

Study regulations of the Bachelor's course

Sports, Culture & Event Management

To obtain the academic degree

Bachelor of Arts in Business
abbreviated BA

as an appendix to the statutes of the
HOK | University of Applied Sciences Kufstein Tirol

Organizational form: full-time & part-time

Duration: 6 semesters

Scope: 180 ECTS

Places for beginners per academic year: 50 full-time
25 part-time

Version 1

Adopted by the Faculty on May 6, 2026
Program starts WS 2027/28

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1 OCCUPATIONAL PROFILES

1.1 Career opportunities

Thanks to the broad-based education provided by the bachelor's program in Sports, Culture, and Event Management, graduates have access to a wide range of career opportunities. The cross-industry focus of the program can be applied in a variety of fields—**key sectors** include, among others:

Recreation, culture, and sports organizations	Education
Tourism and hospitality	Advertising and marketing communications
Retail	Information and Consulting

The job market offers graduates a wide range of opportunities not only within companies specializing in sports, culture, and event management—they can also be employed in various roles within the marketing departments of large corporations (e.g., in the event departments of Audi, BMW, and many others). Communications departments require expertise in **event management combined with leadership and teamwork skills**. The professionalization of sports demands **management** expertise and specialized training. The increasing **commercialization of services and activities** offered by **public institutions**, such as museums, also requires specialized personnel—and this is where this degree program comes in.

The Bachelor's program in Sports, Culture, and Event Management prepares graduates to take on a variety of roles. The program, with its focus on **social skills**, is designed to ensure that graduates can enter numerous positions of high responsibility.

Thanks to the program's interdisciplinary approach, graduates with a solid management education can take on tasks in any area of **sports, culture, and event management**—including **leadership positions** in non-profit organizations or larger companies (particularly in the field of event marketing and sponsorship). The program is designed to contribute to the growing professionalization and academic development of the industry.

Students have access to a variety of career paths that can be supported by the numerous qualifications they acquire. Various **areas of focus** (e.g., business, management, communication), **product areas** (the nature and degree of connection to sports and culture), and a broad range of **organizational types** (various kinds of organizations—from government agencies to nonprofits) point to some of the specializations available upon completion of the Sports, Culture, and Event Management program.

1.2 Qualification profile

The qualification objectives and learning outcomes of the Bachelor's program in Sports, Culture, and Event Management cannot be clearly assigned to a specific *ISCED* (International Standard Classification of Education) *level*; the closest equivalence lies in the field of management. The content taught qualifies graduates for the professional fields mentioned in the previous chapter.

The program's learning objectives focus on imparting an understanding **of the economic, sociopolitical, and management contexts** of the sports, culture, and event management sectors. In addition, **quantitative and qualitative approaches in the field of scientific methods** are taught. Particular emphasis is placed on methods and concepts necessary for addressing management issues within these sectors and for solving societal challenges. This includes knowledge in areas such as **sports management and sports sciences, cultural management and cultural sciences, and event management and event sciences**, as well as their **integrative aspects** (business events, event production, sports, culture, and business venues; and culture, media, and international relations) with **an international focus** (global sports business, sports and cultural tourism), as well as the teaching

of **digital trends** (Digital Trends in Sports, Culture, and Events) within the academic departments. **General management and business competencies** are taught in introductory courses on business administration, economics, and marketing. These are complemented by skills in the area of **social competencies** through courses on teamwork and communication, sports and cultural sociology, media communication, presentation and negotiation techniques, project management, and foreign languages. The application of specialized knowledge, as well as feedback from current **professional practice and research**, takes place through practical projects and the professional internship. The integration and transfer of knowledge from the field of research occurs within the framework of scientific methods and qualitative and quantitative research methodologies.

Professional Career Path	Responsibilities	Competency Description	Competency Mapping	Curriculum/Modules
Event Manager	Concept Development	Ability to work independently Planning and developing events	Technical and Academic Personnel and social	Event Management / Event Studies
	Implementation	Ability to work independently Organizing events and creating experiences	Technical and Academic Personal and social	Event Management / Event Studies
	Project management	Ability to organize and carry out projects as part of a team and as a leader	Technical and Academic Personal and Social	Practical Project / Project Management
	Budgeting	Skills Independent Financing of Planning events	Technical Academic	Event Management / Fundamentals Economics
	Marketing	Be able to apply tools of the marketing mix	Technical and Scientific Personal and Social	Marketing & Communication
Sports Manager	Sports Development	Ability to constructively shape current developments in sports	Technical and Scientific Human Resources and Social	Sports Management / Sports Science
	Sports Sponsorship	Ability to manage relationships with sponsors in sports	Technical and Scientific Human Resources and Social Skills	Sports Management / Fundamentals of Economics

	Marketing	Ability to market sports and sports-related products, as well as to use sports as a medium for non-sports-related products	Technical and scientific Personal and Social	Marketing & Communication
	Brand Development	Ability to build organizations and athletes in sports into a brand	Technical and Scientific Human Resources and Social	Sports Management / Marketing & Communication
Cultural Manager	Cultural Education	Can classify cultural offerings in terms of target audiences and experiential settings	Technical and Academic Personal and Social	Cultural Management / Cultural Studies
	Organization	Can plan and implement programs in various cultural organizational contexts	Technical and Academic Human Resources and Social	Cultural Management / Cultural Studies / Fundamentals of Economics
	Strategy Development	Be able to identify connections between cultural management and cultural policy	Professional and academic Personnel and social	Cultural Management
	Budgeting	Can analyze and develop cultural financing strategies that balance sponsorship, public funding, and internal resources	Technical and Academic Human Resources and Social	Cultural Management / Fundamentals of Economics
	Marketing	Understand the tools of the marketing mix and can apply them	Technical and scientific Human Resources and Social Sciences	Applied Marketing & Management / Marketing & Communication / Cultural Management

Tourism Manager	Marketing		Ability to develop brand-strategic orientations for destinations	Technical and Academic Human Resources and Social	Sports, Culture, and Event Tourism / Marketing & Communication / Applied Marketing & Management
			Ability to develop destination branding		
	Strategy Development		Ability to establish partnerships with sports and cultural institutions be established	Technical and Scientific Human Resources and Social Sciences	Cultural Management / Sports Management / Applied Marketing & Management / Marketing & Communication
	Budgeting		Skills Independently Financial Plans prepare	Technical and Academic	Fundamentals Economics
PR and Press Manager	Interface management		Ability to proactively and systematically manage stakeholder management in Projects Apply	Technical and scientific Human Resources and Social Studies	Fundamentals of Economics / Social Skills / Practical Project / Project Management
	Media Relations		Are familiar with PR tools; can plan press and public relations work and develop measures to achieve objectives	Technical and Scientific Personal and Social	Media Communication / Practical Project / Social Competence

2 CURRICULUM

2.1 Curriculum data

	FT	PT	Comments (if any)
First year of study (YYYY/MM+1)	2027/28	2027/2028	
Standard duration of study (Number of semesters)	6	6	
SWS (Total for all semesters)	76	79	In the VZ program, a semester abroad is included within the specified SWS, with SWS from the respective partner universities.
ASWS (Total for all semesters)	124.5	105.5	
ECTS (Total for all semesters)	180	180	
Winter Semester Start (Date, Note: possibly calendar week)	Calendar Week 40	Calendar Week 40	
Winter Semester End (Date, Note: possibly calendar week)	Calendar Week 5	Week 5	
Start of summer semester (Date, Note: possibly calendar week)	Week 11	Week 11	
Summer semester end (Date, Note: possibly calendar week)	Calendar Week 28	Week 28	
Winter Semester Weeks	15	15	
SS Weeks	15	15	
Mandatory semester abroad (Semester Specification)	5th semester		
Language of Instruction (Specify)	German/ English	German/ English	The percentage of English-language courses is 20.39% for vz and 23.42% for bb of the total weekly contact hours
Professional Internship (Semester, duration per semester, ECTS)	6th semester 500 hours 20 ECTS	6th semester 500 hours 20 ECTS	

2.2 Curriculum matrix

2.2.1 Curriculum matrix full-time

The following overview of courses does not include the time required for supervising bachelor's theses. For each thesis supervised, 0.2 SWS is allocated; that is, for 75 students (50 vz/25 bb), this results in an additional ASWS workload of 10 ASWS (full-time) and 5 ASWS (part-time), which are incurred in the 6th semester. This results in a total ASWS of 134.5 ASWS (full-time) and 110.5 ASWS (part-time) over all 6 semesters.

1. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
vz.DIG.1	Digital Trends in Sports, Culture & Events (E)	ILV		X	2	1	2	30	DIG	3
vz.KUM1.1	Introduction to Cultural Management	ILV			2	1	2	30	KUM1	3
vz.KUW1.1	Introduction to Cultural Studies	ILV			2	1	2	30	KUW1	3
vz.MED.1	Media Communication	ILV			2	2	4	60	MED	3
vz.SPM1.1	Introduction to Sports Management	ILV			2	1	2	30	SPM1	3
vz.SPW1.1	Fundamentals of Sports Sciences	ILV			2	1	2	30	SPW1	3
vz.TKO.1	Teamwork & Communication	ILV			1	3	3	45	TKO	1.5
vz.VAM1.1	Introduction to Event Management	ILV			2	1	2	30	VAM1	3
vz.WIR.1	Introduction to Business Administration	ILV			2	1	2	30	WIR	3
vz.WIR.2	Introduction to Accounting	ILV			2	1	2	30	WIR	3
vz.WIS.1	Academic Research	ILV			1	1	1	15	WIS	1.5
Total line:					20		24	360		30.0
Course hours = Total WSH x course weeks					300					

2. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
vz.ELE1.1	Elective in SCEM I	ILV			1	4	4	60	ELE1	2
vz.KUM2.1	Fundraising in the Cultural Sector	ILV			2	1	2	30	KUM2	3
vz.KUW2.1	Culture, Media & International Relations	ILV			2	1	2	30	KUW2	3
vz.MAK.1	Marketing	ILV			2	1	2	30	MAK	3
vz.RIM.1	Risk Management	SE			2	2	4	60	RIM	4
vz.SPM2.1	Sports Marketing	ILV			2	1	2	30	SPM2	3
vz.SPW2.1	Sports & Health	ILV			2	1	2	30	SPW2	3
vz.VAM2.1	Strategic Event Management	ILV			2	1	2	30	VAM2	3
vz.VAR.1	Event Law	ILV			2	1	2	30	VAR	3
vz.WIR.3	Introduction to Economics	ILV			2	1	2	30	WIR	3
Total line:					19		24	360		30
Course hours = Total WSH x course weeks					285					

3. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
bb.MET.1	Qualitative Research Methods (E)	ILV		X	1.5	2	3.0	45.0	MET	2
vz.AMP.1	Applied Marketing Planning	UE			1	2	2	30	AMP	2
vz.ARS.1	Area Studies (E)	ILV		X	1	1	1	15	ARS	1.5
vz.EVI.1	Event Staging	ILV			1	1	1	15	EVI	1.5
vz.EVS.1	Event Sciences (E)	SE		X	2	1	2	30	EVS	4
vz.FRS.1	Foreign Language I	ILV			4	2	8	120	FRS	6
vz.KUM3.1	Cultural Mediation & Value Creation	ILV			2	1	2	30	KUM3	3
vz.PRA1.1	Business Project I	PT			2	6	12	180	PRA1	4
vz.PRO.1	Project Management (E)	ILV		X	2	1	2	30	PRO	3
vz.SPM3.1	Sports Development & Governance (E)	ILV		X	2	1	2	30	SPM3	3
Total line:					18.5		35.0	525.0		30.0
Course hours = Total WSH x course weeks					277.5					

4. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
vz.ELE2.1	Elective in SCEM II	ILV			1	4	4	60	ELE2	2
vz.GAI.1	Generative AI in SCEM (E)	SE		X	1	1	1	15	GAI	2
vz.GSB.1	Global Sports Business (E)	ILV		X	2	1	2	30	GSB	3
vz.MET.2	Quantitative Research Methods	ILV			1.5	2	3.0	45.0	MET	2
vz.PRA2.1	Business Project II	PT			2	6	12	180	PRA2	4
vz.PVT.1	Presentation & Negotiation Techniques	UE			1.5	3	4.5	67.5	PVT	3
vz.SOC.1	Sports & Cultural Sociology (E)	ILV		X	2	1	2	30	SOC	3
vz.STO.1	Storytelling	ILV			1	2	2	30	STO	2
vz.TOU.1	Sports, Culture & Event Tourism	ILV			2	1	2	30	TOU	3
zv.FRS.2	Foreign Language II	ILV			4	2	8	120	FRS	6
Total line:					18.0		40.5	607.5		30
Course hours = Total WSH x course weeks					270.0					

5. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
vz.AUS.1	Current Issues in Sports, Culture & Event Management	VO			0	1	0	0	AUS	2
vz.AUS.2	Business Studies	ILV			0	1	0	0	AUS	6
vz.AUS.3	Elective: Sports, Culture & Event Management	ILV			0	1	0	0	AUS	16
vz.AUS.4	Language & Area Studies	ILV			0	1	0	0	AUS	6
Total line:					0		0	0		30
Course hours = Total WSH x course weeks					0					

6. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
vz.BER.1	Internship	BPR			0	1	0	0	BER	20
vz.WIS.2	Bachelor's Thesis Seminar	SE			0.5	2	1.0	15.0	WIS	4
vz.WIS.3	Bachelor's Thesis	SE			0	1	0	0	WIS	6
Total line:					0.5		1.0	15.0		30
Course hours = Total WSH x course weeks					7.5					

Abbreviations	
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
WP	Elective subject

Summary curriculum data

Description	WSH	ASWS	ALVS	ECTS
Total number of courses over all semesters	76	124.5	1867.5	180
Total number of courses in 1st year of study	39	48	720	60
Total number of courses in 2nd year of study	36.5	75.5	1132.5	60
Total number of courses in 3rd year of study	0.5	1	15	60
Total number of technical events over all semesters				
Percentage of technical courses over all semesters based on WSH / ECTS				
Total number of specialized courses in English over all semesters	15.5			24.5
Proportion of specialized courses in English over all semesters (Calculation excluding language courses)	20.39 %			13.61 %

2.2.2 Curriculum matrix part-time

The following overview of courses does not include the time required for supervising bachelor's theses. For each thesis supervised, 0.2 SWS is allocated; that is, for 75 students (50 vz/25 bb), this results in an additional ASWS workload of 10 ASWS (full-time) and 5 ASWS (part-time), which are incurred in the 6th semester. This results in a total ASWS of 134.5 ASWS (full-time) and 110.5 ASWS (part-time) over all 6 semesters.

1. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
bb.GAI.1	Generative AI in SCEM (E)	SE		X	1	1	1	15	GAI	2
bb.KUW1.1	Introduction to Cultural Studies	ILV			2	1	2	30	KUW1	4
bb.SPW1.1	Fundamentals of Sports Sciences	ILV			2	1	2	30	SPW1	4
bb.TKO.1	Teamwork & Communication	ILV			1	2	2	30	TKO	2
bb.VAR.1	Event Law	ILV			2	1	2	30	VAR	4
bb.WIR.1	Introduction to Business Administration	ILV			2	1	2	30	WIR	4
bb.WIR.2	Introduction to Economics	ILV			2	1	2	30	WIR	4
bb.WIR.3	Introduction to Accounting	ILV			2	1	2	30	WIR	4
bb.WIS.1	Academic Research	ILV			1	1	1	15	WIS	2
Total line:					15		16	240		30
Course hours = Total WSH x course weeks					225					

2. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
bb.DIG.1	Digital Trends in Sports, Culture & Events (E)	ILV		X	2	1	2	30	DIG	3
bb.KUM1.1	Introduction to Cultural Management	ILV			2	1	2	30	KUM1	4
bb.KUW.2	Culture, Media & International Relations	ILV			2	1	2	30	KUW2	4
bb.MAK.1	Marketing	ILV			2	1	2	30	MAK	3
bb.MET.1	Qualitative Research Methods (E)	ILV		X	1.5	1	1.5	22.5	MET	3
bb.SPM1.1	Introduction to Sports Management	ILV			2	1	2	30	SPM1	4
bb.SPW2.1	Sports & Health	ILV			2	1	2	30	SPW2	4
bb.STO.1	Storytelling	ILV			1	1	1	15	STO	2
bb.VAM1.1	Introduction to Event Management	ILV			2	1	2	30	VAM1	3
Total line:					16.5		16.5	247.5		30
Course hours = Total WSH x course weeks					247.5					

3. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
bb.ELE1.1	Elective in SCEM I	ILV			1	3	3	45	ELE1	2
bb.FRS.1	Business English I	ILV			4	2	8	120	FRS	6
bb.GSB.1	Global Sports Business (E)	ILV		X	2	1	2	30	GSB	4
bb.KUM2.1	Fundraising in the Cultural Sector	ILV			2	1	2	30	KUM2	4
bb.MED.1	Media Communication	ILV			2	2	4	60	MED	3
bb.SPM2.1	Sports Marketing	ILV			2	1	2	30	SPM2	4
bb.STR.1	Study Trip (E)	ILV		X	2	1	2	30	STR	3
bb.VAM2.1	Strategic Event Management	ILV			2	1	2	30	VAM2	4
Total line:					17		25	375		30
Course hours = Total WSH x course weeks					255					

4. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
bb.AMP.1	Applied Marketing Planning	UE			1	1	1	15	AMP	2
bb.EVS.1	Event Sciences (E)	SE		X	2	1	2	30	EVS	5
bb.FRS.2	Business English II	ILV			4	2	8	120	FRS	6
bb.KUM3.1	Cultural Mediation & Value Creation	ILV			2	1	2	30	KUM3	4
bb.PRA1.1	Business Project I	PT			2	3.5	7.0	105.0	PRA1	4
bb.PRO.1	Project Management (E)	PT		X	2	1	2	30	PRO	5
bb.RIM.1	Risk Management	SE			2	1	2	30	RIM	4
Total line:					15		24.0	360.0		30
Course hours = Total WSH x course weeks					225					

5. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
bb.ELE2.1	Elective in SCEM II	ILV			1	3	3	45	ELE2	2
bb.EVI.1	Event Staging	ILV			1	1	1	15	EVI	2
bb.MET.2	Quantitative Research Methods	ILV			1.5	1	1.5	22.5	MET	3
bb.PRA2.1	Business Project II	PT			2	3.5	7.0	105.0	PRA2	4
bb.PVT.1	Presentation & Negotiation Techniques	UE			1.5	2	3.0	45.0	PVT	3
bb.SOC.1	Sports & Cultural Sociology (E)	ILV		X	2	1	2	30	SOC	4
bb.SPM3.1	Sports Development & Governance (E)	ILV		X	2	1	2	30	SPM3	4
bb.TOU.1	Sports, Culture & Event Tourism	ILV			2	1	2	30	TOU	4
bb.VEN.1	Sports, Culture & Business Venues (E)	SE		X	2	1	2	30	VEN	4
Total line:					15.0		23.5	352.5		30
Course hours = Total WSH x course weeks					225.0					

6. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
bb.BER.1	Internship	BPR			0	1	0	0	BER	20
bb.WIS.2	Bachelor's Thesis Seminar	SE			0.5	1	0.5	7.5	WIS	4
bb.WIS.3	Bachelor's Thesis	SE			0	1	0	0	WIS	6
Total line:					0.5		0.5	7.5		30
Course hours = Total WSH x course weeks					7.5					

Abbreviations	
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
WP	Elective subject

Summary curriculum data

Description	WSH	ASWS	ALVS	ECTS
Total number of courses over all semesters	79	105.5	1582.5	180
Total number of courses in 1st year of study	31.5	32.5	487.5	60
Total number of courses in 2nd year of study	32	49	735	60
Total number of courses in 3rd year of study	15.5	24	360	60
Total number of technical events over all semesters				
Percentage of technical courses over all semesters based on WSH / ECTS				
Total number of specialized courses in English over all semesters	18.5			37
Proportion of specialized courses in English over all semesters (Calculation excluding language courses)	23.42 %			20.56 %

2.3 Modularization

2.3.1 Module descriptions full-time

Module number:	Digital Trends in Sports, Culture & Events	Scope:	
DIG		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Digital Trends in Sports, Culture & Events (E) /ILV / LV-Nr: vz.DIG.1 / 1.Semester / ECTS: 3</u> Desbordes, M. (2019). International Sport Marketing: Issues and Practice. New York, NY: Routledge. 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.		
Acquisition of skills	<u>Digital Trends in Sports, Culture & Events (E) /ILV / LV-Nr: vz.DIG.1 / 1.Semester / ECTS: 3</u> The participants: • develop a basic understanding of the specifics of the digitization of sport and its environment as well as the event industry. • 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. • 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. • are thus able to comprehensively and critically assess developments in the respective fields of practice and initiate change processes accordingly. • analyze complex relationships, know central methods and develop theory-based problem-solving skills. • know the current digital tools for events and know how to use them accordingly. • know how digital events can be implemented in an emotionally moving way.		
Course contents	<u>Digital Trends in Sports, Culture & Events (E) /ILV / LV-Nr: vz.DIG.1 / 1.Semester / ECTS: 3</u> 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	<u>Digital Trends in Sports, Culture & Events (E) /ILV / LV-Nr: vz.DIG.1 / 1.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Digital Trends in Sports, Culture & Events (E) /ILV / LV-Nr: vz.DIG.1 / 1.Semester / ECTS: 3</u> Portfolio exam		

Module number:	Cultural Management I	Scope:	
KUM1		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Introduction to Cultural Management /ILV / LV-Nr: vz.KUM1.1 / 1.Semester / ECTS: 3</u> Crückeberg, J., Heinicke, J., Kalbhenn, J.C., Lohbeck, K., Mohr, H., Landau-Donnelly, F. (2024): Handbuch Kulturpolitik, Wiesbaden : Springer Heinrichs, W. (2012): Kulturmanagement. Eine praxisorientierte Einführung, 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 Pöhlmann, L., Herrmann, C. (Hg.) (2019). Der digitale Kulturbetrieb. Strategien, Handlungsfelder und Best Practices des digitalen Kulturmanagements Teissl, V. (2021): Besonderheiten im Theaterarbeitsrecht (Buchrezension), in: Kulturmanagement Network, online https://www.kulturmanagement.net/Themen/Buchrezension-Besonderheiten-im-Theaterarbeitsrecht,4319		
Acquisition of skills	<u>Introduction to Cultural Management /ILV / LV-Nr: vz.KUM1.1 / 1.Semester / ECTS: 3</u> The participants: • demonstrate knowledge of the structures of the arts and cultural sector and are able to differentiate professional non-profit management from profit-oriented management approaches and apply these distinctions within cultural institutions. • will be able to explain the history of development, framework conditions, orientation towards the common good and their roles in societies and illustrate them using examples. • are able to identify the current challenges and development trends in the cultural sector and understand the influence of cultural offerings on societies. • critically analyze and reflect on ethical challenges within the field of cultural management.		
Course contents	<u>Introduction to Cultural Management /ILV / LV-Nr: vz.KUM1.1 / 1.Semester / ECTS: 3</u> The introduction to cultural management focuses on the cultural sector in its structures, contexts, framework conditions and modes of operation. This includes producing, mediating, exploiting and preserving institutions as well as their goals and purposes according to the three-sector model. The tasks specific to the cultural sector such as copyright regulations, professions and working conditions are presented as well as the role of interest groups and the influential interrelationship between cultural management and cultural policy. Finally, it introduces the field of digitalization in the cultural sector and ethical references for action such as human rights.		
Teaching and learning methods	<u>Introduction to Cultural Management /ILV / LV-Nr: vz.KUM1.1 / 1.Semester / ECTS: 3</u> Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Introduction to Cultural Management /ILV / LV-Nr: vz.KUM1.1 / 1.Semester / ECTS: 3</u> Portfolio exam		

Module number:	Cultural Studies I	Scope:	
KUW1		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Introduction to Cultural Studies /ILV / LV-Nr: vz.KUW1.1 / 1.Semester / ECTS: 3</u> Assmann, A. (2017): Einführung in die Kulturwissenschaft. 4. Auflage. ESV Schmidt Assmann, A. (2018): Der europäische Traum. Vier Lehren aus der Geschichte. C.H.Beck Bachmann-Medick, D. (2006). Cultural Turns. Neuorientierungen in den Kulturwissenschaften. Rowohlt. Reichardt, Ulfried (2010): Globalisierung. Literaturen und Kulturen des Globalen. Akademie Verlag. Seidler, A. / Böhn, A. (2014): Mediengeschichte. Narr Francke Verlag Stalder, F. (2016): Kultur der Digitalität. Suhrkamp		
Acquisition of skills	<u>Introduction to Cultural Studies /ILV / LV-Nr: vz.KUW1.1 / 1.Semester / ECTS: 3</u> The participants: • understand cultural studies approaches in their diversity and dependence on the respective research interest and the speaker's position. • recognize central paradigms of cultural, transcultural, social, and media developments and are able to identify and name significant paradigm shifts. • are able to describe the mutability of cultural constructs, identify influences from media development, and pinpoint the timing of their developmental impulses. • recognize historical contexts and can classify cultures in terms of their historical development. • are able to understand mechanisms of meaning production in different cultural contexts and sign systems and critically reflect on their influence on social reality.		
Course contents	<u>Introduction to Cultural Studies /ILV / LV-Nr: vz.KUW1.1 / 1.Semester / ECTS: 3</u> Cultural Studies I introduces the fundamentals of cultural studies contexts and establishes a frame of reference for cultural management. The seminar offers a basic introduction to key concepts, historical developments, and methodological approaches in cultural studies. The focus is on examining the concept of culture in all its complexity and mutability: from classical definitions to current, decolonial perspectives. In addition to an introduction to cultural history and the analysis of cultural practices, fundamental methods such as discourse analysis and semiotics are covered, which enable the systematic examination of cultural meaning production. Furthermore, the field of memory culture is presented as a central arena for negotiating questions of cultural identity and discussed with all its social and political implications. Another focus is on questions of mediativity: How do media shape our cultural ideas and how do they change the way culture is communicated and remembered — especially in the age of artificial intelligence? In each section, the seminar combines theoretical reading with the analysis of concrete case studies from literature, film, art, pop culture, and everyday practices.		
Teaching and learning methods	<u>Introduction to Cultural Studies /ILV / LV-Nr: vz.KUW1.1 / 1.Semester / ECTS: 3</u> Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Introduction to Cultural Studies /ILV / LV-Nr: vz.KUW1.1 / 1.Semester / ECTS: 3</u> Exam		

Module number:	Media Communication	Scope:	
MED		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Media Communication /ILV / LV-Nr: vz.MED.1 / 1.Semester / ECTS: 3</u> Baecker, D. (2008): Kommunikation. 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. Kokoschka, V. (2025) Nachhaltigkeit in der Medienkommunikation: Ethische Anforderungen und Praktische Lösungsansätze. Baden-Baden: Nomos Verlagsgesellschaft		
Acquisition of skills	<u>Media Communication /ILV / LV-Nr: vz.MED.1 / 1.Semester / ECTS: 3</u> The participants: • are familiarized with the essential practices and techniques of integrated corporate communication. • are able to independently plan and design the control and improvement of measures in the field of dialog and digital PR & corporate communication. • can express themselves critically and self-critically.		
Course contents	<u>Media Communication /ILV / LV-Nr: vz.MED.1 / 1.Semester / ECTS: 3</u> 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	<u>Media Communication /ILV / LV-Nr: vz.MED.1 / 1.Semester / ECTS: 3</u> Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Media Communication /ILV / LV-Nr: vz.MED.1 / 1.Semester / ECTS: 3</u> Exam		

