). (2014). Handbuch Methoden der empirischen Sozialforschung. Wiebaden: Springer VS. Brosius, F. (2018). SPSS: Umfassendes Handbuch zu Statistik und Datenanalyse. 8th edition. Bonn: mitp. Bryman, A. (2015). Social Research Methods. 5th edition. Oxford: Oxford University Press. Gehring, U.W. & Weins, C. (2009). Grundkurs Statistik für Politologen und Soziologen. 5th edition. Wiesbaden: VS Verlag für Sozialwissenschaften. Schnell, R. Hill, P.B. & Esser, E. (2018). Methoden der empirischen Sozialforschung. 11th edition. Munich: De Gruyter Oldenbourg.		
Skills acquisition	Qualitative Research Methodology /ILV / Course no.: bb.MET.1 / 5th semester / ECTS: 3 The students develop a basic understanding of the methods of qualitative research (in particular data collection, analysis and interpretation). They learn to apply these methods practically and to present and evaluate the results of empirical studies. They are able to understand technical texts on qualitative research methods to take into account findings from qualitative studies in their later professional activity. They are enabled to work on interdisciplinary tasks or questions and to present solutions.		
	Quantitative Research Methodology /ILV / Course no.: bb.MET.2 / 5th semester / ECTS: 3 The students develop an understanding of the fundamental methods of qualitative research (in particular data collection, analysis and interpretation). They learn to apply these methods practically and to present and evaluate the results of empirical studies. They are able to understand technical texts on quantitative research methods to take into account findings from quantitative studies in their later professional activity. They are enabled to work on interdisciplinary tasks or questions and to present solutions.		
Course contents	Qualitative Research Methodology /ILV / Course no.: bb.MET.1 / 5th semester / ECTS: 3 The concepts and methods of qualitative social research (in particular observational procedures, interviewing and content analysis) are discussed and reflected on against the background of potential occupational fields. The students can understand and apply the basic methods of qualitative social research.		
	Quantitative Research Methodology /ILV / Course no.: bb.MET.2 / 5th semester / ECTS: 3 The concepts and methods (univariate and bivariate) of quantitative social research are discussed and reflected against the background of potential occupational fields. The students can understand and apply the basic methods of uni-variate and bi-variate quantitative social research.		

Teaching and learning methods	Qualitative Research Methodology /ILV / Course no.: bb.MET.1 / 5th semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations
	Quantitative Research Methodology /ILV / Course no.: bb.MET.2 / 5th semester / ECTS: 3 Integrated course, case studies, discussion, group work, presentations

Evaluation Methods Criteria	Qualitative Research Methodology /ILV / Course no.: bb.MET.1 / 5th semester / ECTS: 3 Module examination: Presentation and term paper (half of the students each): Presentation on qualitative methods and term paper on quantitative methods and presentation on quantitative methods and term paper on qualitative methods)
	Quantitative Research Methodology /ILV / Course no.: bb.MET.2 / 5th semester / ECTS: 3 Module examination: Presentation and term paper (half of the students each): Presentation on qualitative methods and term paper on quantitative methods and presentation on quantitative methods and term paper on qualitative methods)

