

Module title		Abbreviation
Sports Management		12-GSM-152-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
3	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The course will focus on three main areas:</p> <p>1. Introduction: What characterises sport? We will focus on its importance for society and the economy. What is sports management? In this context, we will also discuss sports business administration and the professionalisation of sports managements.</p> <p>2. Integrated sports management: Who are the stakeholders in sport and what are their interests? What characterises integrated sports management and where is it already being used? Practical examples and case studies will illustrate the applicability of the concept.</p> <p>3. OR in sport: How can OR-methods be used to prepare and improve management decisions (OR stands for operations research and is a collective term for specific mathematical procedures)? In this context, we will work on case studies from areas including sport and health, sporting goods production and stadium construction.</p>		
Intended learning outcomes		
<p>The students</p> <p>(i) learn what distinguishes systematic sport management;</p> <p>(ii) know how to appreciate the big public interest appropriately, which makes a distinct challenge to manage services and events in the sports sector;</p> <p>(iii) apply methods from the area of the mathematically based operations research and</p> <p>(iv) can interpret practically oriented case studies and examples from the sports world.</p>		
Courses (type, number of weekly contact hours, language – if other than German)		
S (2) Course type: Ü offered by Virtuelle Hochschule Bayern (vhb).		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) oral examination (approx. 45 minutes) Assessment offered: Each semester, there will be one session offered in Würzburg.		
Allocation of places		
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Additional information		
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Workload		
90 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