Module number:	Sports Management I	Scope:	
SPM1		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Introduction to Sports Management /ILV / LV-Nr: vz.SPM1.1 / 1.Semester / ECTS: 3</u> Güllich, A., & M. Krüger, M. (2021), Sport in Kultur und Gesellschaft. Springer. Bruhn, M., & Rohlmann, P. (2022). Sportmarketing. Grundlagen–Strategien–Instrumente. Springer. Daumann, F. (2019). Grundlagen der Sportökonomie. UVK. Horch, H. D., Schubert, M., & Walzel, S. (2024). Besonderheiten der Sportbetriebslehre. Wiesbaden: Springer Kennedy, H., Gonzales, J., & Pegoraro, A. (2022). Routledge Handbook of Sport Fans and Fandom. Routledge. Schütte, N. (2021). Grundwissen Sportmanagement. UTB.		
Acquisition of skills	<u>Introduction to Sports Management /ILV / LV-Nr: vz.SPM1.1 / 1.Semester / ECTS: 3</u> The participants: • have in-depth knowledge of the special features of the sports market and its key players and goods. • understand basic sectors, concepts and theories of sports management and are able to explain and critically reflect on these with reference to relevant empirical findings. • are able to relate the various areas and sectors of sports management to each other and to work on overarching issues in the field of sports. • develop key cognitive skills as well as their decision-making and problem-solving abilities.		
Course contents	<u>Introduction to Sports Management /ILV / LV-Nr: vz.SPM1.1 / 1.Semester / ECTS: 3</u> 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	<u>Introduction to Sports Management /ILV / LV-Nr: vz.SPM1.1 / 1.Semester / ECTS: 3</u> Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Introduction to Sports Management /ILV / LV-Nr: vz.SPM1.1 / 1.Semester / ECTS: 3</u> Portfolio exam		

Module number:	Sports Sciences I	Scope:	
SPW1		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Fundamentals of Sports Sciences /ILV / LV-Nr: vz.SPW1.1 / 1.Semester / ECTS: 3</u> Beinert, K., Brauner, T. & Müller, J. (2021). Sportwissenschaft. München: Urban & Fischer. Krüger, M. & Emrich, E. (2022). Die Wissenschaft vom Sport. In: Sport. Das Lehrbuch für das Sportstudium (Hrsg. Güllich, A. & Krüger, M.) . 2. Aufl. Berlin: Springer. Behringer, W. (2012). Kulturgeschichte des Sports. Vom antiken Olympia bis ins 21. Jahrhundert. München: C.H. Beck. Weiß, O. & Norden, G. (2013). Einführung in die Sportsoziologie. Münster: Waxmann. Amelung, V., Busse, R., Dierks, M., Kolip, P. & Leidl, R. (2022). Public Health. 4. Aufl. München: Urban & Fischer. Jansen, P. & Roth, R. (2025). Nachhaltigkeit im Sport. Berlin: Springer.		
Acquisition of skills	<u>Fundamentals of Sports Sciences /ILV / LV-Nr: vz.SPW1.1 / 1.Semester / ECTS: 3</u> The participants: • have the knowledge as well as the relevant skills and competencies to develop and implement solutions for subject-specific questions in sports sciences. • know about the historical development of exercise culture and sport and they develop a fundamental understanding of the phenomenon of sport and its differentiation. • know the structures and processes of sport in modern society. • can understand and explain fundamental concepts and theories (and the corresponding empirical findings) of sports history, sports sociology, sports ecology and sports biology and reflect on these against the background of a later career in the field of sport. • develop an understanding for the connection of the disciplines among themselves and to other disciplines of sports sciences as well as to cultural and economic disciplines.		
Course contents	<u>Fundamentals of Sports Sciences /ILV / LV-Nr: vz.SPW1.1 / 1.Semester / ECTS: 3</u> The concepts, theories and findings of the history of ideas and culture, sociology, ecology and public health are dealt with - insofar as they relate to the context of sport - and reflected on against the background of potential professional 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	<u>Fundamentals of Sports Sciences /ILV / LV-Nr: vz.SPW1.1 / 1.Semester / ECTS: 3</u> Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Fundamentals of Sports Sciences /ILV / LV-Nr: vz.SPW1.1 / 1.Semester / ECTS: 3</u> Exam		

Module number:	Teamwork & Communication	Scope:	
TKO		1.5	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Teamwork & Communication /ILV / LV-Nr: vz.TKO.1 / 1.Semester / ECTS: 1.5</u> Dick, Rolf van & West, Michael A. (2013): Teamwork, Teamdiagnose, Teamentwicklung (mit Arbeitsmaterialien und Fallbeispielen); Göttingen Wien (u.a.), Hogrefe Kriz, W. C. & Nöbauer, B. (2008): Teamkompetenz. Konzepte, Trainingsmethoden, Praxis, Göttingen, Vandenhoeck & Ruprecht Stadelmeier, U. (2008): Führung, Emotionen und Persönlichkeit, Saarbrücken, vdm Mandal, M. (2022). Team Building and Appreciative Inquiry in Research and Development Teams. Vision, 29(3), 304-325. https://doi.org/10.1177/09722629211063528 (Original work published 2025)		
Acquisition of skills	<u>Teamwork & Communication /ILV / LV-Nr: vz.TKO.1 / 1.Semester / ECTS: 1.5</u> The participants: • can distinguish between different team phases. • are able to identify predominant problem structures and can analyze necessary courses of action on the basis of concrete example situations. • acquire competencies by taking into account specific management roles, their implications and developments in the various phases of conflict, and by deriving courses of action over time through a discursive approach that combines experiential learning and reflection, particularly with regard to work-life management. • develop procedures which they present in presentations and implement in groups. • can deal constructively with feedback and criticism and are able to reflect strengths and weaknesses.		
Course contents	<u>Teamwork & Communication /ILV / LV-Nr: vz.TKO.1 / 1.Semester / ECTS: 1.5</u> 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	<u>Teamwork & Communication /ILV / LV-Nr: vz.TKO.1 / 1.Semester / ECTS: 1.5</u> Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Teamwork & Communication /ILV / LV-Nr: vz.TKO.1 / 1.Semester / ECTS: 1.5</u> Portfolio exam		

Module number:	Event Management I	Scope:	
VAM1		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Introduction to Event Management /ILV / LV-Nr: vz.VAM1.1 / 1.Semester / ECTS: 3</u> Bowdin, G. A.J., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2023). Events Management. Butterworth-Heinemann, Oxford. Jäger, D. (2018). Grundwissen Eventmanagement (3., überarbeitete und erweiterte Auflage). UVK Verlag, München.		
Acquisition of skills	<u>Introduction to Event Management /ILV / LV-Nr: vz.VAM1.1 / 1.Semester / ECTS: 3</u> The participants: • possess in-depth knowledge of event organization. • are familiar with the phases of event organization and are able to design event and brand concepts. • are additionally acquainted with integrated event management, management techniques, and the use of check-lists. • are enabled to plan, prepare, implement, and follow up events - especially corporate events and incentives - while taking into account requirements, regulations, and budget constraints. • are able to evaluate events and apply the insights gained to their own projects. • reflect on the development of the concept of "event" in contrast to the concept of "experience" and are able to critically examine the inflationary use of eventization tendencies. • gain awareness of the rapid organizational, technical, spatial, legal, and sociological changes in the conception, planning, and implementation of events.		
Course contents	<u>Introduction to Event Management /ILV / LV-Nr: vz.VAM1.1 / 1.Semester / ECTS: 3</u> 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	<u>Introduction to Event Management /ILV / LV-Nr: vz.VAM1.1 / 1.Semester / ECTS: 3</u> Integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Introduction to Event Management /ILV / LV-Nr: vz.VAM1.1 / 1.Semester / ECTS: 3</u> Exam		

Module number:	Fundamentals of Economics	Scope:	
WIR		9	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	1. Semester		
	2. Semester		
Level	1. Semester: first cycle, Bachelor / 2. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: none / 2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Introduction to Economics /ILV / LV-Nr: vz.WIR.3 / 2.Semester / ECTS: 3</u> Blanchard, O. (2021): Makroökonomie. 8. Auflage. Pearson. Mankiw, N.G. (2021): Grundzüge der Volkswirtschaftslehre. 8. Auflage. Schäffer-Poeschel. Münter, M.T. (2025), Mikroökonomie, Wettbewerb und strategisches Verhalten. UTB GmbH Natrop, J. (2016). 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. (2016). Grundzüge der Mikroökonomik. 9. Auflage. Walter de Gruyter GmbH & Co KG. Deutschland GmbH. Erweiterte Literatur: Kahneman, D. (2012). Schnelles Denken, langsames Denken. Siedler Verlag. Rifkin, J. (2016). Die Null-Grenzkosten-Gesellschaft: Das Internet der Dinge, kollaboratives Gemeingut und der Rückzug des Kapitalismus. Campus Verlag. Thiel, P., & Masters, B. (2015). Zero to one: Wie Innovation unsere Gesellschaft rettet. Campus Verlag. Fachzeitschriften: 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)		
	<u>Introduction to Accounting /ILV / LV-Nr: vz.WIR.2 / 1.Semester / ECTS: 3</u> Auer, K. (2020): Buchhaltung + Jahresabschluss: erstellen – verstehen - analysieren, Wien, Verlag Auer & Partner Consulting KG Breidenbach, K., & Währisch, M. (2021): Buchhaltung und Jahresabschluss, 5.Aufl. Buchholz, L./ Gerhards, R. (2016): Internes Rechnungswesen, Kosten- und Leistungsrechnung, Betriebsstatistik und Planungsrechnung Coenenberg, A.G./ Haller, A./ Et. Al. (2024): Einführung in das Rechnungswesen: Grundlagen der Buchführung und Bilanzierung, 9. Aufl. Deimel, K./ Erdmann, G./ Isemann, R./ Müller, S. (2019): Kostenrechnung, Das Lehrbuch für Bachelor, Master und Praktiker Exler, M. (2015): Controllingorientiertes Finanz- und Rechnungswesen - Jahresabschluss & Analyse, Finanzwirtschaft, Wertmanagement, Herne, NWB Verlag Geirhofer, S./ Hebrank, C. (2016): Grundlagen Buchhaltung und Bilanzmanagement, 4, Aufl. Grohmann-Steiger, Ch. / Schneider, W. / Dobrovits, I. (2022): Einführung in die Buchhaltung im Selbststudium, 22. Auflage, Band I + Band II, Wien, facultas Verlag Olfert, K. (2017): Finanzierung, 17. Auflage, Herne, NWB Verlag Schauer, R (2024): Betriebswirtschaftslehre, 8. Auflage, Wien, Linde Verlag Schmidt, M., Auer, B., & Schmidt, P. (2012): Buchführung und Bilanzierung: Eine anwendungsorientierte Einführung Wedell, H./ Dilling, A.A. (2018): Grundlagen des Rechnungswesens, 16. Aufl. Fachzeitschriften: 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)		
	<u>Introduction to Business Administration /ILV / LV-Nr: vz.WIR.1 / 1.Semester / ECTS: 3</u>		

	Vahs, D./ Schäfer-Kunz, J. (2021): Einführung in die Betriebswirtschaftslehre, 8. Aufl. Thommen, J.-P./ Achleitner, A.-K./ et. Al. (2023): Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht, 10. Aufl. Schauer, R. (2024): Betriebswirtschaftslehre, 8. Auflage. Linde Verlag, Wien. Schweitzer, M./ Baumeister, A. (2015): Allgemeine Betriebswirtschaftslehre, 11. Aufl. Hutzschenreuter, T. (2022): Allgemeine Betriebswirtschaftslehre, 7. Aufl. Wöhe, G./ Döring, U./ Brösel, G. (2023): Einführung in die Allgemeine Betriebswirtschaftslehre, 286. Aufl. Weber, W./ Kabst, R./ Baum, M. (2018): Einführung in die Betriebswirtschaftslehre, 10. Aufl. Fachzeitschriften: 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)
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Acquisition of skills	<u>Introduction to Economics /ILV / LV-Nr: vz.WIR.3 / 2.Semester / ECTS: 3</u> The participants: • identify the key components of a market model and discuss market equilibrium as the interaction of supply and demand. • are able to explain the determinants of consumer demand and describe its response to external factors, such as changes in income. • analyze the strengths and limitations of market models using real-world markets (e.g., housing or labor markets) and extend abstract models by incorporating more realistic assumptions. • are able to understand firms' production decisions and interpret the influence of different market structures on pricing. • examine current economic developments using economic models and evaluate them critically. • describe the main components and institutions of an economy and explain how they function. • are able to define macroeconomic indicators such as Gross Domestic Product (GDP) or the Consumer Price Index (CPI) and contextualize them conceptually. • independently research indicators of economic growth and inflation and present current developments in a structured manner.
	<u>Introduction to Accounting /ILV / LV-Nr: vz.WIR.2 / 1.Semester / ECTS: 3</u> The participants: • 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 account and create posting records. • recognize the significant effects of business transactions on the balance sheet and income statement. • know the tasks and solutions of cost and revenue accounting with its 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). • are able to be familiar with the fundamentals of financing. • are able to carry out simple financial planning and to review financing offers critically. • are able to know alternative forms of financing and can analyze financing possibilities for simple case studies.
	<u>Introduction to Business Administration /ILV / LV-Nr: vz.WIR.1 / 1.Semester / ECTS: 3</u> The participants: • 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. • are able to apply their knowledge to case studies. • can present solutions professionally. • are able to apply this knowledge to real business issues in the field of sports, culture and event management.
Course contents	<u>Introduction to Economics /ILV / LV-Nr: vz.WIR.3 / 2.Semester / ECTS: 3</u> Core topics: • Economic thinking and marginal analysis • Efficient allocation of scarce resources • The market model and market equilibrium • Macroeconomic variables (GDP, inflation, and unemployment) and their interrelationships Selected macroeconomics issues: • Elasticity and welfare • Cost functions and optimal corporate production • Price setting and market structures • Short-term macroeconomic fluctuations: The business cycle • Money, the ECB, and inflation • Long-term economic growth • International relations and trade <u>Introduction to Accounting /ILV / LV-Nr: vz.WIR.2 / 1.Semester / ECTS: 3</u>

	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)
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Course contents	• Basic forms of participation, self-financing and credit financing • Application examples for the concepts of accounting and finance • Case studies
	<u>Introduction to Business Administration /ILV / LV-Nr: vz.WIR.1 / 1.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
Teaching and learning methods	<u>Introduction to Economics /ILV / LV-Nr: vz.WIR.3 / 2.Semester / ECTS: 3</u> Integrated course, case studies, discussion, group work, presentations
	<u>Introduction to Accounting /ILV / LV-Nr: vz.WIR.2 / 1.Semester / ECTS: 3</u> Integrated course, case studies, discussion, group work, presentations
	<u>Introduction to Business Administration /ILV / LV-Nr: vz.WIR.1 / 1.Semester / ECTS: 3</u> Integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	<u>Introduction to Economics /ILV / LV-Nr: vz.WIR.3 / 2.Semester / ECTS: 3</u> Exam
	<u>Introduction to Accounting /ILV / LV-Nr: vz.WIR.2 / 1.Semester / ECTS: 3</u> Exam
	<u>Introduction to Business Administration /ILV / LV-Nr: vz.WIR.1 / 1.Semester / ECTS: 3</u> Exam

Module number:	Academic Research	Scope:	
WIS		11.5	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	1. Semester		
	6. Semester		
Level	1. Semester: first cycle, Bachelor / 6. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: not applicable / 6. Semester: not applicable / 6. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Academic Research /ILV / LV-Nr: vz.WIS.1 / 1.Semester / ECTS: 1.5</u> Berger-Grabner, D. (2022). Wissenschaftliches Arbeiten in den Wirtschafts- und Sozialwissenschaften: Hilfreiche Tipps und praktische Beispiele (4., überarb. und erw. Aufl.). Springer Gabler Betsch, T. (2022). Science matters - wissenschaftlich statt querdanken. Springer. Burk, V., & Fahrner, M. (2020). Sportwissenschaft: Themenfelder, Theorien und Methoden (3. Auflage). UTB. Ebster, C. & Stalzer, L. (2017). Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. UTB. Esselborn-Krumbiegel, H. (2017). Richtig wissenschaftlich schreiben: Wissenschaftssprache in Regeln und Übungen. 5. Auflage. UTB.		
	<u>Bachelor's Thesis Seminar /SE / LV-Nr: vz.WIS.2 / 6.Semester / ECTS: 4</u> Baur, N. & Blasius, J. (Hrsg.). (2014). Handbuch Methoden der empirischen Sozialforschung. Wiesbaden: Springer VS. Bryman, A. (2012). Social Research Methods, 4th Edition. Oxford: Oxford University Press Braun, V. & Clarke, V. (2022). Thematic Analysis: A Practical Guide. Thousand Oaks: Sage. Kruse, O. (2018). Lesen und Schreiben. Konstanz: UVK (UTB). Kruse, O. (2017). Kritisches Denken und Argumentieren. Konstanz: UVK (UTB).		
	<u>Bachelor's Thesis /SE / LV-Nr: vz.WIS.3 / 6.Semester / ECTS: 6</u> Baur, N. & Blasius, J. (Hrsg.). (2014). Handbuch Methoden der empirischen Sozialforschung. Wiesbaden: Springer VS. Bryman, A. (2012). Social Research Methods, 4th Edition. Oxford: Oxford University Press Braun, V. & Clarke, V. (2022). Thematic Analysis: A Practical Guide. Thousand Oaks: Sage. Kruse, O. (2018). Lesen und Schreiben. Konstanz: UVK (UTB). Kruse, O. (2017). Kritisches Denken und Argumentieren. Konstanz: UVK (UTB).		
Acquisition of skills	<u>Academic Research /ILV / LV-Nr: vz.WIS.1 / 1.Semester / ECTS: 1.5</u> The participants: • acquire a basic understanding of scientific work. • are familiar with central concepts, theories and empirical findings of scientific theory as well as methods of knowledge generation and presentation. • are able to apply these theoretical principles to scientific questions and reflect critically on them in relation to their future professional practice. • are able to analyze scientific texts, integrate them into their own body of knowledge and use them to develop concepts for action appropriate to the target group. • develop the ability to recognize and work on interdisciplinary issues and to present their solutions in a structured and targeted manner.		
	<u>Bachelor's Thesis Seminar /SE / LV-Nr: vz.WIS.2 / 6.Semester / ECTS: 4</u> The participants: • develop a basic understanding regarding the preparation of an empirical Bachelor's 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. • are able to apply fundamental concepts, theories (and the corresponding empirical findings) and empirical methods from their previous studies to their Bachelor's Thesis and to reflect on their approach. • expand their self-organization skills, strengthen their time management skills, deepen their research skills, and improve their ability to express themselves.		
	<u>Bachelor's Thesis /SE / LV-Nr: vz.WIS.3 / 6.Semester / ECTS: 6</u> The participants: • are able to independently work on a specialized topic in the field of sports, culture, and event management. • can analyze, evaluate, and critically reflect on the selected topic using scientific methods. • apply relevant research techniques independently to achieve well-founded results.		
Course contents	<u>Academic Research /ILV / LV-Nr: vz.WIS.1 / 1.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		

	<u>Bachelor's Thesis Seminar /SE / LV-Nr: vz.WIS.2 / 6.Semester / ECTS: 4</u> Within the framework of the Bachelor's 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's Thesis in regular exchanges with the other students. The students receive recommendations and templates for the preparation of their Bachelor's Thesis and thus the corresponding accompanying academic supervision.
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Course contents	<u>Bachelor's Thesis /SE / LV-Nr: vz.WIS.3 / 6.Semester / ECTS: 6</u> The Bachelor's Thesis is a scientific, application- and problem-oriented written work that relates to the subject areas and specializations of the bachelor's program. Students independently develop a research question and address it using scientific methods and properly cited sources. Within the framework of the bachelor thesis seminar, students receive guidance and support during the preparation of their thesis. The selection of the topic, the structuring of the work, and the scheduling are carried out independently, particularly through critical engagement with possible research questions and hypotheses. Supervisors provide assistance, support methodological issues, and discuss aspects of scientific methodology, formal presentation, and time management.
Teaching and learning methods	<u>Academic Research /ILV / LV-Nr: vz.WIS.1 / 1.Semester / ECTS: 1.5</u> Integrated course, case studies, discussion, group work, presentations
	<u>Bachelor's Thesis Seminar /SE / LV-Nr: vz.WIS.2 / 6.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations
	<u>Bachelor's Thesis /SE / LV-Nr: vz.WIS.3 / 6.Semester / ECTS: 6</u> integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	<u>Academic Research /ILV / LV-Nr: vz.WIS.1 / 1.Semester / ECTS: 1.5</u> Portfolio exam
	<u>Bachelor's Thesis Seminar /SE / LV-Nr: vz.WIS.2 / 6.Semester / ECTS: 4</u> Participation
	<u>Bachelor's Thesis /SE / LV-Nr: vz.WIS.3 / 6.Semester / ECTS: 6</u> Bachelor's thesis

Module number:	Elective I	Scope:	
ELE1		2	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Elective in SCEM I /ILV / LV-Nr: vz.ELE1.1 / 2.Semester / ECTS: 2</u> 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 (Hrsg.). (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 ins 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 Kruyen, P., André, S., Heijden, B. van der, & Edward Elgar Publishing. (2024). Maintaining a Sustainable Work-Life Balance: An Interdisciplinary Path to a Better Future (First edition). Northampton: Edward Elgar Publishing.		
Acquisition of skills	<u>Elective in SCEM I /ILV / LV-Nr: vz.ELE1.1 / 2.Semester / ECTS: 2</u> The participants: • demonstrate knowledge in sports, cultural, and event development. • are able to apply the acquired knowledge, in particular methods of integrated sports, cultural, and event development. • demonstrate an understanding of success factors through their own theoretical and practical work as well as through case analyses. • are able to evaluate future developments in the sports, cultural, and event industries and to explain the influence of organizational structures and technologies on organizations within these three fields. • are able to identify personal challenges and to develop a self-reflective approach (e.g., in the context of work-life management).		
Course contents	<u>Elective in SCEM I /ILV / LV-Nr: vz.ELE1.1 / 2.Semester / ECTS: 2</u> Students select from specialization modules on current topics in sports, cultural, and event management, for example: • Industry and R&D activities • Human resources/competencies • Digital developments in the sports, cultural, and event sectors • Development of the sports, cultural, and event industries • Emergence of developments/trends, fashions, and booms • Identification of developments/trends • Evaluation of developments • Economic, political, and social impacts • Work-life management • Planning and implementation of future-oriented, interdisciplinary projects		
Teaching and learning methods	<u>Elective in SCEM I /ILV / LV-Nr: vz.ELE1.1 / 2.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Elective in SCEM I /ILV / LV-Nr: vz.ELE1.1 / 2.Semester / ECTS: 2</u> Portfolio exam		

Module number:	Cultural Management II	Scope:	
KUM2		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Fundraising in the Cultural Sector /ILV / LV-Nr: vz.KUM2.1 / 2.Semester / ECTS: 3</u> Bartelt, D., Kreßner, T., Sterblich, U., & Theil, A. (2015). Das Crowdfunding-Handbuch. Ideen gemeinsam finanzieren. Orange Press. Birnkraut, G. (2024). Evaluation im Kulturbetrieb. Werteorientierung, Wirkungsmessung, Impact. VS Verlag. Frohne, J., Nowidat-Altmann, B., & Scheytt, O. (2015). Kultursponsoring. Leitfaden für kreative Allianzen. Springer VS. Gerlach-March, R., & Pöhlmann, L. (2019). Kulturfinanzierung. 2., aktualisierte und erweiterte Auflage. VS Verlag. Hausmann, A., & Liegel, A. (Hg.). (2018). Handbuch Förder- und Freundeskreise in der Kultur. Rahmenbedingungen, Akteure und Management. Transcript. Heinze, T. (2009). Kultursponsoring, Museumsmarketing, Kulturtourismus. Ein Leitfaden für Kulturmanager. 4. Auflage. VS Verlag. Höhne, S., Teissl, V., & Tröndle, M. (2015). Zeitschrift für Kulturmanagement: Kunst, Politik, Wirtschaft und Gesellschaft. Transcript. Hoppe, B.M., & Heinze, T. (2016). Einführung in das Kulturmanagement. Themen – Kooperationen – Gesellschaftliche Bezüge. VS Verlag. Jansen, Isabel (2020). Crowdfunding ist Networking. In C. Holst (Hg.), Kultur in Interaktion. Co-Creation im Kultursektor (S. 159-168). Springer Gabler.		
Acquisition of skills	<u>Fundraising in the Cultural Sector /ILV / LV-Nr: vz.KUM2.1 / 2.Semester / ECTS: 3</u> The participants: • gain in-depth insight into the interrelationships and strategies of cultural financing, particularly in the areas of public funding, sponsorship, and crowdfunding. • are able to distinguish between the various financing models in terms of their principles, classify them in sector- and field-specific contexts, and present them in their respective overall context. • have the ability to explain the operational requirements for applications and requests in a differentiated manner and apply them in practice. • are also familiar with the basics of evaluation tools such as impact measurement methods and are able to discuss and argue their potential and limitations with regard to the evaluation of funding.		
Course contents	<u>Fundraising in the Cultural Sector /ILV / LV-Nr: vz.KUM2.1 / 2.Semester / ECTS: 3</u> Fundraising in the cultural sector is a key task, as it's what makes cultural offerings and activities possible in the first place. In view of significant budget cuts in public funding, resource scarcity, a growing density of offerings in both the analogue and digital spheres, and changing audiences with the accompanying need to design new program formats, knowledge of different models and strategies is one of the core competencies of cultural managers. In order to do justice to the complex subject area of fundraising in the cultural sector, it is examined on two levels in the seminar: At the operational level, the focus is on knowledge transfer and the acquisition of practical skills with regard to fundraising and its handling in its various forms and regulations. In particular, funding structures and procedural standards of the public sector as well as the specifics of cultural sponsorship, crowdfunding, and other alternative forms of financing are considered as central pillars of cultural financing and are examined with regard to all their opportunities and limitations. On the conceptual and ideological meta-level, insights gained from broader contexts are decisive and are incorporated into the seminar discussion in order to develop critical thinking and confident decision-making skills. The link between public funding and the system of cultural policy or cultural sponsorship and the economic system requires both an examination of the functioning and interests of these two systems, as well as the communication of an understanding of the importance of dialogical structures for social action in the cultural sector.		
Teaching and learning methods	<u>Fundraising in the Cultural Sector /ILV / LV-Nr: vz.KUM2.1 / 2.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Fundraising in the Cultural Sector /ILV / LV-Nr: vz.KUM2.1 / 2.Semester / ECTS: 3</u> Portfolio exam		