Module number:		**Scope:**	
BCA	**Business Cases in SKVM**	**5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	6th semester		
Level	6th semester: 1. Study cycle, Bachelor		
Previous knowledge	6th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Business Cases in SKVM /SE / Course no.: bb.BCA.1 / 6th semester / ECTS: 5 Breuer, Ch./Michels, H. (Eds.): Trendsport – Modelle, Orientierungen und Konsequenzen, Aachen, 2003 Galli, A.: Sportmanagement. Munich, Vahlen, 2002 Schneider, Sylvia/Erb, H. H.: Sport for fun: alle Trendsportarten - was du dafür brauchst, was sie dir bringen, Würzburg, Arena-Verlag, 2000 Fuchs, M.: Kulturpolitik als gesellschaftliche Aufgabe. Eine Einführung in Theorie, Geschichte und Praxis, Opladen, VS Verlag, 1999		
Skills acquisition	Business Cases in SKVM /SE / Course no.: bb.BCA.1 / 6th semester / ECTS: 5 The students possess knowledge in sports and cultural development. They can advise institutions and individuals in this regard and apply the acquired knowledge, in particular the methods of integrated sports and cultural development. The students can identify future developments in the sports and cultural sector and assess their probability of occurrence. They can also identify the effects on the current structure of the sports and cultural sector and derive operational action in sports and culture from this. The students are also able to classify and assess selected business cases in larger contexts. In addition, they can adequately evaluate the activities of experts from the business world.		
Course contents	Business Cases in SKVM /SE / Course no.: bb.BCA.1 / 6th semester / ECTS: 5 Presentation of international business cases by experts from the business world Practice-theory transfer: Contents, methods Development of business cases/business models Evaluation of business cases Best practice cases		
Teaching and learning methods	Business Cases in SKVM /SE / Course no.: bb.BCA.1 / 6th semester / ECTS: 5 Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	Business Cases in SKVM /SE / Course no.: bb.BCA.1 / 6th semester / ECTS: 5 Term paper		

Module number:		**Scope:**	
DEM	**Destination Management**	**5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	6th semester		
Level	6th semester: 1. Study cycle, Bachelor		
Previous knowledge	6th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Destination Management (E) /SE / Course no.: bb.DEM.1 / 6th semester / ECTS: 5 Baker, B. (2019). Place Branding for small cities, regions and downtowns: the essentials for successful destinations. Independently published. Camilleri, M. (2018). Strategic Perspectives in Destination Marketing. USA: Business Science Reference. Fesenmaier,D. & Xiang Z,. (2017). Design Science in Tourism: Foundations of Destination Management (Tourism on the Verge). Switzerland: Springer International Publishing. Luck, M., Ritalahti, J. & Scherer, A. (2016). International Perspectives on Destination Management and Tourist Experiences: Insights from the International Competence Network of Tourism Research The International Competence Network of Tourism Research and Education (ICNT). Frankfurt: Peter Lang AG Morrison, M. (2019). Marketing and managing tourist destinations. 2nd ed. Oxon: Routledge Peterson, D. (2016). Emerging trends in tourist destination management. New York: Willford Press. Petersen, D. (2016). Tourism Development and Destination Management. New York: Clanrye International		
Skills acquisition	Destination Management (E) /SE / Course no.: bb.DEM.1 / 6th semester / ECTS: 5 The students gain an understanding of the tourist destination as a regional value-added system, the typology of tourist destinations and which factors and resources are necessary for the tourist destination as a product. The students recognize the interaction of macro- and microeconomic factors, resource disposition, supply and demand and their influence on the competitive situation of the destination. They know the role and tasks of destination management and the special challenges it poses for cities, regions and/or countries. The students develop an understanding of the stakeholders that need to be taken into account as well as of the brand strategic orientation of destinations in the form of destination branding. Furthermore, they are familiar with various planning and coordination approaches and instruments and processes for the operational implementation of destination management as well as measures to measure destination performance. They gain insight into current trend developments in destination management. The students train their cognitive ability to understand and process ideas as well as their methodological ability to find solutions to problems. The students can analyze and synthesize information. With regard to instrumental skills, students have an understanding of the relationship between theory and practice and master written communication on the subject in the English language. The students understand the connection between innovative thinking and change processes.		
Course contents	Destination Management (E) /SE / Course no.: bb.DEM.1 / 6th semester / ECTS: 5 The course focuses on the following topics: • Tourist destination as a regional value-added system • Differentiation approaches of tourist destinations • Demand and supply structure, factor and resource disposition in tourist destinations • Competitiveness of tourist destinations • Organization of tourist destinations • Internal and external factors influencing the development of tourist destinations and the role of the various stakeholders • Function and tasks of Destination Management • Planning and governance approaches in destination management • Operational implementation of destination management • Measurement and comparison of performance of tourist destinations • (Strategic) marketing and positioning through destination branding • Trend development in destination management		