Module number:	Cultural Studies II	Scope:	
KUW2		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Culture, Media & International Relations /ILV / LV-Nr: vz.KUW2.1 / 2.Semester / ECTS: 3</u> Breidenbach, J. / Zukriegl, I. (2000): Tanz der Kulturen: kulturelle Identität in einer globalisierten Welt, rororo Hall, S. (2021): Ideologie, Identität, Repräsentation. Ausgewählte Schriften 4. Argument Verlag Marchart, Oliver (2010): Cultural Studies. UTB Yousefi, Hamid Reza (2014): Grundbegriffe der interkulturellen Kommunikation. UTB Föhl, P. & Wolfram, G. (2021): Transkultur. Eine kurze Einführung. Goethe Institut		
Acquisition of skills	<u>Culture, Media & International Relations /ILV / LV-Nr: vz.KUW2.1 / 2.Semester / ECTS: 3</u> The participants: • acquire in-depth knowledge of current cultural studies theories and learn to apply them critically to social practice fields such as sports, culture, and event management. • develop a nuanced understanding of how cultural meanings arise, are negotiated, and transformed in media, social, and institutional contexts. • expand their analytical toolkit by engaging with different theoretical concepts, including those from the Global South, and sharpen their ability to reflect on complex cultural phenomena in a theoretically sound manner. • learn to apply cultural studies concepts to specific case studies, question them critically, and think in interdisciplinary contexts. • understand and reflect on the significance of language and text as well as the role of images, memes, and deep fakes in a cultural studies context.		
Course contents	<u>Culture, Media & International Relations /ILV / LV-Nr: vz.KUW2.1 / 2.Semester / ECTS: 3</u> The Cultural Studies II seminar explores key cultural studies issues and theories with a particular focus on their relevance to contemporary social practices. Building on the foundations laid in Cultural Studies I, the seminar examines current theories that understand culture as a multi-perspective and dynamic field of social, media, and economic negotiation processes. The focus is on cultural studies perspectives on practices in sports, culture, and event management. Furthermore, transcultural and global perspectives are taken into account, especially with regard to their media communication. By repeatedly building bridges between theoretical considerations and concrete fields of work, cultural studies concepts are read and examined for their viability in practice.		
Teaching and learning methods	<u>Culture, Media & International Relations /ILV / LV-Nr: vz.KUW2.1 / 2.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Culture, Media & International Relations /ILV / LV-Nr: vz.KUW2.1 / 2.Semester / ECTS: 3</u> Project		

Module number:	Marketing	Scope:	
MAK		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Marketing /ILV / LV-Nr: vz.MAK.1 / 2.Semester / ECTS: 3</u> Kotler, P., Armstrong, G. (2022): Grundlagen des Marketing, 8. Auflage, Pearson Verlag. Kotler, P., Keller, K. (2023): Marketing-Management, 16. Auflage, Pearson Verlag. Homburg, C. (2020): Grundlagen des Marketingmanagements, 6. Auflage, Springer Gabler Verlag. Meffert, H., Burmann, C. (2024): Marketing. Grundlagen marktorientierter Unternehmensführung, 14. Auflage, Springer Gabler Verlag. Bruhn, M. (2024): Marketing. Grundlagen für Studium und Praxis, 16. Auflage, Springer Gabler Verlag.		
Acquisition of skills	<u>Marketing /ILV / LV-Nr: vz.MAK.1 / 2.Semester / ECTS: 3</u> The participants: • recognize market-oriented corporate management. • identify problem areas and solution approaches in marketing management for consumer goods and services, including in an international context and with particular consideration of their application. • are able to apply selected instruments of the marketing mix. • apply the theoretical knowledge acquired in a case study (in small groups) and present the results professionally.		
Course contents	<u>Marketing /ILV / LV-Nr: vz.MAK.1 / 2.Semester / ECTS: 3</u> 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	<u>Marketing /ILV / LV-Nr: vz.MAK.1 / 2.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Marketing /ILV / LV-Nr: vz.MAK.1 / 2.Semester / ECTS: 3</u> Portfolio exam		

Module number:	Risk Management	Scope:	
RIM		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Risk Management /SE / LV-Nr: vz.RIM.1 / 2.Semester / ECTS: 4</u> Bardy, M. (2019). Crowd Management. In Veranstaltungssicherheit - Von der Praxis für die Praxis: Band 4: Kommunikation - Rettungstechnik und Sanitätsdienst - Crowdmanagement und Terrorismusvorbeugung (S. 25-61). Wien: Service-GmbH der Wirtschaftskammer Österreich. Event Safety Alliance. (2014). The Event Safety Guide. New York: Skyhorse Publishing. Festag, S. (2014). Umgang mit Risiken. Qualifizierung und Quantifizierung. Wien: Beuth Verlag. Helbing, D., & Mukerji, P. (25. 06 2012). Crowd disasters as systemic failures: analysis of the Love Parade disaster. Abrufbar von https://epjdatascience.springeropen.com/articles/10.1140/epjds7 Sports Grounds Safety Authority (2018). Guide to Safety at Sports Grounds		
Acquisition of skills	<u>Risk Management /SE / LV-Nr: vz.RIM.1 / 2.Semester / ECTS: 4</u> The participants: • know the methodological basis for the creation of a safety concept. • know the main sources of danger that influence visitor safety at events. • are able to explain how risk management influences visitor safety. • know the behavior of people in emergencies. • can analyze event-related sources of danger. • can apply risk management to events. • can perform risk assessments. • can develop preventive and reactive security measures.		
Course contents	<u>Risk Management /SE / LV-Nr: vz.RIM.1 / 2.Semester / ECTS: 4</u> • 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	<u>Risk Management /SE / LV-Nr: vz.RIM.1 / 2.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Risk Management /SE / LV-Nr: vz.RIM.1 / 2.Semester / ECTS: 4</u> Portfolio exam		

Module number:	Sports Management II	Scope:	
SPM2		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Sports Marketing /ILV / LV-Nr: vz.SPM2.1 / 2.Semester / ECTS: 3</u> Bruhn, M., & Rohlmann, P. (2022). Sportmarketing: Grundlagen–Strategien–Instrumente. Springer Desbordes, M. & A. Richelieu (2019). International Sport Marketing: Issues and Practice. Routledge. Kennedy, H., Gonzales, J., & Pegoraro, A. (2022). Digital Sport Fandom. Routledge handbook of sport fans and fandom. Routledge. Horch, H. D., Schubert, M., & Walzel, S. (2024). Besonderheiten der Sportbetriebslehre. Wiesbaden: Springer Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2022). Grundlagen des Marketing. Pearson. Uhrich, S. (2019). Teamsport Management: eine umfassende und interdisziplinäre Betrachtung. Springer. ork: Routledge. Grimmer, C. G. (Ed.). (2016). Der Einsatz Sozialer Medien im Sport: Gestaltung, Vermarktung, Monetarisierung. Springer-Verlag. Nufer, G. & Bühler, A. (Hrsg.). (2013). Marketing im Sport. Grundlagen und Trends des modernen Sportmarketing. 3. Auflage. 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		
Acquisition of skills	<u>Sports Marketing /ILV / LV-Nr: vz.SPM2.1 / 2.Semester / ECTS: 3</u> The participants: • have basic specialist knowledge of the specifics of marketing for different types of sports providers. • are familiar with central concepts, theories and empirical findings of sports marketing, sports sponsorship and communication in sport and can reflect on these critically. • will be able to recognize the connections between marketing in sport and marketing through sport and apply them to tasks. • develop solutions for practical issues and are able to present them. • deepen their ability to think critically and express themselves accordingly. • also deepen their teamwork skills through group work.		
Course contents	<u>Sports Marketing /ILV / LV-Nr: vz.SPM2.1 / 2.Semester / ECTS: 3</u> 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 opportunities, limits and activation in sports sponsorship, social media marketing and communication as well as the new digital developments in sports marketing are also covered.		
Teaching and learning methods	<u>Sports Marketing /ILV / LV-Nr: vz.SPM2.1 / 2.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Sports Marketing /ILV / LV-Nr: vz.SPM2.1 / 2.Semester / ECTS: 3</u> Portfolio exam		

Module number:	Sports Sciences II	Scope:	
SPW2		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Sports & Health /ILV / LV-Nr: vz.SPW2.1 / 2.Semester / ECTS: 3</u> Mooren, F. (2022). Sportmedizin. München. Urban & Fischer. Hohmann, A., Lames, M. Letzelter, M. & Pfeifer, M. (2020). Einführung in die Trainingswissenschaft. 7. Aufl. Wiebelsheim: Limpert. Blasius, H. (2017). Doping im Sport. Stuttgart: Wissenschaftliche Verlagsgesellschaft. Tomasits, J. & Haber, P. (2016). Leistungsphysiologie. Berlin: Springer. Weineck, J. (2019). Optimales Training. 17. Aufl. Balingen: Spitta.		
Acquisition of skills	<u>Sports & Health /ILV / LV-Nr: vz.SPW2.1 / 2.Semester / ECTS: 3</u> The participants: • can analyze and work on problems from the perspective of sub-disciplines of sports sciences, as well as develop solutions from an integrative perspective by networking with other fields of knowledge. • develop a fundamental understanding of selected sub-disciplines of sports sciences. • will be familiar with the physiological structures and processes that are fundamental to the understanding of sporting movement and training and will be aware of the health and sporting consequences of doping and its profound impact on society. • 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. • develop an understanding for the connection of the disciplines among themselves and to other disciplines of sports sciences as well as to cultural and economic disciplines.		
Course contents	<u>Sports & Health /ILV / LV-Nr: vz.SPW2.1 / 2.Semester / ECTS: 3</u> 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 training science processes and physiological structures and their significance for athletic movements and athletic training.		
Teaching and learning methods	<u>Sports & Health /ILV / LV-Nr: vz.SPW2.1 / 2.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Sports & Health /ILV / LV-Nr: vz.SPW2.1 / 2.Semester / ECTS: 3</u> Exam		

Module number:	Event Management II	Scope:	
VAM2		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Strategic Event Management /ILV / LV-Nr: vz.VAM2.1 / 2.Semester / ECTS: 3</u> 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. Bowdin, G. A.J., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2023). Events Management. Butterworth-Heinemann, Oxford. Ziakas, V. (2021). Crisis Management and recovery for events: impacts and strategies. Oxford: Goodfellow Publisher Limited		
Acquisition of skills	<u>Strategic Event Management /ILV / LV-Nr: vz.VAM2.1 / 2.Semester / ECTS: 3</u> The participants: • 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. • 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. • are able to plan, prepare, implement and follow up events, in compliance with the specifications, conditions and budget. • are familiar with the different areas of knowledge and tools related to event management and marketing. • they are able to assess events and apply the findings in their own projects. • have a critical approach to relevant concepts and tools and the ability to analyze, synthesize and apply information.		
Course contents	<u>Strategic Event Management /ILV / LV-Nr: vz.VAM2.1 / 2.Semester / ECTS: 3</u> 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	<u>Strategic Event Management /ILV / LV-Nr: vz.VAM2.1 / 2.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Strategic Event Management /ILV / LV-Nr: vz.VAM2.1 / 2.Semester / ECTS: 3</u> Exam		

Module number:	Event Law	Scope:	
VAR		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Event Law /ILV / LV-Nr: vz.VAR.1 / 2.Semester / ECTS: 3</u> Vögl, Klaus Christian (2019): Praxishandbuch Veranstaltungsrecht Vertragsfragen, Jugendschutz& Steuern, Landes-gesetze, Veranstaltungsstätten & Baurecht, Arbeitsrecht, Public Viewing & Urheberrecht. Wien Lexis Nexis Rechtsinformationssystem des Bundes (RIS)		
Acquisition of skills	<u>Event Law /ILV / LV-Nr: vz.VAR.1 / 2.Semester / ECTS: 3</u> The participants: • are able to classify actions legally and to subsume them under the corresponding legal provisions. • can legally classify business event types and subordinate them to the relevant legal regulations. • are familiar with liability and compensation issues and develop a corresponding sensitivity with regard to the legal effects of their actions. • are able to interpret corporate legal norms and to analyze and interpret them legally on the basis of legal examples.		
Course contents	<u>Event Law /ILV / LV-Nr: vz.VAR.1 / 2.Semester / ECTS: 3</u> 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	<u>Event Law /ILV / LV-Nr: vz.VAR.1 / 2.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Event Law /ILV / LV-Nr: vz.VAR.1 / 2.Semester / ECTS: 3</u> Exam		

Module number:	Applied Marketing Planning	Scope:	
AMP		2	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Applied Marketing Planning /UE / LV-Nr: vz.AMP.1 / 3.Semester / ECTS: 2</u> Kotler, P., Armstrong, G. (2022): Grundlagen des Marketing, 86. Auflage, Pearson Verlag. Kotler, P., Keller, K. (2023): Marketing-Management, 16. Auflage, Pearson Verlag. Homburg, C. (2020): Grundlagen des Marketingmanagements, 6. Auflage, Springer Gabler Verlag. Meffert, H., Burmann, C. (2024): Marketing. Grundlagen marktorientierter Unternehmensführung, 43. Auflage, Springer Gabler Verlag. Bruhn, M. (2024): Marketing. Grundlagen für Studium und Praxis, 16. Auflage, Springer Gabler Verlag.		
Acquisition of skills	<u>Applied Marketing Planning /UE / LV-Nr: vz.AMP.1 / 3.Semester / ECTS: 2</u> The participants: • are familiar with various marketing concepts and are able to apply relevant academic instruments (e.g., market segmentation, positioning, targeting, marketing mix) in real-world situations. • are able to analyze their own decisions, underlying assumptions, and their implications, and to translate them into goal-oriented actions (i.e., concrete proposals for marketing practice-related problems). • can differentiate, evaluate and implement the necessary concepts. • are able to independently create target group-oriented marketing plans. • are able to critically analyze case studies from marketing practice in a team and develop a joint solution. • are also able to present complex issues clearly and comprehensibly to the audience and inspire them with their suggestions.		
Course contents	<u>Applied Marketing Planning /UE / LV-Nr: vz.AMP.1 / 3.Semester / ECTS: 2</u> 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	<u>Applied Marketing Planning /UE / LV-Nr: vz.AMP.1 / 3.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Applied Marketing Planning /UE / LV-Nr: vz.AMP.1 / 3.Semester / ECTS: 2</u> Portfolio exam		

Module number:	Area Studies	Scope:	
ARS		1.5	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Area Studies (E) /ILV / LV-Nr: vz.ARS.1 / 3.Semester / ECTS: 1.5</u> Study Abroad, EducationDynamics, LLC, (online) http://www.studyabroad.com (Accessed: May 22, 2025) Thomas, D., Inkson, K., 2017. Cultural Intelligence. Berrett-Koehler Publishers, Inc. Urgun, D., Seidel, J., Vangeli, E., Borges, M., & de Oliveira, R. F. (2025). Exploring the impact of cross-cultural training on cultural competence and cultural intelligence: A narrative systematic literature review. <i>Frontiers in Psychology</i>, 16, Article 1511788. https://doi.org/10.3389/fpsyg.2025.1511788		
Acquisition of skills	<u>Area Studies (E) /ILV / LV-Nr: vz.ARS.1 / 3.Semester / ECTS: 1.5</u> The participants: • are given the opportunity to make an informed decision about their exchange semester. • 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. • are given the opportunity to consider their expectations and challenge their current thoughts on intercultural learning. • are equipped with the tools necessary to get the most out of their intercultural encounter. • get to know the challenges in the field of intercultural relations and international business relations. • learn the inter-cultural and transcultural discourse. • are familiar with terms from cultural analysis and cultural studies and can classify them.		
Course contents	<u>Area Studies (E) /ILV / LV-Nr: vz.ARS.1 / 3.Semester / ECTS: 1.5</u> • 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	<u>Area Studies (E) /ILV / LV-Nr: vz.ARS.1 / 3.Semester / ECTS: 1.5</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Area Studies (E) /ILV / LV-Nr: vz.ARS.1 / 3.Semester / ECTS: 1.5</u> Portfolio exam		

Module number:	Event Staging	Scope:	
EVI		1.5	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Event Staging /ILV / LV-Nr: vz.EVI.1 / 3.Semester / ECTS: 1.5</u> 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. Altenbeck, D. & Luppold, S. (2023), Inszenierung und Dramaturgie für gelungene Events. Wiesbaden. Springer Gabler Miller, C. (2014). Digital Storytelling: A creator's guide to interactive entertainment. 3rd ed. London: Taylor & Francis Ltd.		
Acquisition of skills	<u>Event Staging /ILV / LV-Nr: vz.EVI.1 / 3.Semester / ECTS: 1.5</u> The participants: • 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. • also acquire an overview of classic and new forms of event staging (Events 2.0) and the associated creativity techniques and staging possibilities. • understand ideas and complex relationships between marketing and staging.		
Course contents	<u>Event Staging /ILV / LV-Nr: vz.EVI.1 / 3.Semester / ECTS: 1.5</u> The students learn: Marketing: Role of events in marketing, 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	<u>Event Staging /ILV / LV-Nr: vz.EVI.1 / 3.Semester / ECTS: 1.5</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Event Staging /ILV / LV-Nr: vz.EVI.1 / 3.Semester / ECTS: 1.5</u> Portfolio exam		

Module number:	Event Sciences	Scope:	
EVS		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Event Sciences (E) /SE / LV-Nr: vz.EVS.1 / 3.Semester / ECTS: 4</u> 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. Merkel, U. (2014): Power, Politics and International Events. Routledge		
Acquisition of skills	<u>Event Sciences (E) /SE / LV-Nr: vz.EVS.1 / 3.Semester / ECTS: 4</u> The participants: • acquire an overview of various social science theories and concepts that are closely related to event management. • have 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. • recognize the critical handling of theories and concepts and the ability to analyze and synthesize information. • recognize connections between theory and practice. • master written and verbal communication in the English language.		
Course contents	<u>Event Sciences (E) /SE / LV-Nr: vz.EVS.1 / 3.Semester / ECTS: 4</u> The following social science topics are addressed in this course and treated in the context of events: • Traditions, rituals and rites • Experience and performance • Motivation • Community and society		
Teaching and learning methods	<u>Event Sciences (E) /SE / LV-Nr: vz.EVS.1 / 3.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Event Sciences (E) /SE / LV-Nr: vz.EVS.1 / 3.Semester / ECTS: 4</u> Portfolio exam		

Module number:	Cultural Management III	Scope:	
KUM3		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Cultural Mediation & Value Creation /ILV / LV-Nr: vz.KUM3.1 / 3.Semester / ECTS: 3</u> Benington, J., & Moore, M. (Hg.) (2011). Public Value. Theory and Practice. Palgrave Macmillan. Bryson, J.M., Crosby, B.C., & Bloomberg, L. (Hg.) (2019). Creating Public Value in Practice. Advancing the Common Good in a Multi-Sector, Shared-Power, No-One-Wholly-in-Charge-World. Routledge. Holst, C. (Hg.) (2020). Kultur in Interaktion. Co-Creation im Kultursektor. Springer Gabler. Holst, C. (2021). Digitale Kulturkommunikation. Grundlagen, Strategien und praktische Umsetzung. Springer Gabler. Kulturstiftung des Bundes (Hg.) (2022). Diversitätskompass. Wie können Kulturinstitutionen diverser werden? Erfahrungen aus dem 360° Programm. Gallery Print. Mandel, B. (2016). Teilhabeorientierte Kulturvermittlung, Diskurse und Konzepte für eine Neuausrichtung des öffentlich geförderten Kulturlebens. Bielefeld: Transcript. Lang, S. (2015): Partizipatives Kulturmanagement Interdisziplinäre Verhandlungen zwischen Kunst, Kultur und Öffentlichkeit. Transcript. Lauer, T. (2019). Change Management. Grundlagen und Erfolgsfaktoren. 3. Auflage. Springer Gabler. Pöhlmann, L., & Herrmann, C. (Hg.) (2019). Der digitale Kulturbetrieb. Strategien, Handlungsfelder und Best Practices des digitalen Kulturmanagements. Springer Gabler. Renz, T. (2016). Nicht-Besucherforschung: Die Förderung kultureller Teilhabe durch Audience Development. Bielefeld: transcript. Sternfeld, N. (2018). Das radikaldemokratische Museum. De Gruyter. Sunderbrink, S. (2023). Crashkurs Community Management. Erfolgreich Communitys aufbauen und pflegen. Haufe. Tokarski, K.O., Endrissat, N., & Kissling-Näf, I. (Hg.) (2024). Transformationen gestalten. Beiträge aus Forschung und Praxis des privaten und öffentlichen Sektors. Springer Gabler.		
Acquisition of skills	<u>Cultural Mediation & Value Creation /ILV / LV-Nr: vz.KUM3.1 / 3.Semester / ECTS: 3</u> The participants: • learn about key approaches and strategies in contemporary cultural mediation (diversity-sensitive, anti-discriminatory, and inclusion-oriented) in both analog and digital spaces and gain in-depth insight into cultural value chains in the resonance space of social publics and democratic theoretical maxims. • engage with and develop an in-depth understanding of a concept of cultural mediation that responds to the future-oriented transformation of the cultural sector and is grounded in a democratic and dialogue-based mediation approach. • gain firstly insight into the current theoretical discourse and contemporary trends in (non-)visitor research and develop a deeper understanding of the background to this paradigm shift in cultural work. • will learn secondly about a range of analog and digital examples of good practice, which they can use to directly understand and describe the practical implementation and evaluation of a variety of mediation methods and strategies. • acquire thirdly the ability to describe the practical examples developed in relation to the theoretical discussions and to discuss and analyze them in the context of current socio-political and technological developments. • become familiar with the concept of cultural value creation and engage in a differentiated examination of value creation in and through cultural education and cultural mediation, not least against the backdrop of social sustainability debates in the context of the SDGs.		
Course contents	<u>Cultural Mediation & Value Creation /ILV / LV-Nr: vz.KUM3.1 / 3.Semester / ECTS: 3</u> The cultural sector is currently undergoing a comprehensive transformation process due to profound socio-demographic, technological, and societal changes. One of the central tasks of cultural institutions is to create analog and digital cultural participation opportunities for all members of society. This is partly because traditional audiences have been declining for some time and European societies are becoming more diverse and multifaceted, which cultural institutions must also reflect if they want to reach these underrepresented audiences and contribute to social cohesion. On the other hand, digital offerings from the media industry represent a key competition to local cultural offerings and raise the question of what role highbrow cultural sectors such as publicly funded theaters, concert halls, and museums play in the experience society. At the same time, however, digitization also expands the reception space and reach of cultural offerings and significantly changes user behavior and cultural experience, as the Covid19 pandemic has shown. Who participates in culture and how, what new formats are emerging, and which cultural concepts are empirically relevant are thus becoming crucial research questions for contemporary cultural management. The course therefore deals intensively with these developments and examines a variety of approaches to contemporary cultural mediation work and value creation, ranging from community management and the promotion of democracy to participation and co-creation to gamification and edutainment		
Teaching and learning methods	<u>Cultural Mediation & Value Creation /ILV / LV-Nr: vz.KUM3.1 / 3.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Cultural Mediation & Value Creation /ILV / LV-Nr: vz.KUM3.1 / 3.Semester / ECTS: 3</u> Portfolio exam		

Module number:	Business Project I	Scope:	
PRA1		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Business Project I /PT / LV-Nr: vz.PRA1.1 / 3.Semester / ECTS: 4</u> Bowdin, G.A.J., Allen, J., Harris, R., Jago, L., O'Toole, W., & McDonnell, I. (2023). Events Management (4th ed.). Routledge. Cornwell, T. B. (2014). Sponsorship in marketing : effective communication through sports, arts, and events. Routledge, New York. Fabisch, N. (2013) Fundraising: Spenden, Sponsoring und mehr. Orig.-Ausg., 3., vollst. überarb. und erw. Aufl., Dt. Taschenbuch-Verl., München. Smith, A. (2015). Events in the City: Using public spaces as event venues (1st ed.). Routledge. Timinger, H. (2025). Modern project management. Wiley-VCH.		
Acquisition of skills	<u>Business Project I /PT / LV-Nr: vz.PRA1.1 / 3.Semester / ECTS: 4</u> The participants: • are able to apply in-depth knowledge of applied project management in the fields of sport, culture, and events in a targeted manner in order to successfully manage projects. • apply key knowledge in the areas of event conception, planning, implementation, and financing in order to develop and deliver professional event formats. • systematically evaluate the achievement of event objectives, identify potential for improvement, and thereby ensure the quality of future projects. • are able to transfer well-founded problem-solving approaches and strategies to economic issues in order to address complex challenges in a practical and solution-oriented manner. • recognize the importance of project communication, self-organization, time management, organizational skills, as well as stress management and resilience, and apply these competencies purposefully in order to act successfully in dynamic and demanding project environments (work-life management).		
Course contents	<u>Business Project I /PT / LV-Nr: vz.PRA1.1 / 3.Semester / ECTS: 4</u> To optimally prepare students for challenges in professional life, practice-oriented tasks are worked on in groups, preferably based on assignments from partners in business or public institutions, or through field experience gained under the supervision of the course instructor. Students contribute their previously acquired knowledge and apply it to projects. In addition to deepening and enhancing their subject-specific expertise, complementary competencies such as social skills, teamwork, problem-solving and decision-making competence, risk management, and budgeting competence are also fostered. Based on a client briefing, students work independently on the assigned projects, receiving guidance from the course instructor only when necessary. Planning, coordination, budgeting, monitoring, evaluation, and final reporting are carried out by the students. The role of the course instructor is focused on project coaching.		
Teaching and learning methods	<u>Business Project I /PT / LV-Nr: vz.PRA1.1 / 3.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Business Project I /PT / LV-Nr: vz.PRA1.1 / 3.Semester / ECTS: 4</u> Project		

Module number:	Project Management	Scope:	
PRO		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Project Management (E) /ILV / LV-Nr: vz.PRO.1 / 3.Semester / ECTS: 3</u> Project Management Institute. (2021). A guide to the project management body of knowledge (PMBOK® guide) (7th ed.). Project Management Institute. Timinger, H. (2025). Modern project management. Wiley-VCH.		
Acquisition of skills	<u>Project Management (E) /ILV / LV-Nr: vz.PRO.1 / 3.Semester / ECTS: 3</u> The participants: • know the fundamentals of project planning and development and can apply them in their practical projects. • know Project organization and planning (organizational project structure, operative project structure). • know Project assignment, situation analysis, setting up of project teams. • know Tasks and responsibilities of a project manager. • know Methods of project management. • know Cost planning. • know Project implementation and controlling. • know Project completion processes. • can use standardized project management software to plan projects. • can apply the entire planning, execution and decommissioning process in one project.		
Course contents	<u>Project Management (E) /ILV / LV-Nr: vz.PRO.1 / 3.Semester / ECTS: 3</u> 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	<u>Project Management (E) /ILV / LV-Nr: vz.PRO.1 / 3.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Project Management (E) /ILV / LV-Nr: vz.PRO.1 / 3.Semester / ECTS: 3</u> Portfolio exam		

Module number:	Sports Management III	Scope:	
SPM3		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Sports Development & Governance (E) /ILV / LV-Nr: vz.SPM3.1 / 3.Semester / ECTS: 3</u> Hallmann, K. & Petry, K. (2013). Comparative Sport Development. Springer. 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. Robson, S. (2013). Strategic Sport Development. London, New York: Routledge. International Journal of Sport Policy and Politics.		
Acquisition of skills	<u>Sports Development & Governance (E) /ILV / LV-Nr: vz.SPM3.1 / 3.Semester / ECTS: 3</u> The participants: • develop a basic understanding of modern sports development. • will be able to understand and explain fundamental concepts and theories (and the corresponding empirical findings) of sports development, sports management and governance as well as sports development planning and reflect on these against the background of a later career in the field of sports. • will be able to understand and evaluate specialist texts from the fields of sports development and governance in sports in order to competently meet the challenges of the various interest groups in sports in the context of their future professional activities.		
Course contents	<u>Sports Development & Governance (E) /ILV / LV-Nr: vz.SPM3.1 / 3.Semester / ECTS: 3</u> The concepts, theories and findings of sports development, sports development planning and sports governance are dealt with and reflected on against the background of potential professional fields. The central players in state sports policy and the basic measures of state sports promotion are analysed. How specific sports development goals are reached through elite sports, events and physical activity promotion are also considered.		
Teaching and learning methods	<u>Sports Development & Governance (E) /ILV / LV-Nr: vz.SPM3.1 / 3.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Sports Development & Governance (E) /ILV / LV-Nr: vz.SPM3.1 / 3.Semester / ECTS: 3</u> Portfolio exam		

Module number:	Foreign Language	Scope:	
FRS		12	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	3. Semester		
	4. Semester		
Level	3. Semester: A1 bis C2 (GER) / 4. Semester: A1 bis C2 (GER)		
Previous knowledge	3. Semester: Beginner Modules: - Chinese, German, Spanish at levels A1/A2 with target level A2: no prior knowledge permitted. Upper Beginner Modules: - German at levels A2/B1 with target level B1.1: solid prior knowledge at A1 level required. Advanced Modules: - Business German, Business French, Business Italian, Business Spanish at levels B1/B2 with target level B2.1: solid prior knowledge at A2 level required. - Business English for Academic and Professional Purposes at levels B2+/C1 with target level C1: prior knowledge at B2 level or completion of an English bridging/preparatory course required. - Business English for Academic and Professional Purposes at levels C1/C2 with target level C2.1: solid prior knowledge at B2.2 level required. / 4. Semester: Beginner Modules: - Chinese, German, Spanish at levels A1/A2 with target level A2: no prior knowledge permitted. Upper Beginner Modules: - German at levels A2/B1 with target level B1.1: solid prior knowledge at A1 level required. Advanced Modules: - Business German, Business French, Business Italian, Business Spanish at levels B1/B2 with target level B2.1: solid prior knowledge at A2 level required. - Business English for Academic and Professional Purposes at levels B2+/C1 with target level C1: prior knowledge at B2 level or completion of an English bridging/preparatory course required. - Business English for Academic and Professional Purposes at levels C1/C2 with target level C2.1: solid prior knowledge at B2.2 level required.		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Foreign Language I /ILV / LV-Nr: vz.FRS.1 / 3.Semester / ECTS: 6</u> Textbook to be arranged; authentic materials, such as articles from English-language magazines (including professional journals), newspapers, and online media source		
	<u>Foreign Language II /ILV / LV-Nr: zv.FRS.2 / 4.Semester / ECTS: 6</u> Textbook to be arranged; authentic materials, such as articles from English-language magazines (including professional journals), newspapers, and online media source		
Acquisition of skills	<u>Foreign Language I /ILV / LV-Nr: vz.FRS.1 / 3.Semester / ECTS: 6</u>		

	The participants: • (A1 – Beginner) Can understand and use familiar, everyday expressions and very simple sentences aimed at satisfying concrete needs. • (A1 – Beginner) Can introduce themselves and others, ask people questions about personal details – e.g., where they live, people they know, and things they have – and can respond to such questions. • (A1 – Beginner) Can communicate in a simple way if the interlocutor speaks slowly and clearly and is willing to help. • (A2 – Elementary) Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g., personal and family information, shopping, work, local area) • (A2 – Elementary) Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. • (A2 – Elementary) Can describe in simple terms aspects of their background, immediate environment, and matters in areas of immediate need. • (B1 – Intermediate) Can understand the main points of clear standard speech on familiar matters regularly encountered in work, school, leisure, etc. • (B1 – Intermediate) Can deal with most situations likely to arise while travelling in an area where the language is spoken and can produce simple connected text on topics that are familiar or of personal interest. • (B1 – Intermediate) Can describe experiences and events, dreams, hopes, and ambitions and briefly give reasons and explanations for opinions and plans. • (B2 – Upper Intermediate) Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in their field of specialization. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options. • (C1 – Advanced) Can understand a wide range of demanding, longer texts, and recognize implicit meaning. • (C1 – Advanced) Can express themselves fluently and spontaneously without much obvious searching for expressions and can use the language flexibly and effectively for social, academic, and professional purposes • (C1 – Advanced) Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors, and cohesive devices. • (C2 – Near-native proficiency) Can understand with ease virtually everything heard or read. • (C2 – Near-native proficiency) Can summarize information from different spoken and written sources, reconstructing arguments and accounts in a coherent presentation. • (C2 – Near-native proficiency) Can express themselves spontaneously, very fluently, and precisely, differentiating finer shades of meaning even in more complex situations.
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Acquisition of skills	<u>Foreign Language II /ILV / LV-Nr: zv.FRS.2 / 4.Semester / ECTS: 6</u> The participants: • (A1 – Beginner) Can understand and use familiar, everyday expressions and very simple sentences aimed at satisfying concrete needs. • (A1 – Beginner) Can introduce themselves and others, ask people questions about personal details – e.g., where they live, people they know, and things they have – and can respond to such questions. • (A1 – Beginner) Can communicate in a simple way if the interlocutor speaks slowly and clearly and is willing to help. • (A2 – Elementary) Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g., personal and family information, shopping, work, local area) • (A2 – Elementary) Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. • (A2 – Elementary) Can describe in simple terms aspects of their background, immediate environment, and matters in areas of immediate need. • (B1 – Intermediate) Can understand the main points of clear standard speech on familiar matters regularly encountered in work, school, leisure, etc. • (B1 – Intermediate) Can deal with most situations likely to arise while travelling in an area where the language is spoken and can produce simple connected text on topics that are familiar or of personal interest. • (B1 – Intermediate) Can describe experiences and events, dreams, hopes, and ambitions and briefly give reasons and explanations for opinions and plans. • (B2 – Upper Intermediate) Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in their field of specialization. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options. • (C1 – Advanced) Can understand a wide range of demanding, longer texts, and recognize implicit meaning. • (C1 – Advanced) Can express themselves fluently and spontaneously without much obvious searching for expressions and can use the language flexibly and effectively for social, academic, and professional purposes • (C1 – Advanced) Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors, and cohesive devices. • (C2 – Near-native proficiency) Can understand with ease virtually everything heard or read. • (C2 – Near-native proficiency) Can summarize information from different spoken and written sources, reconstructing arguments and accounts in a coherent presentation. • (C2 – Near-native proficiency) Can express themselves spontaneously, very fluently, and precisely, differentiating finer shades of meaning even in more complex situations.
Course contents	<u>Foreign Language I /ILV / LV-Nr: vz.FRS.1 / 3.Semester / ECTS: 6</u> A1 – Beginner Understand and use familiar, everyday expressions and very simple sentences aimed at satisfying concrete needs. Introduce themselves and others, ask people questions about personal details – e.g., where they live, the people they know, or the things they have – and respond to such questions. Communicate in a simple way if the conversation partners speak slowly and clearly and are prepared to help. A2 – Elementary Knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g., personal and family information, shopping, work, local environment). Communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. Describe in simple terms their background, education, immediate environment, and matters in areas of immediate need. B1 – Intermediate Language Use Use clear standard language in academic and business contexts and communicate about familiar topics related to work, school, leisure, etc., applying relevant conversational skills. Express themselves simply and coherently on familiar topics and areas of personal interest. Report on experiences and events, describe dreams, hopes, and ambitions, and briefly give reasons and explanations for opinions and plans. B2 – Independent Language Use Express themselves on the main ideas of complex texts on both concrete and abstract topics in academic and business contexts and participate in technical discussions in their own field of specialization. Communicate with such a degree of fluency and spontaneity that normal conversation with native speakers is quite possible without strain for either party. Express themselves clearly and in detail on a wide range of subjects, explain a viewpoint on a topical issue, and outline the advantages and disadvantages of various options. C1 – Advanced Language Proficiency Understand a wide range of demanding, longer texts and recognize implicit meanings. Use the language effectively and flexibly in academic and business contexts and express themselves fluently and spontaneously without much obvious searching for words. Produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors, and cohesive devices. C2 – Near-Native Proficiency Communicate effortlessly in all language situations. Summarize information from various written and spoken sources and reconstruct arguments and accounts in a coherent presentation. Express themselves spontaneously, very fluently, and precisely, differentiating finer shades of meaning even in more complex situations. <u>Foreign Language II /ILV / LV-Nr: zv.FRS.2 / 4.Semester / ECTS: 6</u>

	A1 – Beginner Understand and use familiar, everyday expressions and very simple sentences aimed at satisfying concrete needs. Introduce themselves and others, ask people questions about personal details – e.g., where they live, the people they know, or the things they have – and respond to such questions. Communicate in a simple way if the conversation partners speak slowly and clearly and are prepared to help. A2 – Elementary Knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g., personal and family information, shopping, work, local environment). Communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. Describe in simple terms their
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Course contents	background, education, immediate environment, and matters in areas of immediate need. B1 – Intermediate Language Use Use clear standard language in academic and business contexts and communicate about familiar topics related to work, school, leisure, etc., applying relevant conversational skills. Express themselves simply and coherently on familiar topics and areas of personal interest. Report on experiences and events, describe dreams, hopes, and ambitions, and briefly give reasons and explanations for opinions and plans. B2 – Independent Language Use Express themselves on the main ideas of complex texts on both concrete and abstract topics in academic and business contexts and participate in technical discussions in their own field of specialization. Communicate with such a degree of fluency and spontaneity that normal conversation with native speakers is quite possible without strain for either party. Express themselves clearly and in detail on a wide range of subjects, explain a viewpoint on a topical issue, and outline the advantages and disadvantages of various options. C1 – Advanced Language Proficiency Understand a wide range of demanding, longer texts and recognize implicit meanings. Use the language effectively and flexibly in academic and business contexts and express themselves fluently and spontaneously without much obvious searching for words. Produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors, and cohesive devices. C2 – Near-Native Proficiency Communicate effortlessly in all language situations. Summarize information from various written and spoken sources and reconstruct arguments and accounts in a coherent presentation. Express themselves spontaneously, very fluently, and precisely, differentiating finer shades of meaning even in more complex situations.
Teaching and learning methods	<u>Foreign Language I /ILV / LV-Nr: vz.FRS.1 / 3.Semester / ECTS: 6</u> Blended Learning
	<u>Foreign Language II /ILV / LV-Nr: zv.FRS.2 / 4.Semester / ECTS: 6</u> Blended Learning
Evaluation Methods Criteria	<u>Foreign Language I /ILV / LV-Nr: vz.FRS.1 / 3.Semester / ECTS: 6</u> Portfolio exam
	<u>Foreign Language II /ILV / LV-Nr: zv.FRS.2 / 4.Semester / ECTS: 6</u> Portfolio exam

Module number:	Research Methods	Scope:	
MET		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor / 4. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable / 4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Qualitative Research Methods (E) /ILV / LV-Nr: bb.MET.1 / 3.Semester / ECTS: 2</u> Bryman, A. (2012). Social Research Methods. Oxford University Press. Braun, V. & Clarke, V. (2022). Thematic Analysis: A Practical Guide. Thousand Oaks: Sage. Gizzi, M., & Rädiker, S. (2021). The Practice of Qualitative Data Analysis: Research Examples Using MaxQDA. MaxQDA Press		
	<u>Quantitative Research Methods /ILV / LV-Nr: vz.MET.2 / 4.Semester / ECTS: 2</u> Baur, N. & Blasius, J. (Hrsg.). (2014). Handbuch Methoden der empirischen Sozialforschung. Wiesbaden: Springer VS. Brosius, F. (2018). SPSS: Umfassendes Handbuch zu Statistik und Datenanalyse. 8. Auflage. 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. 5. Auflage. Wiesbaden: VS Verlag für Sozialwissenschaften. Schnell, R. Hill, P.B. & Esser, E. (2018). Methoden der empirischen Sozialforschung. 11. Auflage. München: De Gruyter Oldenbourg. Schuster, T., & Liesen, A. (2017). Statistik für Wirtschaftswissenschaftler. Springer Berlin Heidelberg. Eckstein, P. P. (2018). Statistik für Wirtschaftswissenschaftler: Eine realdatenbasierte Einführung in SPSS. 6 Auflage. Springer Gabler		
Acquisition of skills	<u>Qualitative Research Methods (E) /ILV / LV-Nr: bb.MET.1 / 3.Semester / ECTS: 2</u> The participants: • develop a fundamental understanding of qualitative research methods (in particular data collection, analysis and interpretation). • learn to apply these methods in a practical manner and to present and evaluate the results of empirical studies. • are also able to understand technical texts on qualitative research methods in order to absorb and critically reflect on findings from qualitative studies in their future professional activities.		
	<u>Quantitative Research Methods /ILV / LV-Nr: vz.MET.2 / 4.Semester / ECTS: 2</u> The participants: • understand the basic methods of quantitative research - from data collection to analysis and interpretation - and apply them in a practical manner. • independently develop valid survey settings, evaluate the collected data using suitable software tools and interpret the results in a manner appropriate to the target group. • critically reflect on and evaluate various statistical methods, select the appropriate instruments and justify their decisions in a comprehensible manner. • are able to present empirical findings in a structured manner, are able to reflect on their significance and understand how to translate the findings into recommendations for action.		
Course contents	<u>Qualitative Research Methods (E) /ILV / LV-Nr: bb.MET.1 / 3.Semester / ECTS: 2</u> The concepts and methods of qualitative social research are introduced and practiced through interactive activities, in particular conducting interviews and performing thematic analysis. The value of qualitative research, its philosophical underpinnings and alternative data collection methods are also discussed and reflected upon. In the end, students will be able to understand and apply the basic methods of qualitative social research.		
	<u>Quantitative Research Methods /ILV / LV-Nr: vz.MET.2 / 4.Semester / ECTS: 2</u> The course deals with the concepts and methods of univariate and bivariate quantitative social research. The main topics are descriptive and inferential statistical methods, parametric and non-parametric tests, development and evaluation of surveys, design and use of various scale and rating scale formats, software-supported data set analyses as well as targeted segmentation and interpretation of data.		
Teaching and learning methods	<u>Qualitative Research Methods (E) /ILV / LV-Nr: bb.MET.1 / 3.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
	<u>Quantitative Research Methods /ILV / LV-Nr: vz.MET.2 / 4.Semester / ECTS: 2</u>		

	integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	<u>Qualitative Research Methods (E) /ILV / LV-Nr: bb.MET.1 / 3.Semester / ECTS: 2</u> Portfolio exam
	<u>Quantitative Research Methods /ILV / LV-Nr: vz.MET.2 / 4.Semester / ECTS: 2</u> Portfolio exam

Module number:	Elective II	Scope:	
ELE2		2	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Elective in SCEM II /ILV / LV-Nr: vz.ELE2.1 / 4.Semester / ECTS: 2</u> 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 (Hrsg.). (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 ins 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 Kruyen, P., André, S., Heijden, B. van der, & Edward Elgar Publishing. (2024). Maintaining a Sustainable Work-Life Balance: An Interdisciplinary Path to a Better Future (First edition). Northampton: Edward Elgar Publishing.		
Acquisition of skills	<u>Elective in SCEM II /ILV / LV-Nr: vz.ELE2.1 / 4.Semester / ECTS: 2</u> The participants: • demonstrate knowledge in sports, cultural, and event development. • are able to apply the acquired knowledge, in particular methods of integrated sports, cultural, and event development. • demonstrate an understanding of success factors through their own theoretical and practical work as well as through case analyses. • are able to evaluate future developments in the sports, cultural, and event industries and to explain the influence of organizational structures and technologies on organizations within these three fields. • are able to identify personal challenges and to develop a self-reflective approach (e.g., in the context of work-life management).		
Course contents	<u>Elective in SCEM II /ILV / LV-Nr: vz.ELE2.1 / 4.Semester / ECTS: 2</u> Students select from specialization modules on current topics in sports, cultural, and event management, for example: • Industry and R&D activities • Human resources/competencies • Digital developments in the sports, cultural, and event sectors • Development of the sports, cultural, and event industries • Emergence of developments/trends, fashions, and booms • Identification of developments/trends • Evaluation of developments • Economic, political, and social impacts • Work-life management • Planning and implementation of future-oriented, interdisciplinary projects		
Teaching and learning methods	<u>Elective in SCEM II /ILV / LV-Nr: vz.ELE2.1 / 4.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Elective in SCEM II /ILV / LV-Nr: vz.ELE2.1 / 4.Semester / ECTS: 2</u> Portfolio exam		

Module number:	Generative AI	Scope:	
GAI		2	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Generative AI in SCEM (E) /SE / LV-Nr: vz.GAI.1 / 4.Semester / ECTS: 2</u> Epp, A. M., & Humphreys, A. (2025). Collaborating with Generative AI in Consumer Culture Research. Journal of Consumer Research, 52(1), 32-48.		
Acquisition of skills	<u>Generative AI in SCEM (E) /SE / LV-Nr: vz.GAI.1 / 4.Semester / ECTS: 2</u> The participants: • will be empowered to navigate a media landscape undergoing massive disruption due to generative artificial intelligence (AI). • will develop skills for the application of Generative AI and will understand current trends and underlying macro developments. • will develop the ability to critically reflect on ethical issues related to the use of generative AI in marketing.		
Course contents	<u>Generative AI in SCEM (E) /SE / LV-Nr: vz.GAI.1 / 4.Semester / ECTS: 2</u> - Generative AI as a toolbox for Students - Basic understanding of Generative AI like Large Language Models (also reasoning models) - Deployment of AI Agents - Perception of Gen AI contents through the lens of (pop-) culture - Ethical implications		
Teaching and learning methods	<u>Generative AI in SCEM (E) /SE / LV-Nr: vz.GAI.1 / 4.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Generative AI in SCEM (E) /SE / LV-Nr: vz.GAI.1 / 4.Semester / ECTS: 2</u> Portfolio exam		

Module number:	Global Sports Business	Scope:	
GSB		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Global Sports Business (E) /ILV / LV-Nr: vz.GSB.1 / 4.Semester / ECTS: 3</u> Desbordes, M., Aymar, P., & Hautbois, C. (2019). The global sport economy. Routledge. Foster, G., O'Reilly, N., & Dávila, A. (2020). Sports business management: Decision making around the globe. Routledge. Nauright, J., & Zipp, S. (2020). Global Markets and Global Impact of Sports. Routledge. Pitts, B. G., & Zhang, J. J. (2020). Global Sport Business - Managing Resources and Opportunities. Routledge. Westerbeek, H., & Karg, A. (2022). International sport business: current issues, future directions. Routledge. Zhang, J. J., Pitts, B. G., & Johnson, L. M. (Eds.). (2021). International Sport Business Management: Issues and New Ideas. Routledge.		
Acquisition of skills	<u>Global Sports Business (E) /ILV / LV-Nr: vz.GSB.1 / 4.Semester / ECTS: 3</u> The participants: • will know the structures, trends and stakeholders of the global sports industry. • will have a foundational understanding of international sports governance, cross-border marketing, international expansion strategies, and the key aspects of managing an international sports business. • will also be able to critically analyze existing challenges faced by sport organizations on an international level.		
Course contents	<u>Global Sports Business (E) /ILV / LV-Nr: vz.GSB.1 / 4.Semester / ECTS: 3</u> The course introduces students to the scope of the global sports industry, including international federations, sport leagues and sports clubs operating in international markets. Students explore international governance frameworks, the role of transnational sport organizations, and other key stakeholders, such as sponsors or media. Topics include different internationalization strategies, sport diplomacy, sport marketing and branding, athlete migration and labor issues, and digitalization strategies across markets. Case studies from different markets illustrate diverse business practices		
Teaching and learning methods	<u>Global Sports Business (E) /ILV / LV-Nr: vz.GSB.1 / 4.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Global Sports Business (E) /ILV / LV-Nr: vz.GSB.1 / 4.Semester / ECTS: 3</u> Portfolio exam		

Module number:	Business Project II	Scope:	
PRA2		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Business Project II /PT / LV-Nr: vz.PRA2.1 / 4.Semester / ECTS: 4</u> Bowdin, G.A.J., Allen, J., Harris, R., Jago, L., O'Toole, W., & McDonnell, I. (2023). Events Management (4th ed.). Routledge. Cornwell, T. B. (2014). Sponsorship in marketing : effective communication through sports, arts, and events. Routledge, New York. Fabisch, N. (2013) Fundraising: Spenden, Sponsoring und mehr. Orig.-Ausg., 3., vollst. überarb. und erw. Aufl., Dt. Taschenbuch-Verl., München. Smith, A. (2015). Events in the City: Using public spaces as event venues (1st ed.). Routledge. Timinger, H. (2025). Modern project management. Wiley-VCH.		
Acquisition of skills	<u>Business Project II /PT / LV-Nr: vz.PRA2.1 / 4.Semester / ECTS: 4</u> The participants: • are able to apply in-depth knowledge of applied project management in the fields of sport, culture, and events in a targeted manner in order to successfully manage projects. • apply key knowledge in the areas of event conception, planning, implementation, and financing in order to develop and deliver professional event formats. • systematically evaluate the achievement of event objectives, identify potential for improvement, and thereby ensure the quality of future projects. • are able to transfer well-founded problem-solving approaches and strategies to economic issues in order to address complex challenges in a practical and solution-oriented manner. • recognize the importance of project communication, self-organization, time management, organizational skills, as well as stress management and resilience, and apply these competencies purposefully in order to act successfully in dynamic and demanding project environments (work-life management).		
Course contents	<u>Business Project II /PT / LV-Nr: vz.PRA2.1 / 4.Semester / ECTS: 4</u> To optimally prepare students for challenges in professional life, practice-oriented tasks are worked on in groups, preferably based on assignments from partners in business or public institutions, or through field experience gained under the supervision of the course instructor. Students contribute their previously acquired knowledge and apply it to projects. In addition to deepening and enhancing their subject-specific expertise, complementary competencies such as social skills, teamwork, problem-solving and decision-making competence, risk management, and budgeting competence are also fostered. Based on a client briefing, students work independently on the assigned projects, receiving guidance from the course instructor only when necessary. Planning, coordination, budgeting, monitoring, evaluation, and final reporting are carried out by the students. The role of the course instructor is focused on project coaching.		
Teaching and learning methods	<u>Business Project II /PT / LV-Nr: vz.PRA2.1 / 4.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Business Project II /PT / LV-Nr: vz.PRA2.1 / 4.Semester / ECTS: 4</u> Project		

Module number:	Presentation & Negotiation Techniques	Scope:	
PVT		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Presentation & Negotiation Techniques /UE / LV-Nr: vz.PVT.1 / 4.Semester / ECTS: 3</u> Brandl, Peter (2015): Kommunikation. ... und was Sie darüber wissen sollten, um sich das Leben leichter zu machen. 2., Aufl. Offenbach: Gabal. Fritzsche, Thomas (2016): Souverän verhandeln. Psychologische Strategien und Methoden. 2., erg. Aufl. Bern: Hogrefe. Pöhm, Matthias (2017): Präsentieren Sie noch oder faszinieren Sie schon? Abschied vom "Betreuten Lesen". Emotionale Rhetorik statt PowerPoint! 4., Aufl. o.A.: Pöhm Seminarfactory. Portner, Jutta (2015): Besser verhandeln. Das Trainingsbuch. 4., Aufl. Offenbach: GABAL Verlag. Oefner, M. (2024). Spouverän Auftreten in der Businesskommunikation: Erfolgsschlüssel für Verhandlungen, Präsentationen, Meetings und Gespräche. Wiesbaden. Springer Gabler.		
Acquisition of skills	<u>Presentation & Negotiation Techniques /UE / LV-Nr: vz.PVT.1 / 4.Semester / ECTS: 3</u> The participants: • can prepare, carry out and follow up a presentation, moderation and argumentation. • have mastered the necessary techniques and media. • also master the interaction of voice and pronunciation, appearance and body language, eye contact, facial expressions and gestures. • know risks, recognize conflicts and can initiate solutions.		
Course contents	<u>Presentation & Negotiation Techniques /UE / LV-Nr: vz.PVT.1 / 4.Semester / ECTS: 3</u> 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	<u>Presentation & Negotiation Techniques /UE / LV-Nr: vz.PVT.1 / 4.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Presentation & Negotiation Techniques /UE / LV-Nr: vz.PVT.1 / 4.Semester / ECTS: 3</u> Presentation		

Module number:	Sports & Cultural Sociology	Scope:	
SOC		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Sports & Cultural Sociology (E) /ILV / LV-Nr: vz.SOC.1 / 4.Semester / ECTS: 3</u> Bourdieu, Pierre (1984). Distinction. A Social Critique of the Judgement of Taste. Harvard University Press. Hall, J.R., Neitz, M.J., & Battani, M. (2003). Sociology on Culture. Routledge. Mills, C.W. (1959). The Sociological Imagination. Oxford. Roberts, K. (2016). Sports, Leisure and Social Theory. Routledge. Spillman, L. (2020). What is Cultural Sociology?. Polity. International Review for the Sociology of Sport International Journal of the Sociology of Leisure Cultural Sociology		
Acquisition of skills	<u>Sports & Cultural Sociology (E) /ILV / LV-Nr: vz.SOC.1 / 4.Semester / ECTS: 3</u> The participants: • develop a basic understanding of sociology and its relation to sports, culture and leisure. • will be able to understand and explain fundamental concepts and theories within sociology such as the cultural production of meaning, difference and the structure behind power systems. • will be able to apply them to real world issues in sports, culture and leisure – including as it relates to social class, status, ethnicity and gender. • will be able to understand and evaluate academic texts from the fields of sociology and reflect on how sociological knowledge can influence professional practice.		
Course contents	<u>Sports & Cultural Sociology (E) /ILV / LV-Nr: vz.SOC.1 / 4.Semester / ECTS: 3</u> The concepts, theories and findings of sociology are presented and situated within the background of potential professional fields in the context of sports and cultural management. Key sociological ideas about the structure and evolution of societies are presented and discussed, as are key sociological concepts related to social divisions pertaining to class, status, ethnicity and gender.		
Teaching and learning methods	<u>Sports & Cultural Sociology (E) /ILV / LV-Nr: vz.SOC.1 / 4.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Sports & Cultural Sociology (E) /ILV / LV-Nr: vz.SOC.1 / 4.Semester / ECTS: 3</u> Academic work		

Module number:	Storytelling	Scope:	
STO		2	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Storytelling /ILV / LV-Nr: vz.STO.1 / 4.Semester / ECTS: 2</u> Friedmann, J. (2018). Storytelling. Einführung in Theorie und Praxis narrativer Gestaltung, München: UVK. Sammer, P. (2025). Storytelling. Grundlagen, Best Practices und kreative Impulse, Heidelberg: dpunkt (O`Reilly). Schach, A. (Hg.) (2017). Storytelling. Geschichten in Text, Bild und Film, Springer Gabler, Wiesbaden: Springer Gabler.		
Acquisition of skills	<u>Storytelling /ILV / LV-Nr: vz.STO.1 / 4.Semester / ECTS: 2</u> The participants: • learn the theoretical basics of storytelling with a special focus on sports, culture, and events. • acquire the ability to creatively apply narrative strategies and methods to specific projects and develop their own stories tailored to specific target groups. • gain in-depth insights into various technical implementation options for storytelling formats and try them out for themselves in analog and/or digital spaces.		
Course contents	<u>Storytelling /ILV / LV-Nr: vz.STO.1 / 4.Semester / ECTS: 2</u> Storytelling is a strategic narrative method in which targeted messages are communicated in the form of a story. Fact-based content is presented in an emotional way so that the information is stored in the recipient's memory for a long time. Storytelling is playing an increasingly important role in the cultural sector as well as in the sports and events sector. In the cultural sector, the primary focus is on developing formats that present cultural memory content in an exciting way, either in analog or digital space, and make it accessible in an innovative way. In the sports sector, the primary focus is on using inspiring and/or touching stories about athletes, teams, competitions, or fans to evoke emotions, create identification, and build long-term audience loyalty. In the events industry, storytelling is increasingly being used in product presentations and other business events, primarily to create exciting experiences and opportunities for identification. In the course, students develop their own storytelling formats for the cultural and sports sectors and implement them themselves, from theoretical conception to practical realization.		
Teaching and learning methods	<u>Storytelling /ILV / LV-Nr: vz.STO.1 / 4.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Storytelling /ILV / LV-Nr: vz.STO.1 / 4.Semester / ECTS: 2</u> Project		