Teaching and learning methods	Destination Management (E) /SE / Course no.: bb.DEM.1 / 6th semester / ECTS: 5 Integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	Destination Management (E) /SE / Course no.: bb.DEM.1 / 6th semester / ECTS: 5 Presentation

Module number:		**Scope:**	
ELE2	**Elective II in SKVM**	**2.5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	6th semester		
Level	6th semester: 1. Study cycle, Bachelor		
Previous knowledge	6th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Elective II in SKVM /UE / Course no.: bb.ELE2.1 / 6th semester / ECTS: 2.5 Sport: Bradbury, T., & O'Boyle, I. (Eds.). (2017). Understanding Sport Management: International Perspectives. London:Taylor & Francis. Covell, D. (2019). Managing sport organizations. London: Routledge. Ströh, J. H. A. (2017). The eSports market and eSports sponsoring. Marburg: Tectum Wissenschaftsverlag. Kultur: Hausmann, A. & L. Frenzel (Eds.). (2014). Kunstvermittlung 2.0: Neue Medien und ihre Potenziale. Wiesbaden: Springer VS Tallon, L., & Walker, K. (2008). Digital technologies and the museum experience: Handheld guides and other media. Lanha: AltaMira Press Vermeeren, A., Calvi, L., & Sabiescu, A. (Eds.). (2018). Museum experience design: Crowds, ecosystems and novel technologies. Cham: Springer Hoppe/Heinze (2016): Einführung in das Kulturmanagement. Themen – Kooperationen – Gesellschaftliche Bezüge. Berlin: Springer VS Assmann (2017): Einführung in die Kulturwissenschaft. Grundbegriffe, Themen, Fragestellungen. Berlin: Narr Veranstaltung: Schulze, G. (1995). Die Erlebnisgesellschaft. Kultursoziologie der Gegenwart. Frankfurt/M.: Campus. Getz, D., & Page. S. (2016). Event Studies - Theory, research and policy for planned events. Oxon: Routledge. Smith, A. (2016): The urbanization of events. In Events in the City - Using public spaces as event venues, Oxon: Routledge		
Skills acquisition	Elective II in SKVM /UE / Course no.: bb.ELE2.1 / 6th semester / ECTS: 2.5 The students have knowledge in the development of sports, culture and events. They can apply the acquired knowledge, in particular methods of integrated sports, cultural and event development. They are familiar with success factors through their own theoretical and practical work and through analysis of examples. The students are able to assess the future developments of the sports, cultural and event industry and to demonstrate the influence of operational structures and technologies on organizations in the three areas.		
Course contents	Elective II in SKVM /UE / Course no.: bb.ELE2.1 / 6th semester / ECTS: 2.5 Students can choose from a range of in-depth courses on current topics in sports, culture and event management, e.g: • Sector and R&D activities • Human resources/competences • Digital developments in the sports, culture and event industry • Development of the sports, culture and events sector • Development of developments/trends, fashions, booms • Identification of developments/trends • Evaluation of developments • Economic, political and social impacts • Leveraging developments • Planning and implementation of future-oriented, interdisciplinary projects		
Teaching and learning methods	Elective II in SKVM /UE / Course no.: bb.ELE2.1 / 6th semester / ECTS: 2.5 Integrated course, case studies, discussion, group work, presentations, user tests		

Evaluation Methods Criteria	Elective II in SKVM /UE / Course no.: bb.ELE2.1 / 6th semester / ECTS: 2.5 Presentation, term paper