Module number:	Sports, Culture & Event Tourism	Scope:	
TOU		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Sports, Culture & Event Tourism /ILV / LV-Nr: vz.TOU.1 / 4.Semester / ECTS: 3</u> Gibson, H. J., Lamont, M., Kennelly, M., & Buning, R. J. (2020). Active sport tourism: Global insights and future directions. Routledge. Hausmann, A. (Hg.) (2020): Handbuch Kulturtourismus im ländlichen Raum: Chancen – Akteure – Strategien Higham, J. & Hinch, T. (2018). Sport Tourism Development: Channel View. Pröbstl-Haider, U., Lund-Durlacher, D., Olefs, M., & Pretenthaler, F. (2021). Tourismus und Klimawandel. Springer Nature. Richards, G. (2021) Rethinking Cultural Tourism. Edward Elgar Robinson, M., Smith, M.K. (2006). Cultural Tourism in a Changing World: Politics, Participation and (Re)Presentation. Channel View Publications. Roth, R., & Schwark, J. (2017). Wirtschaftsfaktor Sporttourismus: Ressourcenmanagement, Produkt- und Destinationsentwicklung (Schriften zu Tourismus und Freizeit, Band 19). Erich Schmidt Verlag. Schumacher, M. & Wiesinger, M. (2021) Finanzmanagement im Tourismus; Grundlagen und Praxis der Tourismusfinanzierung; Linde international. Smith, A. Guy, O.; Quinn, B. (Hg.) (2023): Festivals & the City. Teissl, V.; Selteneim, K. (2018): Kulturtourismus in Tirol. Chancen und Widerstände in einer Alpenregion. Bielefeld: transcript.		
Acquisition of skills	<u>Sports, Culture & Event Tourism /ILV / LV-Nr: vz.TOU.1 / 4.Semester / ECTS: 3</u> The participants: • demonstrate knowledge of the central theories, structures, and actors in the field of sports, cultural, and event tourism. • demonstrate an understanding of the specific challenges and potentials of sports, cultural, and event tourism in both urban and rural contexts. • are able to systematically distinguish between different forms of sports, cultural, and event tourism, to analyze supply and demand aspects, and to critically reflect on economic, social, and ecological impacts. • are familiar with current challenges such as sustainability, digitalization, and eventization in an international context, and are capable of developing solution-oriented approaches. • understand the conflicting objectives between tourism and cultural institutions and are able to apply their knowledge in a strategically productive manner. • recognize the importance of cooperation for value-oriented, sustainable, ethical, and innovative cultural tourism. • are familiar with common strategies such as cultural heritage routes, themed trails, cultures of remembrance, and festival tourism at both European and national levels. • demonstrate knowledge of how strategic planning, evaluation, and management of sports and event tourism offerings and destinations can be implemented.		
Course contents	<u>Sports, Culture & Event Tourism /ILV / LV-Nr: vz.TOU.1 / 4.Semester / ECTS: 3</u>		

	The thematic focus on Sports Tourism covers its foundations, forms, and developments from an interdisciplinary perspective. It includes the segmentation of sports tourism target groups, motivation theories, destination and event management, stakeholder analyses, as well as political and societal frameworks. Furthermore, cross-cutting issues are addressed, such as the tourism effects of mega sporting events, sustainable tourism strategies in the tension field between use and protection of natural resources, and the requirements for the development of sports tourism infrastructure. The challenges posed by digitalization, globalization, and climate change in the design and management of sports tourism offerings are also examined. The thematic focus on Cultural Tourism addresses both challenges and potentials. While conflicts of interest between cultural and tourism institutions particularly require forms of cooperation and tolerance of ambiguity, the potentials of cultural tourism are manifold: through sustainable, inclusive, and authentic offerings, cultural tourism enhances the competitiveness of destinations, supports image transformation, and generates positive socio-cultural and socio-economic effects. As a memory- and experience-intensive form of tourism, it appeals to diverse target groups and can contribute to the internationalization of countries of origin as well as to addressing younger generations. In destinations without traditional tourism features such as mountains or the sea, cultural tourism enables their upgrading into attractive destinations. The thematic focus on Event Tourism addresses its foundations, forms, and impacts. It considers the increasing importance of tourism demand in this sector and its role as a central instrument for the profiling of destinations. The complex conflicts of interest between economic goals, urban infrastructure, security requirements, and sustainability aspects are discussed, as well as the potentials of event tourism in strengthening regional value creation, international visibility, and social and cultural vibrancy. In addition, experience design, stakeholder analyses, and legal and political frameworks are explored. Through case studies and current empirical findings, theoretical approaches are linked with practical applications.
Teaching and learning methods	<u>Sports, Culture & Event Tourism /ILV / LV-Nr: vz.TOU.1 / 4.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	<u>Sports, Culture & Event Tourism /ILV / LV-Nr: vz.TOU.1 / 4.Semester / ECTS: 3</u> Portfolio exam

Module number:	Exchange Semester	Scope:	
AUS		30	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	5. Semester		
Level	5. Semester: first cycle, Bachelor		
Previous knowledge	5. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Current Issues in Sports, Culture & Event Management /VO / LV-Nr: vz.AUS.1 / 5.Semester / ECTS: 2</u> not applicable		
	<u>Business Studies /ILV / LV-Nr: vz.AUS.2 / 5.Semester / ECTS: 6</u> not applicable		
	<u>Elective: Sports, Culture & Event Management /ILV / LV-Nr: vz.AUS.3 / 5.Semester / ECTS: 16</u> not applicable		
	<u>Language & Area Studies /ILV / LV-Nr: vz.AUS.4 / 5.Semester / ECTS: 6</u> not applicable		
Acquisition of skills	<u>Current Issues in Sports, Culture & Event Management /VO / LV-Nr: vz.AUS.1 / 5.Semester / ECTS: 2</u> The participants: • acquire essential intercultural and professional competences. • develop their personality through experiences in an international environment. • learn, deepen, and expand their foreign language skills. • strengthen their ability to understand and adapt to other cultures. • broaden their knowledge through relevant subject-specific courses at the partner university.		
	<u>Business Studies /ILV / LV-Nr: vz.AUS.2 / 5.Semester / ECTS: 6</u> The participants: • acquire essential intercultural and professional competences. • develop their personality through experiences in an international environment. • learn, deepen, and expand their foreign language skills. • strengthen their ability to understand and adapt to other cultures. • broaden their knowledge through relevant subject-specific courses at the partner university.		
	<u>Elective: Sports, Culture & Event Management /ILV / LV-Nr: vz.AUS.3 / 5.Semester / ECTS: 16</u> The participants: • acquire essential intercultural and professional competences. • develop their personality through experiences in an international environment. • learn, deepen, and expand their foreign language skills. • strengthen their ability to understand and adapt to other cultures. • broaden their knowledge through relevant subject-specific courses at the partner university.		
	<u>Language & Area Studies /ILV / LV-Nr: vz.AUS.4 / 5.Semester / ECTS: 6</u> The participants: • acquire essential intercultural and professional competences. • develop their personality through experiences in an international environment. • learn, deepen, and expand their foreign language skills. • strengthen their ability to understand and adapt to other cultures. • broaden their knowledge through relevant subject-specific courses at the partner university.		
Course contents	<u>Current Issues in Sports, Culture & Event Management /VO / LV-Nr: vz.AUS.1 / 5.Semester / ECTS: 2</u> 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.		
	<u>Business Studies /ILV / LV-Nr: vz.AUS.2 / 5.Semester / ECTS: 6</u> 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.		
	<u>Elective: Sports, Culture & Event Management /ILV / LV-Nr: vz.AUS.3 / 5.Semester / ECTS: 16</u> 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.		

	<u>Language & Area Studies /ILV / LV-Nr: vz.AUS.4 / 5.Semester / ECTS: 6</u> 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	<u>Current Issues in Sports, Culture & Event Management /VO / LV-Nr: vz.AUS.1 / 5.Semester / ECTS: 2</u> according to the requirements of the institution abroad
	<u>Business Studies /ILV / LV-Nr: vz.AUS.2 / 5.Semester / ECTS: 6</u> according to the requirements of the institution abroad

Teaching and learning methods	<u>Elective: Sports, Culture & Event Management /ILV / LV-Nr: vz.AUS.3 / 5.Semester / ECTS: 16</u> according to the requirements of the institution abroad
	<u>Language & Area Studies /ILV / LV-Nr: vz.AUS.4 / 5.Semester / ECTS: 6</u> according to the requirements of the institution abroad
Evaluation Methods Criteria	<u>Current Issues in Sports, Culture & Event Management /VO / LV-Nr: vz.AUS.1 / 5.Semester / ECTS: 2</u> determined by the respective partner university
	<u>Business Studies /ILV / LV-Nr: vz.AUS.2 / 5.Semester / ECTS: 6</u> determined by the respective partner university
	<u>Elective: Sports, Culture & Event Management /ILV / LV-Nr: vz.AUS.3 / 5.Semester / ECTS: 16</u> determined by the respective partner university
	<u>Language & Area Studies /ILV / LV-Nr: vz.AUS.4 / 5.Semester / ECTS: 6</u> determined by the respective partner university

Module number:	Internship	Scope:	
BER		20	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management full-time		
Position in the curriculum	6. Semester		
Level	6. Semester: first cycle, Bachelor		
Previous knowledge	6. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Internship /BPR / LV-Nr: vz.BER.1 / 6.Semester / ECTS: 20</u> Stackelberg, B. (2013). Karrierestart für Hochschulabsolventen: Selbstbewusst. Erfolgreich. Authentisch. München: Vahlen Verlag		
Acquisition of skills	<u>Internship /BPR / LV-Nr: vz.BER.1 / 6.Semester / ECTS: 20</u> The participants: • have the competence to critically reflect on their practical experience and integrate it with theoretically grounded knowledge to reinterpret and understand their professional environment. • are able to assess complex and evolving project environments and develop appropriate problem-solving strategies based on new insights and arguments. • possess advanced social competencies, particularly teamwork skills, and are able to apply them appropriately in diverse professional contexts.		
Course contents	<u>Internship /BPR / LV-Nr: vz.BER.1 / 6.Semester / ECTS: 20</u> The internship complements the students' theoretical knowledge through practical activities and engagement with real-world professional questions. With a duration of at least 500 hours, it ensures that participants can successfully navigate their entry into a potentially new professional field. During the internship, students have the opportunity to critically reflect on professional processes, workflows, and situations, and to reconsider them in light of their experiences.		
Teaching and learning methods	<u>Internship /BPR / LV-Nr: vz.BER.1 / 6.Semester / ECTS: 20</u> internship		
Evaluation Methods Criteria	<u>Internship /BPR / LV-Nr: vz.BER.1 / 6.Semester / ECTS: 20</u> Internship report		

2.3.2 Module descriptions part-time

Module number:	Generative AI	Scope:	
GAI		2	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Generative AI in SCEM (E) /SE / LV-Nr: bb.GAI.1 / 1.Semester / ECTS: 2</u> Epp, A. M., & Humphreys, A. (2025). Collaborating with Generative AI in Consumer Culture Research. Journal of Consumer Research, 52(1), 32-48.		
Acquisition of skills	<u>Generative AI in SCEM (E) /SE / LV-Nr: bb.GAI.1 / 1.Semester / ECTS: 2</u> The participants: • will be empowered to navigate a media landscape undergoing massive disruption due to generative artificial intelligence (AI). • will develop skills for the application of Generative AI and will understand current trends and underlying macro developments. • will develop the ability to critically reflect on ethical issues related to the use of generative AI in marketing.		
Course contents	<u>Generative AI in SCEM (E) /SE / LV-Nr: bb.GAI.1 / 1.Semester / ECTS: 2</u> - Generative AI as a toolbox for Students - Basic understanding of Generative AI like Large Language Models (also reasoning models) - Deployment of AI Agents - Perception of Gen AI contents through the lens of (pop-) culture - Ethical implications		
Teaching and learning methods	<u>Generative AI in SCEM (E) /SE / LV-Nr: bb.GAI.1 / 1.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Generative AI in SCEM (E) /SE / LV-Nr: bb.GAI.1 / 1.Semester / ECTS: 2</u> Portfolio exam		

Module number:	Cultural Studies I	Scope:	
KUW1		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Introduction to Cultural Studies /ILV / LV-Nr: bb.KUW1.1 / 1.Semester / ECTS: 4</u> Assmann, A. (2017): Einführung in die Kulturwissenschaft. 4. Auflage. ESV Schmidt Assmann, A. (2018): Der europäische Traum. Vier Lehren aus der Geschichte. C.H.Beck Bachmann-Medick, D. (2006). Cultural Turns. Neuorientierungen in den Kulturwissenschaften. Rowohlt. Reichardt, Ulfried (2010): Globalisierung. Literaturen und Kulturen des Globalen. Akademie Verlag. Seidler, A. / Böhn, A. (2014): Mediengeschichte. Narr Francke Verlag Stalder, F. (2016): Kultur der Digitalität. Suhrkamp		
Acquisition of skills	<u>Introduction to Cultural Studies /ILV / LV-Nr: bb.KUW1.1 / 1.Semester / ECTS: 4</u> The participants: • understand cultural studies approaches in their diversity and dependence on the respective research interest and the speaker's position. • recognize central paradigms of cultural, transcultural, social, and media developments and are able to identify and name significant paradigm shifts. • are able to describe the mutability of cultural constructs, identify influences from media development, and pinpoint the timing of their developmental impulses. • recognize historical contexts and can classify cultures in terms of their historical development. • are able to understand mechanisms of meaning production in different cultural contexts and sign systems and critically reflect on their influence on social reality.		
Course contents	<u>Introduction to Cultural Studies /ILV / LV-Nr: bb.KUW1.1 / 1.Semester / ECTS: 4</u> Cultural Studies I introduces the fundamentals of cultural studies contexts and establishes a frame of reference for cultural management. The seminar offers a basic introduction to key concepts, historical developments, and methodological approaches in cultural studies. The focus is on examining the concept of culture in all its complexity and mutability: from classical definitions to current, decolonial perspectives. In addition to an introduction to cultural history and the analysis of cultural practices, fundamental methods such as discourse analysis and semiotics are covered, which enable the systematic examination of cultural meaning production. Furthermore, the field of memory culture is presented as a central arena for negotiating questions of cultural identity and discussed with all its social and political implications. Another focus is on questions of mediality: How do media shape our cultural ideas and how do they change the way culture is communicated and remembered—especially in the age of artificial intelligence? In each section, the seminar combines theoretical reading with the analysis of concrete case studies from literature, film, art, pop culture, and everyday practices.		
Teaching and learning methods	<u>Introduction to Cultural Studies /ILV / LV-Nr: bb.KUW1.1 / 1.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Introduction to Cultural Studies /ILV / LV-Nr: bb.KUW1.1 / 1.Semester / ECTS: 4</u> Exam		

Module number:	Sports Sciences I	Scope:	
SPW1		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Fundamentals of Sports Sciences /ILV / LV-Nr: bb.SPW1.1 / 1.Semester / ECTS: 4</u> Beinert, K., Brauner, T. & Müller, J. (2021). Sportwissenschaft. München: Urban & Fischer. Krüger, M. & Emrich, E. (2022). Die Wissenschaft vom Sport. In: Sport. Das Lehrbuch für das Sportstudium (Hrsg. Güllich, A. & Krüger, M.) . 2. Aufl. Berlin: Springer. Behringer, W. (2012). Kulturgeschichte des Sports. Vom antiken Olympia bis ins 21. Jahrhundert. München: C.H. Beck. Weiß, O. & Norden, G. (2013). Einführung in die Sportsoziologie. Münster: Waxmann. Amelung, V., Busse, R., Dierks, M., Kolip, P. & Leidl, R. (2022). Public Health. 4. Aufl. München: Urban & Fischer. Jansen, P. & Roth, R. (2025). Nachhaltigkeit im Sport. Berlin: Springer.		
Acquisition of skills	<u>Fundamentals of Sports Sciences /ILV / LV-Nr: bb.SPW1.1 / 1.Semester / ECTS: 4</u> The participants: • have the knowledge as well as the relevant skills and competencies to develop and implement solutions for subject-specific questions in sports sciences. • know about the historical development of exercise culture and sport and they develop a fundamental understanding of the phenomenon of sport and its differentiation. • know the structures and processes of sport in modern society. • can understand and explain fundamental concepts and theories (and the corresponding empirical findings) of sports history, sports sociology, sports ecology and sports biology and reflect on these against the background of a later career in the field of sport. • develop an understanding for the connection of the disciplines among themselves and to other disciplines of sports sciences as well as to cultural and economic disciplines.		
Course contents	<u>Fundamentals of Sports Sciences /ILV / LV-Nr: bb.SPW1.1 / 1.Semester / ECTS: 4</u> The concepts, theories and findings of the history of ideas and culture, sociology, ecology and public health are dealt with - insofar as they relate to the context of sport - and reflected on against the background of potential professional 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	<u>Fundamentals of Sports Sciences /ILV / LV-Nr: bb.SPW1.1 / 1.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Fundamentals of Sports Sciences /ILV / LV-Nr: bb.SPW1.1 / 1.Semester / ECTS: 4</u> Exam		

Module number:	Teamwork & Communication	Scope:	
TKO		2	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Teamwork & Communication /ILV / LV-Nr: bb.TKO.1 / 1.Semester / ECTS: 2</u> Dick, Rolf van & West, Michael A. (2013): Teamwork, Teamdiagnose, Teamentwicklung (mit Arbeitsmaterialien und Fallbeispielen); Göttingen Wien (u.a.), Hogrefe Kriz, W. C. & Nöbauer, B. (2008): Teamkompetenz. Konzepte, Trainingsmethoden, Praxis, Göttingen, Vandenhoeck & Ruprecht Stadelmeier, U. (2008): Führung, Emotionen und Persönlichkeit, Saarbrücken, vdm Mandal, M. (2022). Team Building and Appreciative Inquiry in Research and Development Teams. Vision, 29(3), 304-325. https://doi.org/10.1177/09722629211063528 (Original work published 2025)		
Acquisition of skills	<u>Teamwork & Communication /ILV / LV-Nr: bb.TKO.1 / 1.Semester / ECTS: 2</u> The participants: • can distinguish between different team phases. • are able to identify predominant problem structures and can analyze necessary courses of action on the basis of concrete example situations. • acquire competencies by taking into account specific management roles, their implications and developments in the various phases of conflict, and by deriving courses of action over time through a discursive approach that combines experiential learning and reflection, particularly with regard to work-life management. • develop procedures which they present in presentations and implement in groups. • can deal constructively with feedback and criticism and are able to reflect strengths and weaknesses.		
Course contents	<u>Teamwork & Communication /ILV / LV-Nr: bb.TKO.1 / 1.Semester / ECTS: 2</u> 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	<u>Teamwork & Communication /ILV / LV-Nr: bb.TKO.1 / 1.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Teamwork & Communication /ILV / LV-Nr: bb.TKO.1 / 1.Semester / ECTS: 2</u> Portfolio exam		

Module number:	Event Law	Scope:	
VAR		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Event Law /ILV / LV-Nr: bb.VAR.1 / 1.Semester / ECTS: 4</u> Vögl, Klaus Christian (2019): Praxishandbuch Veranstaltungsrecht Vertragsfragen, Jugendschutz& Steuern, Landesgesetze, Veranstaltungsstätten & Baurecht, Arbeitsrecht, Public Viewing & Urheberrecht. Wien Lexis Nexis Rechtsinformationssystem des Bundes (RIS)		
Acquisition of skills	<u>Event Law /ILV / LV-Nr: bb.VAR.1 / 1.Semester / ECTS: 4</u> The participants: • are able to classify actions legally and to subsume them under the corresponding legal provisions. • can legally classify business event types and subordinate them to the relevant legal regulations. • are familiar with liability and compensation issues and develop a corresponding sensitivity with regard to the legal effects of their actions. • are able to interpret corporate legal norms and to analyze and interpret them legally on the basis of legal examples.		
Course contents	<u>Event Law /ILV / LV-Nr: bb.VAR.1 / 1.Semester / ECTS: 4</u> 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	<u>Event Law /ILV / LV-Nr: bb.VAR.1 / 1.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Event Law /ILV / LV-Nr: bb.VAR.1 / 1.Semester / ECTS: 4</u> Exam		

Module number:	Fundamentals of Economics	Scope:	
WIR		12	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	1. Semester		
Level	1. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Introduction to Business Administration /ILV / LV-Nr: bb.WIR.1 / 1.Semester / ECTS: 4</u> Vahs, D./ Schäfer-Kunz, J. (2021): Einführung in die Betriebswirtschaftslehre, 8. Aufl. Thommen, J.-P./ Achleitner, A.-K./ et. Al. (2023): Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht, 10. Aufl. Schauer, R. (2024): Betriebswirtschaftslehre, 8. Auflage. Linde Verlag, Wien. Schweitzer, M./ Baumeister, A. (2015): Allgemeine Betriebswirtschaftslehre, 11. Aufl. Hutzschenreuter, T. (2022): Allgemeine Betriebswirtschaftslehre, 7. Aufl. Wöhe, G./ Döring, U./ Brösel, G. (2023): Einführung in die Allgemeine Betriebswirtschaftslehre, 28. Aufl. Weber, W./ Kabst, R./ Baum, M. (2018): Einführung in die Betriebswirtschaftslehre, 10. Aufl. Fachzeitschriften: 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)		
	<u>Introduction to Economics /ILV / LV-Nr: bb.WIR.2 / 1.Semester / ECTS: 4</u> Blanchard, O. (2021): Makroökonomie. 8. Auflage. Pearson. Mankiw, N.G. (2021): Grundzüge der Volkswirtschaftslehre. 8. Auflage. Schäffer-Poeschel. Münter, M.T. (2025), Mikroökonomie, Wettbewerb und strategisches Verhalten. UTB GmbH Natrop, J. (2016). 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. (2016). Grundzüge der Mikroökonomik. 9. Auflage. Walter de Gruyter GmbH & Co KG. Deutschland GmbH. Erweiterte Literatur: Kahneman, D. (2012). Schnelles Denken, langsames Denken. Siedler Verlag. Rifkin, J. (2016). Die Null-Grenzkosten-Gesellschaft: Das Internet der Dinge, kollaboratives Gemeingut und der Rückzug des Kapitalismus. Campus Verlag. Thiel, P., & Masters, B. (2015). Zero to one: Wie Innovation unsere Gesellschaft rettet. Campus Verlag. Fachzeitschriften: 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)		
	<u>Introduction to Accounting /ILV / LV-Nr: bb.WIR.3 / 1.Semester / ECTS: 4</u>		

	Auer, K. (2020): Buchhaltung + Jahresabschluss: erstellen – verstehen - analysieren, Wien, Verlag Auer & Partner Consulting KG Breidenbach, K., & Währisch, M. (2021): Buchhaltung und Jahresabschluss, 5. Aufl. Buchholz, L./ Gerhards, R. (2016): Internes Rechnungswesen, Kosten- und Leistungsrechnung, Betriebsstatistik und Planungsrechnung Coenenberg, A.G./ Haller, A./ Et. Al. (2024): Einführung in das Rechnungswesen: Grundlagen der Buchführung und Bilanzierung, 9. Aufl. Deimel, K./ Erdmann, G./ Isemann, R./ Müller, S. (2019): Kostenrechnung, Das Lehrbuch für Bachelor, Master und Praktiker Exler, M. (2015): Controllingorientiertes Finanz- und Rechnungswesen - Jahresabschluss & Analyse, Finanzwirtschaft, Wertmanagement, Herne, NWB Verlag Geirhofer, S./ Hebrank, C. (2016): Grundlagen Buchhaltung und Bilanzmanagement, 4, Aufl. Grohmann-Steiger, Ch. / Schneider, W. / Dobrovits, I. (2022): Einführung in die Buchhaltung im Selbststudium, 22. Auflage, Band I + Band II, Wien, facultas Verlag Olfert, K. (2017): Finanzierung, 17. Auflage, Herne, NWB Verlag Schauer, R (2024): Betriebswirtschaftslehre, 8. Auflage, Wien, Linde Verlag Schmidt, M., Auer, B., & Schmidt, P. (2012): Buchführung und Bilanzierung: Eine anwendungsorientierte Einführung Wedell, H./ Dilling, A.A. (2018): Grundlagen des Rechnungswesens, 16. Aufl. Fachzeitschriften: 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)
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Acquisition of skills	<u>Introduction to Business Administration /ILV / LV-Nr: bb.WIR.1 / 1.Semester / ECTS: 4</u> The participants: • 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. • are able to apply their knowledge to case studies. • can present solutions professionally. • are able to apply this knowledge to real business issues in the field of sports, culture and event management.
	<u>Introduction to Economics /ILV / LV-Nr: bb.WIR.2 / 1.Semester / ECTS: 4</u> The participants: • identify the key components of a market model and discuss market equilibrium as the interaction of supply and demand. • are able to explain the determinants of consumer demand and describe its response to external factors, such as changes in income. • analyze the strengths and limitations of market models using real-world markets (e.g., housing or labor markets) and extend abstract models by incorporating more realistic assumptions. • are able to understand firms' production decisions and interpret the influence of different market structures on pricing. • examine current economic developments using economic models and evaluate them critically. • describe the main components and institutions of an economy and explain how they function. • are able to define macroeconomic indicators such as Gross Domestic Product (GDP) or the Consumer Price Index (CPI) and contextualize them conceptually. • independently research indicators of economic growth and inflation and present current developments in a structured manner.
	<u>Introduction to Accounting /ILV / LV-Nr: bb.WIR.3 / 1.Semester / ECTS: 4</u> The participants: • 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. • know the tasks and solutions of cost and revenue accounting with its 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). • are able to be familiar with the fundamentals of financing. • are able to carry out simple financial planning and to review financing offers critically. • are able to know alternative forms of financing and can analyze financing possibilities for simple case studies.
Course contents	<u>Introduction to Business Administration /ILV / LV-Nr: bb.WIR.1 / 1.Semester / ECTS: 4</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 to Economics /ILV / LV-Nr: bb.WIR.2 / 1.Semester / ECTS: 4</u>

	Core topics: • Economic thinking and marginal analysis • Efficient allocation of scarce resources • The market model and market equilibrium • Macroeconomic variables (GDP, inflation, and unemployment) and their interrelationships Selected macroeconomics issues: • Elasticity and welfare • Cost functions and optimal corporate production • Price setting and market structures • Short-term macroeconomic fluctuations: The business cycle • Money, the ECB, and inflation
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Course contents	• Long-term economic growth • International relations and trade
	<u>Introduction to Accounting /ILV / LV-Nr: bb.WIR.3 / 1.Semester / ECTS: 4</u> 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	<u>Introduction to Business Administration /ILV / LV-Nr: bb.WIR.1 / 1.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations
	<u>Introduction to Economics /ILV / LV-Nr: bb.WIR.2 / 1.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations
	<u>Introduction to Accounting /ILV / LV-Nr: bb.WIR.3 / 1.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	<u>Introduction to Business Administration /ILV / LV-Nr: bb.WIR.1 / 1.Semester / ECTS: 4</u> Exam
	<u>Introduction to Economics /ILV / LV-Nr: bb.WIR.2 / 1.Semester / ECTS: 4</u> Exam
	<u>Introduction to Accounting /ILV / LV-Nr: bb.WIR.3 / 1.Semester / ECTS: 4</u> Exam

Module number:	Academic Research	Scope:	
WIS		12	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	1. Semester		
	6. Semester		
Level	1. Semester: first cycle, Bachelor / 6. Semester: first cycle, Bachelor		
Previous knowledge	1. Semester: not applicable / 6. Semester: not applicable / 6. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Academic Research /ILV / LV-Nr: bb.WIS.1 / 1.Semester / ECTS: 2</u> Berger-Grabner, D. (2022). Wissenschaftliches Arbeiten in den Wirtschafts- und Sozialwissenschaften: Hilfreiche Tipps und praktische Beispiele (4., überarb. und erw. Aufl.). Springer Gabler Betsch, T. (2022). Science matters - wissenschaftlich statt querdenken. Springer. Burk, V., & Fahrner, M. (2020). Sportwissenschaft: Themenfelder, Theorien und Methoden (3. Auflage). UTB. Ebster, C. & Stalzer, L. (2017). Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. UTB. Esselborn-Krumbiegel, H. (2017). Richtig wissenschaftlich schreiben: Wissenschaftssprache in Regeln und Übungen. 5. Auflage. UTB.		
	<u>Bachelor's Thesis Seminar /SE / LV-Nr: bb.WIS.2 / 6.Semester / ECTS: 4</u> Baur, N. & Blasius, J. (Hrsg.). (2014). Handbuch Methoden der empirischen Sozialforschung. Wiesbaden: Springer VS. Bryman, A. (2012). Social Research Methods, 4th Edition. Oxford: Oxford University Press Braun, V. & Clarke, V. (2022). Thematic Analysis: A Practical Guide. Thousand Oaks: Sage. Kruse, O. (2018). Lesen und Schreiben. Konstanz: UVK (UTB). Kruse, O. (2017). Kritisches Denken und Argumentieren. Konstanz: UVK (UTB).		
	<u>Bachelor's Thesis /SE / LV-Nr: bb.WIS.3 / 6.Semester / ECTS: 6</u> Baur, N. & Blasius, J. (Hrsg.). (2014). Handbuch Methoden der empirischen Sozialforschung. Wiesbaden: Springer VS. Bryman, A. (2012). Social Research Methods, 4th Edition. Oxford: Oxford University Press Braun, V. & Clarke, V. (2022). Thematic Analysis: A Practical Guide. Thousand Oaks: Sage. Kruse, O. (2018). Lesen und Schreiben. Konstanz: UVK (UTB). Kruse, O. (2017). Kritisches Denken und Argumentieren. Konstanz: UVK (UTB).		
Acquisition of skills	<u>Academic Research /ILV / LV-Nr: bb.WIS.1 / 1.Semester / ECTS: 2</u> The participants: • acquire a basic understanding of scientific work. • are familiar with central concepts, theories and empirical findings of scientific theory as well as methods of knowledge generation and presentation. • re able to apply these theoretical principles to scientific questions and reflect critically on them in relation to their future professional practice. • are able to analyze scientific texts, integrate them into their own body of knowledge and use them to develop concepts for action appropriate to the target group. • develop the ability to recognize and work on interdisciplinary issues and to present their solutions in a structured and targeted manner.		
	<u>Bachelor's Thesis Seminar /SE / LV-Nr: bb.WIS.2 / 6.Semester / ECTS: 4</u> The participants: • develop a basic understanding regarding the preparation of an empirical Bachelor's 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. • are able to apply fundamental concepts, theories (and the corresponding empirical findings) and empirical methods from their previous studies to their Bachelor's Thesis and to reflect on their approach. • expand their self-organization skills, strengthen their time management skills, deepen their research skills, and improve their ability to express themselves.		
	<u>Bachelor's Thesis /SE / LV-Nr: bb.WIS.3 / 6.Semester / ECTS: 6</u> The participants: • are able to independently work on a specialized topic in the field of sports, culture, and event management. • can analyze, evaluate, and critically reflect on the selected topic using scientific methods. • apply relevant research techniques independently to achieve well-founded results.		
Course contents	<u>Academic Research /ILV / LV-Nr: bb.WIS.1 / 1.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.
	<u>Bachelor's Thesis Seminar /SE / LV-Nr: bb.WIS.2 / 6.Semester / ECTS: 4</u> Within the framework of the Bachelor's 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's Thesis in regular exchanges with the other students. The students receive recommendations and templates for the

Course contents	preparation of their Bachelor's Thesis and thus the corresponding accompanying academic supervision.
	<u>Bachelor's Thesis /SE / LV-Nr: bb.WIS.3 / 6.Semester / ECTS: 6</u> The Bachelor's Thesis is a scientific, application- and problem-oriented written work that relates to the subject areas and specializations of the bachelor's program. Students independently develop a research question and address it using scientific methods and properly cited sources. Within the framework of the bachelor thesis seminar, students receive guidance and support during the preparation of their thesis. The selection of the topic, the structuring of the work, and the scheduling are carried out independently, particularly through critical engagement with possible research questions and hypotheses. Supervisors provide assistance, support methodological issues, and discuss aspects of scientific methodology, formal presentation, and time management.
Teaching and learning methods	<u>Academic Research /ILV / LV-Nr: bb.WIS.1 / 1.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations
	<u>Bachelor's Thesis Seminar /SE / LV-Nr: bb.WIS.2 / 6.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations
	<u>Bachelor's Thesis /SE / LV-Nr: bb.WIS.3 / 6.Semester / ECTS: 6</u> integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	<u>Academic Research /ILV / LV-Nr: bb.WIS.1 / 1.Semester / ECTS: 2</u> Portfolio exam
	<u>Bachelor's Thesis Seminar /SE / LV-Nr: bb.WIS.2 / 6.Semester / ECTS: 4</u> Participation
	<u>Bachelor's Thesis /SE / LV-Nr: bb.WIS.3 / 6.Semester / ECTS: 6</u> Bachelor's thesis

Module number:	Digital Trends in Sports, Culture & Events	Scope:	
DIG		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Digital Trends in Sports, Culture & Events (E) /ILV / LV-Nr: bb.DIG.1 / 2.Semester / ECTS: 3</u> Desbordes, M. (2019). International Sport Marketing: Issues and Practice. New York, NY: Routledge. 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.		
Acquisition of skills	<u>Digital Trends in Sports, Culture & Events (E) /ILV / LV-Nr: bb.DIG.1 / 2.Semester / ECTS: 3</u> The participants: • develop a basic understanding of the specifics of the digitization of sport and its environment as well as the event industry. • 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. • 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. • are thus able to comprehensively and critically assess developments in the respective fields of practice and initiate change processes accordingly. • analyze complex relationships, know central methods and develop theory-based problem-solving skills. • know the current digital tools for events and know how to use them accordingly. • know how digital events can be implemented in an emotionally moving way.		
Course contents	<u>Digital Trends in Sports, Culture & Events (E) /ILV / LV-Nr: bb.DIG.1 / 2.Semester / ECTS: 3</u> 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	<u>Digital Trends in Sports, Culture & Events (E) /ILV / LV-Nr: bb.DIG.1 / 2.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Digital Trends in Sports, Culture & Events (E) /ILV / LV-Nr: bb.DIG.1 / 2.Semester / ECTS: 3</u> Portfolio exam		

Module number:	Cultural Management I	Scope:	
KUM1		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Introduction to Cultural Management /ILV / LV-Nr: bb.KUM1.1 / 2.Semester / ECTS: 4</u> Crückeberg, J., Heinicke, J., Kalbhenn, J.C., Lohbeck, K., Mohr, H., Landau-Donnelly, F. (2024): Handbuch Kulturpolitik, Wiesbaden : Springer Heinrichs, W. (2012): Kulturmanagement. Eine praxisorientierte Einführung, 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 Pöhlmann, L., Herrmann, C. (Hg.) (2019). Der digitale Kulturbetrieb. Strategien, Handlungsfelder und Best Practices des digitalen Kulturmanagements Teissl, V. (2021): Besonderheiten im Theaterarbeitsrecht (Buchrezension), in: Kulturmanagement Network, online https://www.kulturmanagement.net/Themen/Buchrezension-Besonderheiten-im-Theaterarbeitsrecht,4319		
Acquisition of skills	<u>Introduction to Cultural Management /ILV / LV-Nr: bb.KUM1.1 / 2.Semester / ECTS: 4</u> The participants: • demonstrate knowledge of the structures of the arts and cultural sector and are able to differentiate professional non-profit management from profit-oriented management approaches and apply these distinctions within cultural institutions. • will be able to explain the history of development, framework conditions, orientation towards the common good and their roles in societies and illustrate them using examples. • are able to identify the current challenges and development trends in the cultural sector and understand the influence of cultural offerings on societies. • critically analyze and reflect on ethical challenges within the field of cultural management.		
Course contents	<u>Introduction to Cultural Management /ILV / LV-Nr: bb.KUM1.1 / 2.Semester / ECTS: 4</u> The introduction to cultural management focuses on the cultural sector in its structures, contexts, framework conditions and modes of operation. This includes producing, mediating, exploiting and preserving institutions as well as their goals and purposes according to the three-sector model. The tasks specific to the cultural sector such as copy-right regulations, professions and working conditions are presented as well as the role of interest groups and the influential interrelationship between cultural management and cultural policy. Finally, it introduces the field of digitalization in the cultural sector and ethical references for action such as human rights.		
Teaching and learning methods	<u>Introduction to Cultural Management /ILV / LV-Nr: bb.KUM1.1 / 2.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Introduction to Cultural Management /ILV / LV-Nr: bb.KUM1.1 / 2.Semester / ECTS: 4</u> Portfolio exam		

Module number:	Cultural Studies II	Scope:	
KUW2		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Culture, Media & International Relations /ILV / LV-Nr: bb.KUW.2 / 2.Semester / ECTS: 4</u> Breidenbach, J. / Zukriegel, I. (2000): Tanz der Kulturen: kulturelle Identität in einer globalisierten Welt, rororo Hall, S. (2021): Ideologie, Identität, Repräsentation. Ausgewählte Schriften 4. Argument Verlag Marchart, Oliver (2010): Cultural Studies. UTB Yousefi, Hamid Reza (2014): Grundbegriffe der interkulturellen Kommunikation. UTB Föhl, P. & Wolfram, G. (2021): Transkultur. Eine kurze Einführung. Goethe Institut		
Acquisition of skills	<u>Culture, Media & International Relations /ILV / LV-Nr: bb.KUW.2 / 2.Semester / ECTS: 4</u> The participants: • acquire in-depth knowledge of current cultural studies theories and learn to apply them critically to social practice fields such as sports, culture, and event management. • develop a nuanced understanding of how cultural meanings arise, are negotiated, and transformed in media, social, and institutional contexts. • expand their analytical toolkit by engaging with different theoretical concepts, including those from the Global South, and sharpen their ability to reflect on complex cultural phenomena in a theoretically sound manner. • learn to apply cultural studies concepts to specific case studies, question them critically, and think in interdisciplinary contexts. • understand and reflect on the significance of language and text as well as the role of images, memes, and deep fakes in a cultural studies context.		
Course contents	<u>Culture, Media & International Relations /ILV / LV-Nr: bb.KUW.2 / 2.Semester / ECTS: 4</u> The Cultural Studies II seminar explores key cultural studies issues and theories with a particular focus on their relevance to contemporary social practices. Building on the foundations laid in Cultural Studies I, the seminar examines current theories that understand culture as a multi-perspective and dynamic field of social, media, and economic negotiation processes. The focus is on cultural studies perspectives on practices in sports, culture, and event management. Furthermore, transcultural and global perspectives are taken into account, especially with regard to their media communication. By repeatedly building bridges between theoretical considerations and concrete fields of work, cultural studies concepts are read and examined for their viability in practice.		
Teaching and learning methods	<u>Culture, Media & International Relations /ILV / LV-Nr: bb.KUW.2 / 2.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Culture, Media & International Relations /ILV / LV-Nr: bb.KUW.2 / 2.Semester / ECTS: 4</u> Project		

Module number:	Marketing	Scope:	
MAK		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Marketing /ILV / LV-Nr: bb.MAK.1 / 2.Semester / ECTS: 3</u> Kotler, P., Armstrong, G. (2022): Grundlagen des Marketing, 8. Auflage, Pearson Verlag. Kotler, P., Keller, K. (2023): Marketing-Management, 16. Auflage, Pearson Verlag. Homburg, C. (2020): Grundlagen des Marketingmanagements, 6. Auflage, Springer Gabler Verlag. Meffert, H., Burmann, C. (2024): Marketing. Grundlagen marktorientierter Unternehmensführung, 14. Auflage, Springer Gabler Verlag. Bruhn, M. (2024): Marketing. Grundlagen für Studium und Praxis, 14. Auflage, Springer Gabler Verlag.		
Acquisition of skills	<u>Marketing /ILV / LV-Nr: bb.MAK.1 / 2.Semester / ECTS: 3</u> The participants: • recognize market-oriented corporate management. • identify problem areas and solution approaches in marketing management for consumer goods and services, including in an international context and with particular consideration of their application. • are able to apply selected instruments of the marketing mix. • apply the theoretical knowledge acquired in a case study (in small groups) and present the results professionally.		
Course contents	<u>Marketing /ILV / LV-Nr: bb.MAK.1 / 2.Semester / ECTS: 3</u> 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	<u>Marketing /ILV / LV-Nr: bb.MAK.1 / 2.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Marketing /ILV / LV-Nr: bb.MAK.1 / 2.Semester / ECTS: 3</u> Portfolio exam		

Module number:	Sports Management I	Scope:	
SPM1		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Introduction to Sports Management /ILV / LV-Nr: bb.SPM1.1 / 2.Semester / ECTS: 4</u> Güllich, A., & M. Krüger, M. (2021), Sport in Kultur und Gesellschaft. Springer. Bruhn, M., & Rohlmann, P. (2022). Sportmarketing. Grundlagen–Strategien–Instrumente. Springer. Daumann, F. (2019). Grundlagen der Sportökonomie. UVK. Horch, H. D., Schubert, M., & Walzel, S. (2024). Besonderheiten der Sportbetriebslehre. Wiesbaden: Springer Kennedy, H., Gonzales, J., & Pegoraro, A. (2022). Routledge Handbook of Sport Fans and Fandom. Routledge. Schütte, N. (2021). Grundwissen Sportmanagement. UTB.		
Acquisition of skills	<u>Introduction to Sports Management /ILV / LV-Nr: bb.SPM1.1 / 2.Semester / ECTS: 4</u> The participants: • have in-depth knowledge of the special features of the sports market and its key players and goods. • understand basic sectors, concepts and theories of sports management and are able to explain and critically reflect on these with reference to relevant empirical findings. • are able to relate the various areas and sectors of sports management to each other and to work on overarching issues in the field of sports. • develop key cognitive skills as well as their decision-making and problem-solving abilities.		
Course contents	<u>Introduction to Sports Management /ILV / LV-Nr: bb.SPM1.1 / 2.Semester / ECTS: 4</u> 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	<u>Introduction to Sports Management /ILV / LV-Nr: bb.SPM1.1 / 2.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Introduction to Sports Management /ILV / LV-Nr: bb.SPM1.1 / 2.Semester / ECTS: 4</u> Portfolio exam		

Module number:	Sports Sciences II	Scope:	
SPW2		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Sports & Health /ILV / LV-Nr: bb.SPW2.1 / 2.Semester / ECTS: 4</u> Mooren, F. (2022). Sportmedizin. München. Urban & Fischer. Hohmann, A., Lames, M. Letzelter, M. & Pfeifer, M. (2020). Einführung in die Trainingswissenschaft. 7. Aufl. Wiebelsheim: Limpert. Blasius, H. (2017). Doping im Sport. Stuttgart: Wissenschaftliche Verlagsgesellschaft. Tomasits, J. & Haber, P. (2016). Leistungsphysiologie. Berlin: Springer. Weineck, J. (2019). Optimales Training. 17. Aufl. Balingen: Spitta.		
Acquisition of skills	<u>Sports & Health /ILV / LV-Nr: bb.SPW2.1 / 2.Semester / ECTS: 4</u> The participants: • can analyze and work on problems from the perspective of sub-disciplines of sports sciences, as well as develop solutions from an integrative perspective by networking with other fields of knowledge. • develop a fundamental understanding of selected sub-disciplines of sports sciences. • will be familiar with the physiological structures and processes that are fundamental to the understanding of sporting movement and training and will be aware of the health and sporting consequences of doping and its profound impact on society. • 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. • develop an understanding for the connection of the disciplines among themselves and to other disciplines of sports sciences as well as to cultural and economic disciplines.		
Course contents	<u>Sports & Health /ILV / LV-Nr: bb.SPW2.1 / 2.Semester / ECTS: 4</u> 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 training science processes and physiological structures and their significance for athletic movements and athletic training.		
Teaching and learning methods	<u>Sports & Health /ILV / LV-Nr: bb.SPW2.1 / 2.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Sports & Health /ILV / LV-Nr: bb.SPW2.1 / 2.Semester / ECTS: 4</u> Exam		

Module number:	Storytelling	Scope:	
STO		2	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Storytelling /ILV / LV-Nr: bb.STO.1 / 2.Semester / ECTS: 2</u> Friedmann, J. (2018). Storytelling. Einführung in Theorie und Praxis narrativer Gestaltung, München: UVK. Sammer, P. (2025). Storytelling. Grundlagen, Best Practices und kreative Impulse, Heidelberg: dpunkt (O`Reilly). Schach, A. (Hg.) (2017). Storytelling. Geschichten in Text, Bild und Film, Springer Gabler, Wiesbaden: Springer Gabler.		
Acquisition of skills	<u>Storytelling /ILV / LV-Nr: bb.STO.1 / 2.Semester / ECTS: 2</u> The participants: • learn the theoretical basics of storytelling with a special focus on sports, culture, and events. • acquire the ability to creatively apply narrative strategies and methods to specific projects and develop their own stories tailored to specific target groups. • gain in-depth insights into various technical implementation options for storytelling formats and try them out for themselves in analog and/or digital spaces.		
Course contents	<u>Storytelling /ILV / LV-Nr: bb.STO.1 / 2.Semester / ECTS: 2</u> Storytelling is a strategic narrative method in which targeted messages are communicated in the form of a story. Fact-based content is presented in an emotional way so that the information is stored in the recipient's memory for a long time. Storytelling is playing an increasingly important role in the cultural sector as well as in the sports and events sector. In the cultural sector, the primary focus is on developing formats that present cultural memory content in an exciting way, either in analog or digital space, and make it accessible in an innovative way. In the sports sector, the primary focus is on using inspiring and/or touching stories about athletes, teams, competitions, or fans to evoke emotions, create identification, and build long-term audience loyalty. In the events industry, storytelling is increasingly being used in product presentations and other business events, primarily to create exciting experiences and opportunities for identification. In the course, students develop their own storytelling formats for the cultural and sports sectors and implement them themselves, from theoretical conception to practical realization.		
Teaching and learning methods	<u>Storytelling /ILV / LV-Nr: bb.STO.1 / 2.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Storytelling /ILV / LV-Nr: bb.STO.1 / 2.Semester / ECTS: 2</u> Project		

Module number:	Event Management I	Scope:	
VAM1		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Introduction to Event Management /ILV / LV-Nr: bb.VAM1.1 / 2.Semester / ECTS: 3</u> Bowdin, G. A.J., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2023). Events Management. Butterworth-Heinemann, Oxford. Jäger, D. (2018). Grundwissen Eventmanagement (3., überarbeitete und erweiterte Auflage). UVK Verlag, München.		
Acquisition of skills	<u>Introduction to Event Management /ILV / LV-Nr: bb.VAM1.1 / 2.Semester / ECTS: 3</u> The participants: • possess in-depth knowledge of event organization. • are familiar with the phases of event organization and are able to design event and brand concepts. • are additionally acquainted with integrated event management, management techniques, and the use of check-lists. • are enabled to plan, prepare, implement, and follow up events - especially corporate events and incentives - while taking into account requirements, regulations, and budget constraints. • are able to evaluate events and apply the insights gained to their own projects. • reflect on the development of the concept of "event" in contrast to the concept of "experience" and are able to critically examine the inflationary use of eventization tendencies. • gain awareness of the rapid organizational, technical, spatial, legal, and sociological changes in the conception, planning, and implementation of events.		
Course contents	<u>Introduction to Event Management /ILV / LV-Nr: bb.VAM1.1 / 2.Semester / ECTS: 3</u> 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	<u>Introduction to Event Management /ILV / LV-Nr: bb.VAM1.1 / 2.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Introduction to Event Management /ILV / LV-Nr: bb.VAM1.1 / 2.Semester / ECTS: 3</u> Exam		

Module number:	Research Methods	Scope:	
MET		6	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	2. Semester		
Level	2. Semester: first cycle, Bachelor / 5. Semester: first cycle, Bachelor		
Previous knowledge	2. Semester: not applicable / 5. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Qualitative Research Methods (E) /ILV / LV-Nr: bb.MET.1 / 2.Semester / ECTS: 3</u> Bryman, A. (2012). Social Research Methods. Oxford University Press. Braun, V. & Clarke, V. (2022). Thematic Analysis: A Practical Guide. Thousand Oaks: Sage. Gizzi, M., & Rädiker, S. (2021). The Practice of Qualitative Data Analysis: Research Examples Using MaxQDA. MaxQDA Press		
	<u>Quantitative Research Methods /ILV / LV-Nr: bb.MET.2 / 5.Semester / ECTS: 3</u> Baur, N. & Blasius, J. (Hrsg.). (2014). Handbuch Methoden der empirischen Sozialforschung. Wiesbaden: Springer VS. Brosius, F. (2018). SPSS: Umfassendes Handbuch zu Statistik und Datenanalyse. 8. Auflage. 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. 5. Auflage. Wiesbaden: VS Verlag für Sozialwissenschaften. Schnell, R. Hill, P.B. & Esser, E. (2018). Methoden der empirischen Sozialforschung. 11. Auflage. München: De Gruyter Oldenbourg. Schuster, T., & Liesen, A. (2017). Statistik für Wirtschaftswissenschaftler. Springer Berlin Heidelberg. Eckstein, P. P. (2018). Statistik für Wirtschaftswissenschaftler: Eine realdatenbasierte Einführung in SPSS. 6 Auflage. Springer Gabler		
Acquisition of skills	<u>Qualitative Research Methods (E) /ILV / LV-Nr: bb.MET.1 / 2.Semester / ECTS: 3</u> The participants: • develop a fundamental understanding of qualitative research methods (in particular data collection, analysis and interpretation). • learn to apply these methods in a practical manner and to present and evaluate the results of empirical studies. • are also able to understand technical texts on qualitative research methods in order to absorb and critically reflect on findings from qualitative studies in their future professional activities.		
	<u>Quantitative Research Methods /ILV / LV-Nr: bb.MET.2 / 5.Semester / ECTS: 3</u> The participants: • understand the basic methods of quantitative research - from data collection to analysis and interpretation - and apply them in a practical manner. • independently develop valid survey settings, evaluate the collected data using suitable software tools and interpret the results in a manner appropriate to the target group. • critically reflect on and evaluate various statistical methods, select the appropriate instruments and justify their decisions in a comprehensible manner. • are able to present empirical findings in a structured manner, are able to reflect on their significance and understand how to translate the findings into recommendations for action.		
Course contents	<u>Qualitative Research Methods (E) /ILV / LV-Nr: bb.MET.1 / 2.Semester / ECTS: 3</u> The concepts and methods of qualitative social research are introduced and practiced through interactive activities, in particular conducting interviews and performing thematic analysis. The value of qualitative research, its philosophical underpinnings and alternative data collection methods are also discussed and reflected upon. In the end, students will be able to understand and apply the basic methods of qualitative social research.		
	<u>Quantitative Research Methods /ILV / LV-Nr: bb.MET.2 / 5.Semester / ECTS: 3</u> The course deals with the concepts and methods of univariate and bivariate quantitative social research. The main topics are descriptive and inferential statistical methods, parametric and non-parametric tests, development and evaluation of surveys, design and use of various scale and rating scale formats, software-supported data set analyses as well as targeted segmentation and interpretation of data.		
Teaching and learning methods	<u>Qualitative Research Methods (E) /ILV / LV-Nr: bb.MET.1 / 2.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
	<u>Quantitative Research Methods /ILV / LV-Nr: bb.MET.2 / 5.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		

Evaluation Methods Criteria	<u>Qualitative Research Methods (E) /ILV / LV-Nr: bb.MET.1 / 2.Semester / ECTS: 3</u> Portfolio exam
	<u>Quantitative Research Methods /ILV / LV-Nr: bb.MET.2 / 5.Semester / ECTS: 3</u> Portfolio exam

Module number:	Elective I	Scope:	
ELE1		2	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Elective in SCEM I /ILV / LV-Nr: bb.ELE1.1 / 3.Semester / ECTS: 2</u> 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 (Hrsg.). (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 ins 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 Kruyen, P., André, S., Heijden, B. van der, & Edward Elgar Publishing. (2024). Maintaining a Sustainable Work-Life Balance: An Interdisciplinary Path to a Better Future (First edition). Northampton: Edward Elgar Publishing.		
Acquisition of skills	<u>Elective in SCEM I /ILV / LV-Nr: bb.ELE1.1 / 3.Semester / ECTS: 2</u> The participants: • demonstrate knowledge in sports, cultural, and event development. • are able to apply the acquired knowledge, in particular methods of integrated sports, cultural, and event development. • demonstrate an understanding of success factors through their own theoretical and practical work as well as through case analyses. • are able to evaluate future developments in the sports, cultural, and event industries and to explain the influence of organizational structures and technologies on organizations within these three fields. • are able to identify personal challenges and to develop a self-reflective approach (e.g., in the context of work-life management).		
Course contents	<u>Elective in SCEM I /ILV / LV-Nr: bb.ELE1.1 / 3.Semester / ECTS: 2</u> Students select from specialization modules on current topics in sports, cultural, and event management, for example: • Industry and R&D activities • Human resources/competencies • Digital developments in the sports, cultural, and event sectors • Development of the sports, cultural, and event industries • Emergence of developments/trends, fashions, and booms • Identification of developments/trends • Evaluation of developments • Economic, political, and social impacts • Work-life management • Planning and implementation of future-oriented, interdisciplinary projects		
Teaching and learning methods	<u>Elective in SCEM I /ILV / LV-Nr: bb.ELE1.1 / 3.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Elective in SCEM I /ILV / LV-Nr: bb.ELE1.1 / 3.Semester / ECTS: 2</u> Portfolio exam		

Module number:	Global Sports Business	Scope:	
GSB		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Global Sports Business (E) /ILV / LV-Nr: bb.GSB.1 / 3.Semester / ECTS: 4</u> Desbordes, M., Aymar, P., & Hautbois, C. (2019). The global sport economy. Routledge. Foster, G., O'Reilly, N., & Dávila, A. (2020). Sports business management: Decision making around the globe. Routledge. Nauright, J., & Zipp, S. (2020). Global Markets and Global Impact of Sports. Routledge. Pitts, B. G., & Zhang, J. J. (2020). Global Sport Business - Managing Resources and Opportunities. Routledge. Westerbeek, H., & Karg, A. (2022). International sport business: current issues, future directions. Routledge. Zhang, J. J., Pitts, B. G., & Johnson, L. M. (Eds.). (2021). International Sport Business Management: Issues and New Ideas. Routledge.		
Acquisition of skills	<u>Global Sports Business (E) /ILV / LV-Nr: bb.GSB.1 / 3.Semester / ECTS: 4</u> The participants: • will know the structures, trends and stakeholders of the global sports industry. • will have a foundational understanding of international sports governance, cross-border marketing, international expansion strategies, and the key aspects of managing an international sports business. • will also be able to critically analyze existing challenges faced by sport organizations on an international level.		
Course contents	<u>Global Sports Business (E) /ILV / LV-Nr: bb.GSB.1 / 3.Semester / ECTS: 4</u> The course introduces students to the scope of the global sports industry, including international federations, sport leagues and sports clubs operating in international markets. Students explore international governance frameworks, the role of transnational sport organizations, and other key stakeholders, such as sponsors or media. Topics include different internationalization strategies, sport diplomacy, sport marketing and branding, athlete migration and labor issues, and digitalization strategies across markets. Case studies from different markets illustrate diverse business practices.		
Teaching and learning methods	<u>Global Sports Business (E) /ILV / LV-Nr: bb.GSB.1 / 3.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Global Sports Business (E) /ILV / LV-Nr: bb.GSB.1 / 3.Semester / ECTS: 4</u> Portfolio exam		