Module number:		**Scope:**	
INM	**International Management in Sports, Culture & Events**	**4**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	6th semester		
Level	6th semester: 1. Study cycle, Bachelor		
Previous knowledge	6th semester: no information		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	International Management in Sports, Culture & Events (E) /ILV / Course no.: bb.INM.1 / 6th Henze, R. & Wolfram, G. (Hrsg.) (2014). Exporting Culture? Which Role for Europe in a Global World. Wiesbaden: Springer VS. Pedersen, P. M., & Thibault, L. (2018). Contemporary Sport Management. Champaign, Ill.: Human Kinetics. Henze R., Höhne S. & Tröndle, M. (Eds.). (2016). Journal of Cultural Management: Arts, Economics, Policy 2(1). Special Issue: Management Without Borders. Bielefeld: transcript. Seraphin, H. & Korstanje, M. (2018). International Event Management: Bridging the Gap Between Theory and Practice. New York: Nova Science Pub Inc.		
Skills acquisition	International Management in Sports, Culture & Events (E) /ILV / Course no.: bb.INM.1 / 6th The students develop their theory-based problem-solving skills as well as their analysis and synthesis skills. They understand the difference between national and transnational decision-making structures and can place the strategies of cultural institutions within international cultural policy. They know the consequences of globalization for the programming of cultural institutions. The instrumental skills of the students are trained. They improve their ability to express themselves critically and have management strategies for dealing with complex contexts, solving problems and decision-making authority.		
Course contents	International Management in Sports, Culture & Events (E) /ILV / Course no.: bb.INM.1 / 6th The content of the course is in-depth knowledge of the complex global sports market and its various models as well as their effects, potentials and challenges for sports management. The tension between national, European and global identities calls for diversity management from cultural institutions in program design as well as in personnel management. In cultural management, internationally active cultural organizations are introduced, and the specific action potentials of cultural diversity are pointed out. In the context of the theory of transculturality, the opportunities and limits of transnational concepts such as the World Cultural Heritage and the European Capital of Culture are examined and their effects on regional cultural offerings discussed. The course also deals with the global influencing factors and effects of internationalization on the event sector and the resulting challenges for organizers. The focus is on authenticity, sustainability and event destination development.		
Teaching and learning methods	International Management in Sports, Culture & Events (E) /ILV / Course no.: bb.INM.1 / 6th Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	International Management in Sports, Culture & Events (E) /ILV / Course no.: bb.INM.1 / 6th Written exam, term paper		

Module number:		**Scope:**	
RIM	**Risk management**	**3.5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Program - Sports, Culture & Event		
Position in the curriculum	6th semester		
Level	6th semester: 1. Study cycle, Bachelor		
Previous knowledge	6th semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Risk Management /SE / Course no.: bb.RIM.1 / 6th semester / ECTS: 3.5 Bardy, M. (2019). Crowd Management. In Veranstaltungssicherheit - Von der Praxis für die Praxis: Volume 4: Kommunikation - Rettungstechnik und Sanitätsdienst - Crowdmanagement und Terrorismusvorbeugung (p. 25-61). Vienna: Service-GmbH of the Wirtschaftskammer Österreich. Drury, J., & Stott, C. (2013). Crowds in the 21st Century. London: Routledge. Event Safety Alliance. (2014). The Event Safety Guide. New York: Skyhorse Publishing. Festag, S. (2014). Umgang mit Risiken. Qualifizierung und Quantifizierung. Vienna: Beuth Verlag. Helbing, D., & Mukerji, P. (25. 06 2012). Crowd disasters as systemic failures: analysis of the Love Parade disaster. Retrievable at https://epjdatascience.springeropen.com/articles/10.1140/epjds7 Still, K. G. (2013). Introduction to Crowd Science. Boca Raton: CRC Press.		
Skills acquisition	Risk Management /SE / Course no.: bb.RIM.1 / 6th semester / ECTS: 3.5 The students know: • The methodological basis for the creation of a safety concept, • The main sources of danger that influence visitor safety at events, • The possibility of influencing the safety of visitors by means of risk management, and • The behavior of people in emergencies. The students can: • Analyze event-related sources of danger, • Apply risk management to events, • Perform risk assessments and • Develop preventive and reactive security measures.		
Course contents	Risk Management /SE / Course no.: bb.RIM.1 / 6th semester / ECTS: 3.5 • Risk management system • Risk management process: Definition of protection goals, risk identification, risk analysis, risk assessment, possibilities of risk management • Risk communication • Human behavior in an emergency (herd behavior, movement patterns, panic situations) • Methodical fundamentals and contents Safety concept • Scenario-based and scenario-independent action planning (emergency planning) incl. associated communication concept • Capacity of event areas: Calculation of area capacities, calculation of required escape route widths, admission management, circulation and downstream planning, barrier and barricade planning • Information preparation and presentation for visitors Event-specific problems, including significant influencing factors, are identified and analyzed by means of numerous case studies and videos, and proposed solutions for future prevention are developed. The course concludes with a simulation game in which situations with emergency and crisis potential are simulated. By experiencing and working through these scenarios, students develop the necessary decision-making and solution skills to manage emergencies during events.		
Teaching and learning methods	Risk Management /SE / Course no.: bb.RIM.1 / 6th semester / ECTS: 3.5 Integrated course, case studies, discussion, group work, presentations		