Module number:	Cultural Management II	Scope:	
KUM2		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Fundraising in the Cultural Sector /ILV / LV-Nr: bb.KUM2.1 / 3.Semester / ECTS: 4</u> Bartelt, D., Kreßner, T., Sterblich, U., & Theil, A. (2015). Das Crowdfunding-Handbuch. Ideen gemeinsam finanzieren. Orange Press. Birnkraut, G. (2024). Evaluation im Kulturbetrieb. Werteorientierung, Wirkungsmessung, Impact. VS Verlag. Frohne, J., Nowidat-Altmann, B., & Scheytt, O. (2015). Kultursponsoring. Leitfaden für kreative Allianzen. Springer VS. Gerlach-March, R., & Pöhlmann, L. (2019). Kulturfinanzierung. 2., aktualisierte und erweiterte Auflage. VS Verlag. Hausmann, A., & Liegel, A. (Hg.). (2018). Handbuch Förder- und Freundeskreise in der Kultur. Rahmenbedingungen, Akteure und Management. Transcript. Heinze, T. (2009). Kultursponsoring, Museumsmarketing, Kulturtourismus. Ein Leitfaden für Kulturmanager. 4. Auflage. VS Verlag. Höhne, S., Teissl, V., & Tröndle, M. (2015). Zeitschrift für Kulturmanagement: Kunst, Politik, Wirtschaft und Gesellschaft. Transcript. Hoppe, B.M., & Heinze, T. (2016). Einführung in das Kulturmanagement. Themen – Kooperationen – Gesellschaftliche Bezüge. VS Verlag. Jansen, Isabel (2020). Crowdfunding ist Networking. In C. Holst (Hg.), Kultur in Interaktion. Co-Creation im Kultursektor (S. 159-168). Springer Gabler.		
Acquisition of skills	<u>Fundraising in the Cultural Sector /ILV / LV-Nr: bb.KUM2.1 / 3.Semester / ECTS: 4</u> The participants: • gain in-depth insight into the interrelationships and strategies of cultural financing, particularly in the areas of public funding, sponsorship, and crowdfunding. • are able to distinguish between the various financing models in terms of their principles, classify them in sector- and field-specific contexts, and present them in their respective overall context. • have the ability to explain the operational requirements for applications and requests in a differentiated manner and apply them in practice. • are also familiar with the basics of evaluation tools such as impact measurement methods and are able to discuss and argue their potential and limitations with regard to the evaluation of funding.		
Course contents	<u>Fundraising in the Cultural Sector /ILV / LV-Nr: bb.KUM2.1 / 3.Semester / ECTS: 4</u> Fundraising in the cultural sector is a key task, as it's what makes cultural offerings and activities possible in the first place. In view of significant budget cuts in public funding, resource scarcity, a growing density of offerings in both the analogue and digital spheres, and changing audiences with the accompanying need to design new program formats, knowledge of different models and strategies is one of the core competencies of cultural managers. In order to do justice to the complex subject area of fundraising in the cultural sector, it is examined on two levels in the seminar: At the operational level, the focus is on knowledge transfer and the acquisition of practical skills with regard to fundraising and its handling in its various forms and regulations. In particular, funding structures and procedural standards of the public sector as well as the specifics of cultural sponsorship, crowdfunding, and other alternative forms of financing are considered as central pillars of cultural financing and are examined with regard to all their opportunities and limitations. On the conceptual and ideological meta-level, insights gained from broader contexts are decisive and are incorporated into the seminar discussion in order to develop critical thinking and confident decision-making skills. The link between public funding and the system of cultural policy or cultural sponsorship and the economic system requires both an examination of the functioning and interests of these two systems, as well as the communication of an understanding of the importance of dialogical structures for social action in the cultural sector.		
Teaching and learning methods	<u>Fundraising in the Cultural Sector /ILV / LV-Nr: bb.KUM2.1 / 3.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Fundraising in the Cultural Sector /ILV / LV-Nr: bb.KUM2.1 / 3.Semester / ECTS: 4</u> Portfolio exam		

Module number:	Media Communication	Scope:	
MED		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Media Communication /ILV / LV-Nr: bb.MED.1 / 3.Semester / ECTS: 3</u> Baecker, D. (2008): Kommunikation. 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. Kokoschka, V. (2025) Nachhaltigkeit in der Medienkommunikation: Ethische Anforderungen und Praktische Lösungsansätze. Baden-Baden: Nomos Verlagsgesellschaft		
Acquisition of skills	<u>Media Communication /ILV / LV-Nr: bb.MED.1 / 3.Semester / ECTS: 3</u> The participants: • are familiarized with the essential practices and techniques of integrated corporate communication. • are able to independently plan and design the control and improvement of measures in the field of dialog and digital PR & corporate communication. • can express themselves critically and self-critically.		
Course contents	<u>Media Communication /ILV / LV-Nr: bb.MED.1 / 3.Semester / ECTS: 3</u> 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	<u>Media Communication /ILV / LV-Nr: bb.MED.1 / 3.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Media Communication /ILV / LV-Nr: bb.MED.1 / 3.Semester / ECTS: 3</u> Exam		

Module number:	Sports Management II	Scope:	
SPM2		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Sports Marketing /ILV / LV-Nr: bb.SPM2.1 / 3.Semester / ECTS: 4</u> Bruhn, M., & Rohlmann, P. (2022). Sportmarketing: Grundlagen–Strategien–Instrumente. Springer Desbordes, M. & A. Richelieu (2019). International Sport Marketing: Issues and Practice. Routledge. Kennedy, H., Gonzales, J., & Pegoraro, A. (2022). Digital Sport Fandom. Routledge handbook of sport fans and fandom. Routledge. Horch, H. D., Schubert, M., & Walzel, S. (2024). Besonderheiten der Sportbetriebslehre. Wiesbaden: Springer Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2022). Grundlagen des Marketing. Pearson. Urich, S. (2019). TeamSport Management: eine umfassende und interdisziplinäre Betrachtung. Springer. ork: Routledge. Grimmer, C. G. (Ed.). (2016). Der Einsatz Sozialer Medien im Sport: Gestaltung, Vermarktung, Monetarisierung. Springer-Verlag. Nufer, G. & Bühler, A. (Hrsg.). (2013). Marketing im Sport. Grundlagen und Trends des modernen Sportmarketing. 3. Auflage. 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		
Acquisition of skills	<u>Sports Marketing /ILV / LV-Nr: bb.SPM2.1 / 3.Semester / ECTS: 4</u> The participants: • have basic specialist knowledge of the specifics of marketing for different types of sports providers. • are familiar with central concepts, theories and empirical findings of sports marketing, sports sponsorship and communication in sport and can reflect on these critically. • will be able to recognize the connections between marketing in sport and marketing through sport and apply them to tasks. • develop solutions for practical issues and are able to present them. • deepen their ability to think critically and express themselves accordingly. • also deepen their teamwork skills through group work.		
Course contents	<u>Sports Marketing /ILV / LV-Nr: bb.SPM2.1 / 3.Semester / ECTS: 4</u> 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 opportunities, limits and activation in sports sponsorship, social media marketing and communication as well as the new digital developments in sports marketing are also covered.		
Teaching and learning methods	<u>Sports Marketing /ILV / LV-Nr: bb.SPM2.1 / 3.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Sports Marketing /ILV / LV-Nr: bb.SPM2.1 / 3.Semester / ECTS: 4</u> Portfolio exam		

Module number:	Study Trip	Scope:	
STR		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Study Trip (E) /ILV / LV-Nr: bb.STR.1 / 3.Semester / ECTS: 3</u> Browaeyns, M Marie-Joëlle & Price, Roger (2019). Chapter 2: Dimensions of Culture: Hofstede and GLOBE. In Understanding Cross Cultural Management (4th ed). Harlow, United Kingdom: Pearson. Morrison, T., & Conaway, W. A. (2006). Kiss, bow, or shake hands: the bestselling guide to doing business in more than 60 countries (2nd Edition). Avon, Mass.: Adams Media. Richards, G., Palmer, R. (2010): Eventful cities: cultural management and urban revitalisation. Butterworth-Heinemann. Amsterdam.		
Acquisition of skills	<u>Study Trip (E) /ILV / LV-Nr: bb.STR.1 / 3.Semester / ECTS: 3</u> The participants: • acquire intercultural experiences in a condensed form during a study trip. • acquire the ability to express themselves critically. • 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	<u>Study Trip (E) /ILV / LV-Nr: bb.STR.1 / 3.Semester / ECTS: 3</u> 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	<u>Study Trip (E) /ILV / LV-Nr: bb.STR.1 / 3.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Study Trip (E) /ILV / LV-Nr: bb.STR.1 / 3.Semester / ECTS: 3</u> Participation		

Module number:	Event Management II	Scope:	
VAM2		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	3. Semester		
Level	3. Semester: first cycle, Bachelor		
Previous knowledge	3. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Strategic Event Management /ILV / LV-Nr: bb.VAM2.1 / 3.Semester / ECTS: 4</u> 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. Bowdin, G. A.J., Allen, J., O 'Toole, W., Harris, R., & McDonnell, I. (2023). Events Management. Butterworth-Heinemann, Oxford. Ziakas, V. (2021). Crisis Management and recovery for events: impacts and strategies. Oxford: Goodfellwo Publisher Limited		
Acquisition of skills	<u>Strategic Event Management /ILV / LV-Nr: bb.VAM2.1 / 3.Semester / ECTS: 4</u> The participants: • 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. • 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. • are able to plan, prepare, implement and follow up events, in compliance with the specifications, conditions and budget. • are familiar with the different areas of knowledge and tools related to event management and marketing. • they are able to assess events and apply the findings in their own projects. • have a critical approach to relevant concepts and tools and the ability to analyze, synthesize and apply information.		
Course contents	<u>Strategic Event Management /ILV / LV-Nr: bb.VAM2.1 / 3.Semester / ECTS: 4</u> 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	<u>Strategic Event Management /ILV / LV-Nr: bb.VAM2.1 / 3.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Strategic Event Management /ILV / LV-Nr: bb.VAM2.1 / 3.Semester / ECTS: 4</u> Exam		

Module number: FRS	Foreign Language	Scope:	
		12	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	3. Semester		
	4. Semester		
Level	3. Semester: B2-C1+ (CEFR - Common European Framework of Reference for Languages) / 4. Semester: B2-C1+ (CEFR - Common European Framework of Reference for Languages)		
Previous knowledge	3. Semester: Business English for Academic and Professional Purposes at levels B2+/C1 with target level C1: prior knowledge at B2 level or completion of an English bridging/preparatory course required. / 4. Semester: Business English for Academic and Professional Purposes at levels B2+/C1 with target level C1: prior knowledge at B2 level or completion of an English bridging/preparatory course required.		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Business English I /ILV / LV-Nr: bb.FRS.1 / 3.Semester / ECTS: 6</u> Textbook – to be arranged; authentic materials, such as articles from English-language magazines (including professional journals), newspapers, and online media source		
	<u>Business English II /ILV / LV-Nr: bb.FRS.2 / 4.Semester / ECTS: 6</u> Textbook – to be arranged; authentic materials, such as articles from English-language magazines (including professional journals), newspapers, and online media source		
Acquisition of skills	<u>Business English I /ILV / LV-Nr: bb.FRS.1 / 3.Semester / ECTS: 6</u> The participants: • (B2 – Upper Intermediate) Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in their field of specialization. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options. • (C1 – Advanced) Can understand a wide range of demanding, longer texts, and recognize implicit meaning. • (C1 – Advanced) Can express themselves fluently and spontaneously without much obvious searching for expressions and can use the language flexibly and effectively for social, academic, and professional purposes. • (C1 – Advanced) Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors, and cohesive devices. • (C2 – Near-native proficiency) Can understand with ease virtually everything heard or read. • (C2 – Near-native proficiency) Can summarize information from different spoken and written sources, reconstructing arguments and accounts in a coherent presentation. • (C2 – Near-native proficiency) Can express themselves spontaneously, very fluently, and precisely, differentiating finer shades of meaning even in more complex situations.		
	<u>Business English II /ILV / LV-Nr: bb.FRS.2 / 4.Semester / ECTS: 6</u> The participants: • (B2 – Upper Intermediate) Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in their field of specialization. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options. • (C1 – Advanced) Can understand a wide range of demanding, longer texts, and recognize implicit meaning. • (C1 – Advanced) Can express themselves fluently and spontaneously without much obvious searching for expressions and can use the language flexibly and effectively for social, academic, and professional purposes. • (C1 – Advanced) Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors, and cohesive devices. • (C2 – Near-native proficiency) Can understand with ease virtually everything heard or read. • (C2 – Near-native proficiency) Can summarize information from different spoken and written sources, reconstructing arguments and accounts in a coherent presentation. • (C2 – Near-native proficiency) Can express themselves spontaneously, very fluently, and precisely, differentiating finer shades of meaning even in more complex situations.		
Course contents	<u>Business English I /ILV / LV-Nr: bb.FRS.1 / 3.Semester / ECTS: 6</u>		

	B2 – Independent Language Use Express themselves on the main ideas of complex texts on both concrete and abstract topics in academic and business contexts and participate in technical discussions in their own field of specialization. Communicate with such a degree of fluency and spontaneity that normal conversation with native speakers is quite possible without strain for either party. Express themselves clearly and in detail on a wide range of subjects, explain a viewpoint on a topical issue, and outline the advantages and disadvantages of various options. C1 – Advanced Language Proficiency Understand a wide range of demanding, longer texts and recognize implicit meanings. Use the language effectively and flexibly in academic and business contexts and express themselves fluently and spontaneously without much obvious searching for words. Produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors, and cohesive devices. C2 – Near-Native Proficiency Communicate effortlessly in all language situations. Summarize information from various written and spoken sources and reconstruct arguments and accounts in a coherent presentation. Express themselves spontaneously, very fluently, and precisely, differentiating finer shades of meaning even in more complex situations.
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Course contents	<u>Business English II /ILV / LV-Nr: bb.FRS.2 / 4.Semester / ECTS: 6</u> B2 – Independent Language Use Express themselves on the main ideas of complex texts on both concrete and abstract topics in academic and business contexts and participate in technical discussions in their own field of specialization. Communicate with such a degree of fluency and spontaneity that normal conversation with native speakers is quite possible without strain for either party. Express themselves clearly and in detail on a wide range of subjects, explain a viewpoint on a topical issue, and outline the advantages and disadvantages of various options. C1 – Advanced Language Proficiency Understand a wide range of demanding, longer texts and recognize implicit meanings. Use the language effectively and flexibly in academic and business contexts and express themselves fluently and spontaneously without much obvious searching for words. Produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors, and cohesive devices. C2 – Near-Native Proficiency Communicate effortlessly in all language situations. Summarize information from various written and spoken sources and reconstruct arguments and accounts in a coherent presentation. Express themselves spontaneously, very fluently, and precisely, differentiating finer shades of meaning even in more complex situations.
Teaching and learning methods	<u>Business English I /ILV / LV-Nr: bb.FRS.1 / 3.Semester / ECTS: 6</u> integrative course designed according to a communicative, action-oriented approach
	<u>Business English II /ILV / LV-Nr: bb.FRS.2 / 4.Semester / ECTS: 6</u> integrative course designed according to a communicative, action-oriented approach
Evaluation Methods Criteria	<u>Business English I /ILV / LV-Nr: bb.FRS.1 / 3.Semester / ECTS: 6</u> Portfolio exam
	<u>Business English II /ILV / LV-Nr: bb.FRS.2 / 4.Semester / ECTS: 6</u> Portfolio exam

Module number:	Applied Marketing Planning	Scope:	
AMP		2	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Applied Marketing Planning /UE / LV-Nr: bb.AMP.1 / 4.Semester / ECTS: 2</u> Kotler, P., Armstrong, G. (2022): Grundlagen des Marketing, 86. Auflage, Pearson Verlag. Kotler, P., Keller, K. (2023): Marketing-Management, 16. Auflage, Pearson Verlag. Homburg, C. (2020): Grundlagen des Marketingmanagements, 6. Auflage, Springer Gabler Verlag. Meffert, H., Burmann, C. (2024): Marketing. Grundlagen marktorientierter Unternehmensführung, 43. Auflage, Springer Gabler Verlag. Bruhn, M. (2024): Marketing. Grundlagen für Studium und Praxis, 16. Auflage, Springer Gabler Verlag.		
Acquisition of skills	<u>Applied Marketing Planning /UE / LV-Nr: bb.AMP.1 / 4.Semester / ECTS: 2</u> The participants: • are familiar with various marketing concepts and are able to apply relevant academic instruments (e.g., market segmentation, positioning, targeting, marketing mix) in real-world situations. • are able to analyze their own decisions, underlying assumptions, and their implications, and to translate them into goal-oriented actions (i.e., concrete proposals for marketing practice-related problems). • can differentiate, evaluate and implement the necessary concepts. • are able to independently create target group-oriented marketing plans. • are able to critically analyze case studies from marketing practice in a team and develop a joint solution. • are also able to present complex issues clearly and comprehensibly to the audience and inspire them with their suggestions.		
Course contents	<u>Applied Marketing Planning /UE / LV-Nr: bb.AMP.1 / 4.Semester / ECTS: 2</u> 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	<u>Applied Marketing Planning /UE / LV-Nr: bb.AMP.1 / 4.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Applied Marketing Planning /UE / LV-Nr: bb.AMP.1 / 4.Semester / ECTS: 2</u> Portfolio exam		

Module number:	Event Sciences	Scope:	
EVS		5	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Event Sciences (E) /SE / LV-Nr: bb.EVS.1 / 4.Semester / ECTS: 5</u> 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. Merkel, U. (2014): Power, Politics and International Events. Routledge		
Acquisition of skills	<u>Event Sciences (E) /SE / LV-Nr: bb.EVS.1 / 4.Semester / ECTS: 5</u> The participants: • acquire an overview of various social science theories and concepts that are closely related to event management. • have 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. • recognize the critical handling of theories and concepts and the ability to analyze and synthesize information. • recognize connections between theory and practice. • master written and verbal communication in the English language.		
Course contents	<u>Event Sciences (E) /SE / LV-Nr: bb.EVS.1 / 4.Semester / ECTS: 5</u> The following social science topics are addressed in this course and treated in the context of events: • Traditions, rituals and rites • Experience and performance • Motivation • Community and society		
Teaching and learning methods	<u>Event Sciences (E) /SE / LV-Nr: bb.EVS.1 / 4.Semester / ECTS: 5</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Event Sciences (E) /SE / LV-Nr: bb.EVS.1 / 4.Semester / ECTS: 5</u> Portfolio exam		

Module number:	Cultural Management III	Scope:	
KUM3		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Cultural Mediation & Value Creation /ILV / LV-Nr: bb.KUM3.1 / 4.Semester / ECTS: 4</u> Benington, J., & Moore, M. (Hg.) (2011). Public Value. Theory and Practice. Palgrave Macmillan. Bryson, J.M., Crosby, B.C., & Bloomberg, L. (Hg.) (2019). Creating Public Value in Practice. Advancing the Common Good in a Multi-Sector, Shared-Power, No-One-Wholly-in-Charge-World. Routledge. Holst, C. (Hg.) (2020). Kultur in Interaktion. Co-Creation im Kultursektor. Springer Gabler. Holst, C. (2021). Digitale Kulturkommunikation. Grundlagen, Strategien und praktische Umsetzung. Springer Gabler. Kulturstiftung des Bundes (Hg.) (2022). Diversitätskompass. Wie können Kulturinstitutionen diverser werden? Erfahrungen aus dem 360° Programm. Gallery Print. Mandel, B. (2016). Teilhabeorientierte Kulturvermittlung, Diskurse und Konzepte für eine Neuausrichtung des öffentlich geförderten Kulturlebens. Bielefeld: Transcript. Lang, S. (2015): Partizipatives Kulturmanagement Interdisziplinäre Verhandlungen zwischen Kunst, Kultur und Öffentlichkeit. Transcript. Lauer, T. (2019). Change Management. Grundlagen und Erfolgsfaktoren. 3. Auflage. Springer Gabler. Pöllmann, L., & Herrmann, C. (Hg.) (2019). Der digitale Kulturbetrieb. Strategien, Handlungsfelder und Best Practices des digitalen Kulturmanagements. Springer Gabler. Renz, T. (2016). Nicht-Besucherforschung: Die Förderung kultureller Teilhabe durch Audience Development. Bielefeld: transcript. Sternfeld, N. (2018). Das radikaldemokratische Museum. De Gruyter. Sunderbrink, S. (2023). Crashkurs Community Management. Erfolgreich Communitys aufbauen und pflegen. Haufe. Tokarski, K.O., Endrissat, N., & Kissling-Näf, I. (Hg.) (2024). Transformationen gestalten. Beiträge aus Forschung und Praxis des privaten und öffentlichen Sektors. Springer Gabler.		
Acquisition of skills	<u>Cultural Mediation & Value Creation /ILV / LV-Nr: bb.KUM3.1 / 4.Semester / ECTS: 4</u> The participants: • learn about key approaches and strategies in contemporary cultural mediation (diversity-sensitive, anti-discriminatory, and inclusion-oriented) in both analog and digital spaces and gain in-depth insight into cultural value chains in the resonance space of social publics and democratic theoretical maxims. • engage with and develop an in-depth understanding of a concept of cultural mediation that responds to the future-oriented transformation of the cultural sector and is grounded in a democratic and dialogue-based mediation approach. • gain firstly insight into the current theoretical discourse and contemporary trends in (non-)visitor research and develop a deeper understanding of the background to this paradigm shift in cultural work. • will learn secondly about a range of analog and digital examples of good practice, which they can use to directly understand and describe the practical implementation and evaluation of a variety of mediation methods and strategies. • acquire thirdly the ability to describe the practical examples developed in relation to the theoretical discussions and to discuss and analyze them in the context of current socio-political and technological developments. • become familiar with the concept of cultural value creation and engage in a differentiated examination of value creation in and through cultural education and cultural mediation, not least against the backdrop of social sustainability debates in the context of the SDGs.		
Course contents	<u>Cultural Mediation & Value Creation /ILV / LV-Nr: bb.KUM3.1 / 4.Semester / ECTS: 4</u> The cultural sector is currently undergoing a comprehensive transformation process due to profound socio-demographic, technological, and societal changes. One of the central tasks of cultural institutions is to create analog and digital cultural participation opportunities for all members of society. This is partly because traditional audiences have been declining for some time and European societies are becoming more diverse and multifaceted, which cultural institutions must also reflect if they want to reach these underrepresented audiences and contribute to social cohesion. On the other hand, digital offerings from the media industry represent a key competition to local cultural offerings and raise the question of what role highbrow cultural sectors such as publicly funded theaters, concert halls, and museums play in the experience society. At the same time, however, digitization also expands the reception space and reach of cultural offerings and significantly changes user behavior and cultural experience, as the Covid19 pandemic has shown. Who participates in culture and how, what new formats are emerging, and which cultural concepts are empirically relevant are thus becoming crucial research questions for contemporary cultural management. The course therefore deals intensively with these developments and examines a variety of approaches to contemporary cultural mediation work and value creation, ranging from community management and the promotion of democracy to participation and co-creation to gamification and edutainment.		
Teaching and learning methods	<u>Cultural Mediation & Value Creation /ILV / LV-Nr: bb.KUM3.1 / 4.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Cultural Mediation & Value Creation /ILV / LV-Nr: bb.KUM3.1 / 4.Semester / ECTS: 4</u> Portfolio exam		

Module number:	Business Project I	Scope:	
PRA1		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Business Project I /PT / LV-Nr: bb.PRA1.1 / 4.Semester / ECTS: 4</u> Bowdin, G.A.J., Allen, J., Harris, R., Jago, L., O'Toole, W., & McDonnell, I. (2023). Events Management (4th ed.). Routledge. Cornwell, T. B. (2014). Sponsorship in marketing : effective communication through sports, arts, and events. Routledge, New York. Fabisch, N. (2013) Fundraising: Spenden, Sponsoring und mehr. Orig.-Ausg., 3., vollst. überarb. und erw. Aufl., Dt. Taschenbuch-Verl., München. Smith, A. (2015). Events in the City: Using public spaces as event venues (1st ed.). Routledge. Timinger, H. (2025). Modern project management. Wiley-VCH.		
Acquisition of skills	<u>Business Project I /PT / LV-Nr: bb.PRA1.1 / 4.Semester / ECTS: 4</u> The participants: • are able to apply in-depth knowledge of applied project management in the fields of sport, culture, and events in a targeted manner in order to successfully manage projects. • apply key knowledge in the areas of event conception, planning, implementation, and financing in order to develop and deliver professional event formats. • systematically evaluate the achievement of event objectives, identify potential for improvement, and thereby ensure the quality of future projects. • are able to transfer well-founded problem-solving approaches and strategies to economic issues in order to address complex challenges in a practical and solution-oriented manner. • recognize the importance of project communication, self-organization, time management, organizational skills, as well as stress management and resilience, and apply these competencies purposefully in order to act successfully in dynamic and demanding project environments (work-life management).		
Course contents	<u>Business Project I /PT / LV-Nr: bb.PRA1.1 / 4.Semester / ECTS: 4</u> To optimally prepare students for challenges in professional life, practice-oriented tasks are worked on in groups, preferably based on assignments from partners in business or public institutions, or through field experience gained under the supervision of the course instructor. Students contribute their previously acquired knowledge and apply it to projects. In addition to deepening and enhancing their subject-specific expertise, complementary competencies such as social skills, teamwork, problem-solving and decision-making competence, risk management, and budgeting competence are also fostered. Based on a client briefing, students work independently on the assigned projects, receiving guidance from the course instructor only when necessary. Planning, coordination, budgeting, monitoring, evaluation, and final reporting are carried out by the students. The role of the course instructor is focused on project coaching.		
Teaching and learning methods	<u>Business Project I /PT / LV-Nr: bb.PRA1.1 / 4.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Business Project I /PT / LV-Nr: bb.PRA1.1 / 4.Semester / ECTS: 4</u> Project		

Module number:	Project Management	Scope:	
PRO		5	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Project Management (E) /PT / LV-Nr: bb.PRO.1 / 4.Semester / ECTS: 5</u> Project Management Institute. (2021). A guide to the project management body of knowledge (PMBOK® guide) (7th ed.). Project Management Institute. Timinger, H. (2025). Modern project management. Wiley-VCH.		
Acquisition of skills	<u>Project Management (E) /PT / LV-Nr: bb.PRO.1 / 4.Semester / ECTS: 5</u> The participants: • know the fundamentals of project planning and development and can apply them in their practical projects. • know Project organization and planning (organizational project structure, operative project structure). • know Project assignment, situation analysis, setting up of project teams. • know Tasks and responsibilities of a project manager. • know Methods of project management. • know Cost planning. • know Project implementation and controlling. • know Project completion processes. • can use standardized project management software to plan projects. • can apply the entire planning, execution and decommissioning process in one project.		
Course contents	<u>Project Management (E) /PT / LV-Nr: bb.PRO.1 / 4.Semester / ECTS: 5</u> 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	<u>Project Management (E) /PT / LV-Nr: bb.PRO.1 / 4.Semester / ECTS: 5</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Project Management (E) /PT / LV-Nr: bb.PRO.1 / 4.Semester / ECTS: 5</u> Portfolio exam		