Evaluation Methods Criteria	Risk Management /SE / Course no.: bb.RIM.1 / 6th semester / ECTS: 3.5 Presentation

2.4 Internship

The students choose an internship independently. They can draw on the extensive range of internship advertisements offered by the Kufstein University of Applied Sciences. The Director of Studies checks the professional correspondence of the internship activities with the contents of the course and the qualification profiles of the course of studies. Subsequently, the Director of Studies checks whether the internship corresponds to the training objectives of the program and whether the student can be employed according to his/her level of qualification. If these requirements are met, the organizational processing is carried out by the International Relations Office (IRO). A detailed internship guide supports students in organizing their internship semester; students can also contact the IRO and the Director of Studies if they have any questions or need support.

Students must apply for the internship using the form (= job description). The form contains the central data of the student and the internship supervision as well as the goals and the tasks/activities in the company providing the internship. The internship is confirmed or approved by the signatures of the Director of Studies and the internship supervisor.

The student must reflect, document and present the experiences and findings gathered and evaluate the internship. Conversely, the internship supervisor must evaluate the students. The student must prepare an interim report, a final report and a presentation and complete an evaluation form. At the beginning of the internship, he/she will receive an internship guide which lists the points to be worked on. A key requirement is to compare the agreed objectives with the achieved ones. The documentation prepared by the student and the supervisor is evaluated by the Director of Studies. If the achievement of the goals and the adaptation to the qualification level of the student are not guaranteed, the corresponding internship position is excluded for the future. A list and reports on the internships are available to subsequent students via the Moodle teaching platform.

2.5 Semester Abroad

The FH Kufstein Tirol has been awarded the Erasmus Charter, which is regarded as a European standard of excellence in supporting student and staff mobility. In addition, the objectives of the Bologna Process on the mutual recognition of diplomas will be fully implemented. The implementation is based on the European Credit Transfer System-ECTS and the Diploma Supplement. In these areas the FH Kufstein Tirol was awarded the ECTS Label and the Diploma Supplement Label.

Ensuring comparability, support and supervision measures

The FH Kufstein Tirol Bildungs GmbH has provided for an obligatory semester abroad (four to six months) at a partner university of the Fachhochschule since its start in the 5th semester. A total workload of 30 ECTS must be demonstrated at the partner university in question. Due to the compulsory semester abroad in the fifth semester, no courses are offered at the FH Kufstein during this period.

For the course of studies "Sports, Culture & Event Management ", students are given selected institutions in the context of preparation for their studies abroad which are particularly suitable for the

course of studies "Sport, Culture & Event Management". The list of institutions is based on many years of historical experience combined with appropriate new entrants. Care is taken to ensure that the courses completed abroad are related to the topics of the "Sports, Culture & Event Management" program (especially in the areas of Sports, Culture and Event Marketing, International Culture Studies and Business Studies). This ensures that students receive an in-depth knowledge of the relevant subjects so that the desired competences can be developed. Intercultural and linguistic competences, which are highly relevant in practice, are also developed during the studies abroad. Students are also encouraged to organize most of their stay abroad independently (e.g. search for accommodation, registration with the partner university, obtaining the necessary documents for registration and travel to the country in question, etc.).