Module number:	Risk Management	Scope:	
RIM		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	4. Semester		
Level	4. Semester: first cycle, Bachelor		
Previous knowledge	4. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Risk Management /SE / LV-Nr: bb.RIM.1 / 4.Semester / ECTS: 4</u> Bardy, M. (2019). Crowd Management. In Veranstaltungssicherheit - Von der Praxis für die Praxis: Band 4: Kommunikation - Rettungstechnik und Sanitätsdienst - Crowdmanagement und Terrorismusvorbeugung (S. 25-61). Wien: Service-GmbH der Wirtschaftskammer Österreich. Event Safety Alliance. (2014). The Event Safety Guide. New York: Skyhorse Publishing. Festag, S. (2014). Umgang mit Risiken. Qualifizierung und Quantifizierung. Wien: Beuth Verlag. Helbing, D., & Mukerji, P. (25. 06 2012). Crowd disasters as systemic failures: analysis of the Love Parade disaster. Abrufbar von https://epjdatascience.springeropen.com/articles/10.1140/epjds7 Sports Grounds Safety Authority (2018). Guide to Safety at Sports Grounds		
Acquisition of skills	<u>Risk Management /SE / LV-Nr: bb.RIM.1 / 4.Semester / ECTS: 4</u> The participants: • know the methodological basis for the creation of a safety concept. • know the main sources of danger that influence visitor safety at events. • are able to explain how risk management influences visitor safety. • know the behavior of people in emergencies. • can analyze event-related sources of danger. • can apply risk management to events. • can perform risk assessments. • can develop preventive and reactive security measures.		
Course contents	<u>Risk Management /SE / LV-Nr: bb.RIM.1 / 4.Semester / ECTS: 4</u> • 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	<u>Risk Management /SE / LV-Nr: bb.RIM.1 / 4.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Risk Management /SE / LV-Nr: bb.RIM.1 / 4.Semester / ECTS: 4</u> Portfolio exam		

Module number:	Elective II	Scope:	
ELE2		2	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	5. Semester		
Level	5. Semester: first cycle, Bachelor		
Previous knowledge	5. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Elective in SCEM II /ILV / LV-Nr: bb.ELE2.1 / 5.Semester / ECTS: 2</u> 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 (Hrsg.). (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 ins 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 Kruyen, P., André, S., Heijden, B. van der, & Edward Elgar Publishing. (2024). Maintaining a Sustainable Work-Life Balance : An Interdisciplinary Path to a Better Future (First edition..). Northampton: Edward Elgar Publishing.		
Acquisition of skills	<u>Elective in SCEM II /ILV / LV-Nr: bb.ELE2.1 / 5.Semester / ECTS: 2</u> The participants: • demonstrate knowledge in sports, cultural, and event development. • are able to apply the acquired knowledge, in particular methods of integrated sports, cultural, and event development. • demonstrate an understanding of success factors through their own theoretical and practical work as well as through case analyses. • are able to evaluate future developments in the sports, cultural, and event industries and to explain the influence of organizational structures and technologies on organizations within these three fields. • are able to identify personal challenges and to develop a self-reflective approach (e.g., in the context of work-life management).		
Course contents	<u>Elective in SCEM II /ILV / LV-Nr: bb.ELE2.1 / 5.Semester / ECTS: 2</u> Students select from specialization modules on current topics in sports, cultural, and event management, for example: • Industry and R&D activities • Human resources/competencies • Digital developments in the sports, cultural, and event sectors • Development of the sports, cultural, and event industries • Emergence of developments/trends, fashions, and booms • Identification of developments/trends • Evaluation of developments • Economic, political, and social impacts • Work-life management • Planning and implementation of future-oriented, interdisciplinary projects		
Teaching and learning methods	<u>Elective in SCEM II /ILV / LV-Nr: bb.ELE2.1 / 5.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Elective in SCEM II /ILV / LV-Nr: bb.ELE2.1 / 5.Semester / ECTS: 2</u> Portfolio exam		

Module number:	Event Staging	Scope:	
EVI		2	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	5. Semester		
Level	5. Semester: first cycle, Bachelor		
Previous knowledge	5. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Event Staging /ILV / LV-Nr: bb.EVI.1 / 5.Semester / ECTS: 2</u> 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. Altenbeck, D. & Luppold, S. (2023), Inszenierung und Dramaturgie für gelungene Events. Wiesbaden. Springer Gabler Miller, C. (2014). Digital Storytelling: A creator's guide to interactive entertainment. 3rd ed. London: Taylor & Francis Ltd.		
Acquisition of skills	<u>Event Staging /ILV / LV-Nr: bb.EVI.1 / 5.Semester / ECTS: 2</u> The participants: • 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. • also acquire an overview of classic and new forms of event staging (Events 2.0) and the associated creativity techniques and staging possibilities. • understand ideas and complex relationships between marketing and staging.		
Course contents	<u>Event Staging /ILV / LV-Nr: bb.EVI.1 / 5.Semester / ECTS: 2</u> Marketing: Role of events in marketing, 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	<u>Event Staging /ILV / LV-Nr: bb.EVI.1 / 5.Semester / ECTS: 2</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Event Staging /ILV / LV-Nr: bb.EVI.1 / 5.Semester / ECTS: 2</u> Portfolio exam		

Module number:	Business Project II	Scope:	
PRA2		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	5. Semester		
Level	5. Semester: first cycle, Bachelor		
Previous knowledge	5. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Business Project II /PT / LV-Nr: bb.PRA2.1 / 5.Semester / ECTS: 4</u> Bowdin, G.A.J., Allen, J., Harris, R., Jago, L., O'Toole, W., & McDonnell, I. (2023). Events Management (4th ed.). Routledge. Cornwell, T. B. (2014). Sponsorship in marketing : effective communication through sports, arts, and events. Routledge, New York. Fabisch, N. (2013) Fundraising: Spenden, Sponsoring und mehr. Orig.-Ausg., 3., vollst. überarb. und erw. Aufl., Dt. Taschenbuch-Verl., München. Smith, A. (2015). Events in the City: Using public spaces as event venues (1st ed.). Routledge. Timinger, H. (2025). Modern project management. Wiley-VCH.		
Acquisition of skills	<u>Business Project II /PT / LV-Nr: bb.PRA2.1 / 5.Semester / ECTS: 4</u> The participants: • are able to apply in-depth knowledge of applied project management in the fields of sport, culture, and events in a targeted manner in order to successfully manage projects. • apply key knowledge in the areas of event conception, planning, implementation, and financing in order to develop and deliver professional event formats. • systematically evaluate the achievement of event objectives, identify potential for improvement, and thereby ensure the quality of future projects. • are able to transfer well-founded problem-solving approaches and strategies to economic issues in order to address complex challenges in a practical and solution-oriented manner. • recognize the importance of project communication, self-organization, time management, organizational skills, as well as stress management and resilience, and apply these competencies purposefully in order to act successfully in dynamic and demanding project environments (work-life management).		
Course contents	<u>Business Project II /PT / LV-Nr: bb.PRA2.1 / 5.Semester / ECTS: 4</u> To optimally prepare students for challenges in professional life, practice-oriented tasks are worked on in groups, preferably based on assignments from partners in business or public institutions, or through field experience gained under the supervision of the course instructor. Students contribute their previously acquired knowledge and apply it to projects. In addition to deepening and enhancing their subject-specific expertise, complementary competencies such as social skills, teamwork, problem-solving and decision-making competence, risk management, and budgeting competence are also fostered. Based on a client briefing, students work independently on the assigned projects, receiving guidance from the course instructor only when necessary. Planning, coordination, budgeting, monitoring, evaluation, and final reporting are carried out by the students. The role of the course instructor is focused on project coaching.		
Teaching and learning methods	<u>Business Project II /PT / LV-Nr: bb.PRA2.1 / 5.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Business Project II /PT / LV-Nr: bb.PRA2.1 / 5.Semester / ECTS: 4</u> Project		

Module number:	Presentation & Negotiation Techniques	Scope:	
PVT		3	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	5. Semester		
Level	5. Semester: first cycle, Bachelor		
Previous knowledge	5. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Presentation & Negotiation Techniques /UE / LV-Nr: bb.PVT.1 / 5.Semester / ECTS: 3</u> Brandl, Peter (2015): Kommunikation. ... und was Sie darüber wissen sollten, um sich das Leben leichter zu machen. 2., Aufl. Offenbach: Gabal. Fritzsche, Thomas (2016): Souverän verhandeln. Psychologische Strategien und Methoden. 2., erg. Aufl. Bern: Hogrefe. Pöhm, Matthias (2017): Präsentieren Sie noch oder faszinieren Sie schon? Abschied vom "Betreuten Lesen". Emotionale Rhetorik statt PowerPoint! 4., Aufl. o.A.: Pöhm Seminarfactory. Portner, Jutta (2015): Besser verhandeln. Das Trainingsbuch. 4., Aufl. Offenbach: GABAL Verlag. Oefner, M. (2024). Spouverän Auftreten in der Businesskommunikation: Erfolgsschlüssel für Verhandlungen, Präsentationen, Meetings und Gespräche. Wiesbaden. Springer Gabler.		
Acquisition of skills	<u>Presentation & Negotiation Techniques /UE / LV-Nr: bb.PVT.1 / 5.Semester / ECTS: 3</u> The participants: • can prepare, carry out and follow up a presentation, moderation and argumentation. • have mastered the necessary techniques and media. • also master the interaction of voice and pronunciation, appearance and body language, eye contact, facial expressions and gestures. • know risks, recognize conflicts and can initiate solutions.		
Course contents	<u>Presentation & Negotiation Techniques /UE / LV-Nr: bb.PVT.1 / 5.Semester / ECTS: 3</u> 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	<u>Presentation & Negotiation Techniques /UE / LV-Nr: bb.PVT.1 / 5.Semester / ECTS: 3</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Presentation & Negotiation Techniques /UE / LV-Nr: bb.PVT.1 / 5.Semester / ECTS: 3</u> Presentation		

Module number:	Sports & Cultural Sociology	Scope:	
SOC		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	5. Semester		
Level	5. Semester: first cycle, Bachelor		
Previous knowledge	5. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Sports & Cultural Sociology (E) /ILV / LV-Nr: bb.SOC.1 / 5.Semester / ECTS: 4</u> Bourdieu, Pierre (1984). Distinction. A Social Critique of the Judgement of Taste. Harvard University Press. Hall, J.R., Neitz, M.J., & Battani, M. (2003). Sociology on Culture. Routledge. Mills, C.W. (1959). The Sociological Imagination. Oxford. Roberts, K. (2016). Sports, Leisure and Social Theory. Routledge. Spillman, L. (2020). What is Cultural Sociology?. Polity. International Review for the Sociology of Sport International Journal of the Sociology of Leisure Cultural Sociology		
Acquisition of skills	<u>Sports & Cultural Sociology (E) /ILV / LV-Nr: bb.SOC.1 / 5.Semester / ECTS: 4</u> The participants: • develop a basic understanding of sociology and its relation to sports, culture and leisure. • will be able to understand and explain fundamental concepts and theories within sociology such as the cultural production of meaning, difference and the structure behind power systems. • will be able to apply them to real world issues in sports, culture and leisure – including as it relates to social class, status, ethnicity and gender. • will be able to understand and evaluate academic texts from the fields of sociology and reflect on how sociological knowledge can influence professional practice.		
Course contents	<u>Sports & Cultural Sociology (E) /ILV / LV-Nr: bb.SOC.1 / 5.Semester / ECTS: 4</u> The concepts, theories and findings of sociology are presented and situated within the background of potential professional fields in the context of sports and cultural management. Key sociological ideas about the structure and evolution of societies are presented and discussed, as are key sociological concepts related to social divisions pertaining to class, status, ethnicity and gender.		
Teaching and learning methods	<u>Sports & Cultural Sociology (E) /ILV / LV-Nr: bb.SOC.1 / 5.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Sports & Cultural Sociology (E) /ILV / LV-Nr: bb.SOC.1 / 5.Semester / ECTS: 4</u> Academic work		

Module number:	Sports Management III	Scope:	
SPM3		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	5. Semester		
Level	5. Semester: first cycle, Bachelor		
Previous knowledge	5. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Sports Development & Governance (E) /ILV / LV-Nr: bb.SPM3.1 / 5.Semester / ECTS: 4</u> Hallmann, K. & Petry, K. (2013). Comparative Sport Development. Springer. 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. Robson, S. (2013). Strategic Sport Development. London, New York: Routledge. International Journal of Sport Policy and Politics .		
Acquisition of skills	<u>Sports Development & Governance (E) /ILV / LV-Nr: bb.SPM3.1 / 5.Semester / ECTS: 4</u> The participants: • develop a basic understanding of modern sports development. • will be able to understand and explain fundamental concepts and theories (and the corresponding empirical findings) of sports development, sports management and governance as well as sports development planning and reflect on these against the background of a later career in the field of sports. • will be able to understand and evaluate specialist texts from the fields of sports development and governance in sports in order to competently meet the challenges of the various interest groups in sports in the context of their future professional activities.		
Course contents	<u>Sports Development & Governance (E) /ILV / LV-Nr: bb.SPM3.1 / 5.Semester / ECTS: 4</u> The concepts, theories and findings of sports development, sports development planning and sports governance are dealt with and reflected on against the background of potential professional fields. The central players in state sports policy and the basic measures of state sports promotion are analysed. How specific sports development goals are reached through elite sports, events and physical activity promotion are also considered.		
Teaching and learning methods	<u>Sports Development & Governance (E) /ILV / LV-Nr: bb.SPM3.1 / 5.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Sports Development & Governance (E) /ILV / LV-Nr: bb.SPM3.1 / 5.Semester / ECTS: 4</u> Portfolio exam		

Module number:	Sports, Culture & Event Tourism	Scope:	
TOU		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	5. Semester		
Level	5. Semester: first cycle, Bachelor		
Previous knowledge	5. Semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Sports, Culture & Event Tourism /ILV / LV-Nr: bb.TOU.1 / 5.Semester / ECTS: 4</u> Gibson, H. J., Lamont, M., Kennelly, M., & Buning, R. J. (2020). Active sport tourism: Global insights and future directions. Routledge. Hausmann, A. (Hg.) (2020): Handbuch Kulturtourismus im ländlichen Raum: Chancen – Akteure – Strategien Higham, J. & Hinch, T. (2018). Sport Tourism Development: Channel View. Pröbstl-Haider, U., Lund-Durlacher, D., Olefs, M., & Prettenhaler, F. (2021). Tourismus und Klimawandel. Springer Nature. Richards, G. (2021) Rethinking Cultural Tourism. Edward Elgar Robinson, M., Smith, M.K. (2006). Cultural Tourism in a Changing World: Politics, Participation and (Re)Presentation. Channel View Publications. Roth, R., & Schwark, J. (2017). Wirtschaftsfaktor Sporttourismus: Ressourcenmanagement, Produkt- und Destinationsentwicklung (Schriften zu Tourismus und Freizeit, Band 19). Erich Schmidt Verlag. Schumacher, M. & Wiesinger, M. (2021) Finanzmanagement im Tourismus; Grundlagen und Praxis der Tourismusfinanzierung; Linde international. Smith, A. Guy, O.; Quinn, B. (Hg.) (2023): Festivals & the City. Teissl, V.; Selteneim, K. (2018): Kulturtourismus in Tirol. Chancen und Widerstände in einer Alpenregion. Bielefeld: transcript.		
Acquisition of skills	<u>Sports, Culture & Event Tourism /ILV / LV-Nr: bb.TOU.1 / 5.Semester / ECTS: 4</u> The participants: • demonstrate knowledge of the central theories, structures, and actors in the field of sports, cultural, and event tourism. • demonstrate an understanding of the specific challenges and potentials of sports, cultural, and event tourism in both urban and rural contexts. • are able to systematically distinguish between different forms of sports, cultural, and event tourism, to analyze supply and demand aspects, and to critically reflect on economic, social, and ecological impacts. • are familiar with current challenges such as sustainability, digitalization, and eventization in an international context, and are capable of developing solution-oriented approaches. • understand the conflicting objectives between tourism and cultural institutions and are able to apply their knowledge in a strategically productive manner. • recognize the importance of cooperation for value-oriented, sustainable, ethical, and innovative cultural tourism. • are familiar with common strategies such as cultural heritage routes, themed trails, cultures of remembrance, and festival tourism at both European and national levels. • demonstrate knowledge of how strategic planning, evaluation, and management of sports and event tourism offerings and destinations can be implemented.		
Course contents	<u>Sports, Culture & Event Tourism /ILV / LV-Nr: bb.TOU.1 / 5.Semester / ECTS: 4</u> The thematic focus on Sports Tourism covers its foundations, forms, and developments from an interdisciplinary perspective. It includes the segmentation of sports tourism target groups, motivation theories, destination and event management, stakeholder analyses, as well as political and societal frameworks. Furthermore, cross-cutting issues are addressed, such as the tourism effects of mega sporting events, sustainable tourism strategies in the tension field between use and protection of natural resources, and the requirements for the development of sports tourism infrastructure. The challenges posed by digitalization, globalization, and climate change in the design and management of sports tourism offerings are also examined. The thematic focus on Cultural Tourism addresses both challenges and potentials. While conflicts of interest between cultural and tourism institutions particularly require forms of cooperation and tolerance of ambiguity, the potentials of cultural tourism are manifold: through sustainable, inclusive, and authentic offerings, cultural tourism enhances the competitiveness of destinations, supports image transformation, and generates positive socio-cultural and socio-economic effects. As a memory- and experience-intensive form of tourism, it appeals to diverse target groups and can contribute to the internationalization of countries of origin as well as to addressing younger generations. In destinations without traditional tourism features such as mountains or the sea, cultural tourism enables their upgrading into attractive destinations. The thematic focus on Event Tourism addresses its foundations, forms, and impacts. It considers the increasing importance of tourism demand in this sector and its role as a central instrument for the profiling of destinations. The complex conflicts of interest between economic goals, urban infrastructure, security requirements, and sustainability aspects are discussed, as well as the potentials of event tourism in strengthening regional value creation, international visibility, and social and cultural vibrancy. In addition, experience design, stakeholder analyses, and legal and political frameworks are explored. Through case studies and current empirical findings, theoretical approaches are linked with practical applications.		

Teaching and learning methods	<u>Sports, Culture & Event Tourism /ILV / LV-Nr: bb.TOU.1 / 5.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations
Evaluation Methods Criteria	<u>Sports, Culture & Event Tourism /ILV / LV-Nr: bb.TOU.1 / 5.Semester / ECTS: 4</u> Portfolio exam

Module number:	Sports, Culture & Business Venues	Scope:	
VEN		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	5. Semester		
Level	5. Semester: first cycle, Bachelor		
Previous knowledge	5. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Sports, Culture & Business Venues (E) /SE / LV-Nr: bb.VEN.1 / 5.Semester / ECTS: 4</u> Rogers, T., Davidson, R. (2006) Marketing Destinations and Venues for Conferences, Conventions and Business Events (Events Management) Berners, P. (2019) The practical guide to managing event venues. Routledge, New York		
Acquisition of skills	<u>Sports, Culture & Business Venues (E) /SE / LV-Nr: bb.VEN.1 / 5.Semester / ECTS: 4</u> The participants: • are able to analyze and evaluate the needs for the construction of new infrastructures or for the renovation of existing infrastructures. • 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. • have the necessary know-how for the efficient marketing and economic management of the properties. • 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). • understand the difference in the use of permanent and temporary infrastructure and the life cycle of the infrastructure.		
Course contents	<u>Sports, Culture & Business Venues (E) /SE / LV-Nr: bb.VEN.1 / 5.Semester / ECTS: 4</u> 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	<u>Sports, Culture & Business Venues (E) /SE / LV-Nr: bb.VEN.1 / 5.Semester / ECTS: 4</u> integrated course, case studies, discussion, group work, presentations		
Evaluation Methods Criteria	<u>Sports, Culture & Business Venues (E) /SE / LV-Nr: bb.VEN.1 / 5.Semester / ECTS: 4</u> Portfolio exam		

Module number:	Internship	Scope:	
BER		20	ECTS
Degree program	University of Applied Sciences Bachelor's Program Sports, Culture & Event Management part-time		
Position in the curriculum	6. Semester		
Level	6. Semester: first cycle, Bachelor		
Previous knowledge	6. Semester: not applicable		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Internship /BPR / LV-Nr: bb.BER.1 / 6.Semester / ECTS: 20</u> Stackelberg, B. (2013). Karrierestart für Hochschulabsolventen: Selbstbewusst. Erfolgreich. Authentisch. München: Vahlen Verlag		
Acquisition of skills	<u>Internship /BPR / LV-Nr: bb.BER.1 / 6.Semester / ECTS: 20</u> The participants: • have the competence to critically reflect on their practical experience and integrate it with theoretically grounded knowledge to reinterpret and understand their professional environment. • are able to assess complex and evolving project environments and develop appropriate problem-solving strategies based on new insights and arguments. • possess advanced social competencies, particularly teamwork skills, and are able to apply them appropriately in diverse professional contexts.		
Course contents	<u>Internship /BPR / LV-Nr: bb.BER.1 / 6.Semester / ECTS: 20</u> The internship complements the students' theoretical knowledge through practical activities and engagement with real-world professional questions. With a duration of at least 500 hours, it ensures that participants can successfully navigate their entry into a potentially new professional field. During the internship, students have the opportunity to critically reflect on professional processes, workflows, and situations, and to reconsider them in light of their experiences.		
Teaching and learning methods	<u>Internship /BPR / LV-Nr: bb.BER.1 / 6.Semester / ECTS: 20</u> internship		
Evaluation Methods Criteria	<u>Internship /BPR / LV-Nr: bb.BER.1 / 6.Semester / ECTS: 20</u> Internship report		

2.4 Internship

Students independently select an internship position. In doing so, they can draw on the extensive range of internship listings provided by Kufstein University of Applied Sciences in Tyrol. The program director verifies that the internship activities align with the program's curriculum and qualification profiles. Subsequently, the program administration assesses whether the professional internship aligns with the program's educational objectives and whether the student can be assigned tasks appropriate to his or her level of qualification. A detailed internship guide assists students with organizing their practical semester; the IRO and program administration are also available to students for questions and support.

Students must apply for the professional internship using a form (= job description). The form includes key information about the student and the internship supervisor, as well as the objectives and tasks/activities at the internship company. The internship is confirmed or approved by the signatures of the program administration and the internship supervisor.

The student must reflect on, document, and present the experiences and insights gained, as well as evaluate the internship site. Conversely, the internship supervisor must evaluate the student. The student must prepare an interim report, a final report, and a presentation, as well as complete an evaluation form. At the beginning of the internship, the student receives an internship guide listing the tasks to be completed. A key requirement is to compare the agreed-upon objectives with the actual outcomes achieved. The documentation prepared by the student and the supervisor is evaluated by the program director. If the achievement of the objectives and alignment with the student's skill level are not ensured, the respective internship site will be excluded for future placements. A list of internship sites and the corresponding reports are available to subsequent students via the Moodle learning platform.

2.5 Semester abroad

Since its inception, the Sports, Culture & Event Management program has required a mandatory semester abroad at one of the university's partner institutions starting in the 5th semester of the full-time program. Students must demonstrate a total workload of 30 ECTS credits at the respective partner institution.

For the Sports, Culture & Event Management program, students are provided with a list of selected institutions that are particularly well-suited to the program as part of their preparation for studying abroad. The list of institutions is based on many years of historical experience combined with appropriate new additions. Care is taken to ensure that the courses taken abroad are relevant to the topics covered in the Sports, Culture & Event Management program (particularly in the areas of sports, culture, and event marketing, International Culture Studies, and Business Studies). This ensures that students gain in-depth knowledge in the relevant subjects, enabling them to develop the desired competencies. Studying abroad also helps develop intercultural and language skills, which are highly relevant in professional practice. In addition, students are expected to organize their stay abroad largely on their own (e.g., finding housing, registering at the partner university, obtaining the necessary documents for enrollment and travel to the respective country, etc.).

The International Relations Office (IRO) at Kufstein University of Applied Sciences, in collaboration with the degree programs, hosts an information session each winter semester on studying abroad and internships; there is also an annual "Exchange Fair." In addition, the IRO is available on an ongoing basis to provide advising. Kufstein University of Applied Sciences in Tyrol has over 250 partner universities. Students list their preferred partner universities and are then assigned a spot based on a grade ranking. Furthermore, students select courses totaling 30 ECTS credits. The students' course selection is reviewed for equivalence by the program director and recorded in the Learning Agreement. Once approved by the program director, the Learning Agreement is signed by the IRO. At the partner university, the Learning Agreement must be countersigned by the IRO there. If there are changes to the course

selection, the "Changes to the Learning Agreement" addendum must be completed and submitted immediately to the IRO in Kufstein or to the responsible program director for approval.

Recognition of the coursework completed abroad is confirmed based on the Transcript of Records from the host university and is enclosed with the notification of recognition.

3 ADMISSION REQUIREMENTS

Admission requirements at Kufstein University of Applied Sciences in Tyrol are governed by the following provisions:

1. The general admission requirements are governed by § 4 of the Higher Education Act (FHG) as amended; it applies to **individuals with a general university entrance qualification**.

2. **Individuals who have not passed the high school graduation exam** must take an **entrance qualification exam** in accordance with § 64a of the University Act of 2002, as amended. In accordance with a regulation issued by a university's rectorate, these individuals obtain general university entrance qualifications for bachelor's degree programs within a specific field of study by passing the entrance qualification exam. Successful completion of the university entrance qualification examination at the University of Applied Sciences Kufstein () thus entitles the candidate to admission to all degree programs within the field of study group for which the university entrance qualification was obtained. The university entrance qualification exam may be taken for specific fields of study in accordance with a regulation issued by a university's rectorate; for Kufstein University of Applied Sciences in Tyrol, the relevant field of study is: Social and Economic Sciences (e.g., Business Administration, Business Education, Statistics, Sociology).

Applicants who have completed a 3-year **vocational secondary school program**, completed an **apprenticeship in the dual system**, or obtained a **subject-specific German Fachhochschulreife** qualify to study at Kufstein University of Applied Sciences, Tyrol, by passing supplementary exams in German, English, and mathematics. In the case of the German Fachhochschulreife, the supplementary exam must be taken only in those of the three subjects in which the grade on the transcript is "Unsatisfactory" or lower. All supplementary exams must be successfully completed before the start of the third semester.

3. For **individuals with relevant dual vocational training, completion of an apprenticeship** in one of the following **fields**, as specified in the current announcement by the Federal Ministry of Economy, Family, and Youth, is a prerequisite for admission:

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

4. **Individuals who have graduated** from one of the following relevant **vocational secondary schools** with a program of at least three years may also be admitted:

- Hotel Management School, Tourism School, Hospitality School
- Business schools
- Technical, vocational, and arts and crafts schools
- Vocational schools for business professions
- Business schools
- Vocational schools for agricultural and forestry professions
- Commercial schools

5. If foreign certificates are not deemed equivalent in terms of content and requirements

of an Austrian high school diploma, supplementary exams in English and mathematics must be taken before the start of studies. Such exams may be taken either through external providers or at the Kufstein University of Applied Sciences Tyrol International Business School for a fee.

Newly established apprenticeship programs in similar fields must be recognized accordingly.

The **individuals described in sections 3 and 4** must, as an admission requirement, complete **supplementary exams** by the start of the third semester and, if necessary, take corresponding preparatory courses. This is possible at the International Business School of Kufstein University of Applied Sciences Tyrol.

The following supplementary exams are required for this group:

- German
- English
- Mathematics

Below is an overview of which German FOS/BOS specializations qualify as relevant admission requirements. In these cases, supplementary exams in mathematics, German, and English must be taken during the first semester (if a "Mangelhafter" or a lower grade was received in these subjects).

	SKVM Bvz/Bbb
FOS	
- Technology	x
- Business & Administration	x
- Social Services	x
- Agricultural Economics, Biotechnology, and Environmental	
- Design	x
- Health	x
- International Business	x
BOS	
- Technology	x
- Business & Administration	x
- Social Services	x
- Agriculture, Biotechnology, and Environmental Technology	
- Health	x
- International Economics	x
For internships in relevant fields (marketing, business, administration), other majors may also be accepted (after consultation with the program director).	x