The International Relations Office (IRO) of the FH Kufstein, in cooperation with the degree courses, organizes an information event in the winter semester of each year on the topics of "semesters abroad and internships", as well as the annual "Exchange Fair". In addition, the IRO is constantly available for advice. The Fachhochschule Kufstein Tirol has more than 200 contacts to cooperating universities. The students name their preferred partner universities and then receive the allocation based on a grade ranking. In addition, students choose courses with a volume of 30 ECTS. The course selection of the students is checked for equivalence by the Director of Studies and recorded in the "Learning Agreement". The Learning Agreement is signed by the IRO after approval by the Director of Studies. At the partner university, the Learning Agreement must be countersigned by the local IRO. If the course selection is changed, the supplementary sheet "Changes to the Learning Agreement" must be completed and submitted immediately to the IRO in Kufstein or to the responsible Director of Studies for approval.

The recognition of the study program abroad is confirmed by the "Transcript of Records" of the host university and attached to the certificate of recognition.

3 ADMISSION REQUIREMENTS

The admission requirements at the FH Kufstein Tirol are regulated according to the following terms:

1. The general admission requirements are regulated by § 4 FHG as amended; it applies to **persons with a general university entrance qualification**.

2. **Persons without a school-leaving certificate** must take a **university entrance examination** according to § 64 a UG 2002 as amended. These persons acquire the general university entrance qualification for Bachelor studies in a specialization group by passing the university entrance examination in accordance with an ordinance issued by the Rector's Office of a University. The successful completion of the university entrance examination thus entitles the holder to admission to all studies in the specialization group for which the university entrance qualification was acquired. The university entrance examination can be obtained for certain groups of subjects in accordance with an ordinance of the Rector's Office of a university, whereby the following group of subjects is relevant for the FH Kufstein:
Social and economic studies (e.g. Business Administration, Economic Education, Statistics, Sociology).

Applicants who have completed a 3-year **vocational, middle school**, a **training in the dual system** or a **subject-relevant German advanced technical college certificate** obtain the entitlement to study at the FH Kufstein Tirol through additional examinations in the subjects German, English and Mathematics. In the case of the German advanced technical college certificate, the additional examination must only be taken in those of the three subjects in which the grade is "inadequate" or worse. All additional examinations must be passed before the start of the third semester.

3. For **individuals with relevant dual training** the **apprenticeship certificate** in one of the following **special fields** according to the respectively valid announcement of the Federal Ministry of Economics, Family and Youth is valid as an admission requirement:

- Office, Administration, Organization
- Electrical Engineering, Electronics (Event Technology)
- Trade
- Media Design and Photography
- Tourism and Gastronomy

4. **Persons with a degree** from one of the relevant **vocational middle schools** listed below may also be admitted:

- School of Hotel Management, School of Tourism, School of Gastronomy (three years)
- Commercial schools (at least two years)
- Technical, commercial and applied arts schools (three or four years)
- Vocational schools for economic professions (three years)
- Business school (at least two years)
- Vocational schools for agricultural and forestry occupations (at least two years)
- Commercial schools (three years)

Newly emerging apprenticeships in similar fields must be recognized accordingly.

The **group of persons under numbers 3. and 4.** must complete **additional examinations** by the beginning of the third semester as an entry requirement and, if necessary, take appropriate preparatory courses. This is possible at the FH Kufstein.

The following additional examinations are required for this group of people:

- German
- English
- Mathematics

Below is an overview of which subject area of the German FOS/BOS is the relevant admission requirement. Here, additional examinations must be taken within the first semesters in the subjects Mathematics, German and English (if a grade of "poor" or worse was achieved in these subjects).

	SKVM Bvz/Bbb
FOS	
- Technology	
- Economics & Administration	X
- Social Welfare	X
- Agriculture, Biotechnology and Environmental Technology	
- Design	X
- Health	X
- International Business Studies	X
BOS	
- Technology	
- Economics & Administration	X
- Social Welfare	X
- Agriculture, Biotechnology and Environmental Technology	
- Health	X
- International Business Studies	X
In the case of relevant internships (marketing, trade, administration), other disciplines can also be accepted (after consultation with the Director of Studies).	X