

<b>Module title</b>		<b>Abbreviation</b>
Sports Management		12-GSM-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
3	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The course will focus on three main areas:</p> <ol style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> </ol>		
<b>Intended learning outcomes</b>		
<p>The students</p> <ul style="list-style-type: none"> <li>(i) learn what distinguishes systematic sport management;</li> <li>(ii) know how to appreciate the big public interest appropriately, which makes a distinct challenge to manage services and events in the sports sector;</li> <li>(iii) apply methods from the area of the mathematically based operations research and</li> <li>(iv) can interpret practically oriented case studies and examples from the sports world.</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2) Course type: Ü offered by Virtuelle Hochschule Bayern (vhb). Each semester, there will be one session offered in Würzburg.		
<b>Method of assessment</b> (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)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor' degree (1 major) Biology (2011)          Bachelor' degree (1 major) Biology (2013)          Bachelor' degree (1 major) Chemistry (2010)          Bachelor' degree (1 major) Chemistry (2009)          Bachelor' degree (1 major) Geography (2010)          Bachelor' degree (1 major) Computer Science (2014)          Bachelor' degree (1 major) Food Chemistry (2009)</p>		

Bachelor' degree (1 major) Mathematics (2014)  
 Bachelor' degree (1 major) Mathematics (2013)  
 Bachelor' degree (1 major) Physics (2012)  
 Bachelor' degree (1 major) Psychology (2010)  
 Bachelor' degree (1 major) Business Management and Economics (2013)  
 Bachelor' degree (1 major) Business Management and Economics (2010)  
 Bachelor' degree (1 major) Economathematics (2012)  
 Bachelor' degree (1 major) Economathematics (2008)  
 Bachelor' degree (1 major) Business Information Systems (2014)  
 Bachelor' degree (1 major) Indology/South Asian Studies (2013)  
 Bachelor' degree (1 major) Human-Computer Systems (2010)  
 Bachelor' degree (1 major) Computational Mathematics (2014)  
 Bachelor' degree (1 major) Aerospace Computer Science (2014)  
 Bachelor' degree (1 major) Media Communication (2012)  
 Bachelor' degree (1 major) Political and Social Studies (2011)  
 Bachelor' degree (1 major) Romanic Languages (French/Spanish) (2013)  
 Bachelor' degree (1 major) Functional Materials (2012)  
 Bachelor's degree (1 major, 1 minor) Pedagogy (2011)  
 Bachelor's degree (1 major, 1 minor) Pedagogy (2009)  
 Bachelor's degree (1 major, 1 minor) Pedagogy (2013)  
 Bachelor's degree (1 major, 1 minor) French Studies (2013)  
 Bachelor's degree (1 major, 1 minor) History (2010)  
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2013)  
 Bachelor's degree (1 major, 1 minor) Philosophy (2010)  
 Bachelor's degree (1 major, 1 minor) Philosophy (2013)  
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2012)  
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2010)  
 Bachelor's degree (1 major, 1 minor) Science of Music Education (2011)  
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2014)  
 Bachelor's degree (1 major, 1 minor) Geography (Focus Physical Geography) (2010)  
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013)  
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2013)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2010)  
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008)  
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2012)  
 Bachelor's degree (1 major, 1 minor) Gallo-Roman philology (2010)  
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2013)  
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2010)  
 Bachelor's degree (1 major, 1 minor) Italian Studies (2010)  
 Bachelor's degree (2 majors) Egyptology (2011)  
 Bachelor's degree (2 majors) Classical Archaeology (2013)  
 Bachelor's degree (2 majors) Pedagogy (2013)  
 Bachelor's degree (2 majors) Protestant Theology (2009)  
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2013)  
 Bachelor's degree (2 majors) Musicology (2011)  
 Bachelor's degree (2 majors) Philosophy (2013)  
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2012)  
 Bachelor's degree (2 majors) Special Education (2009)  
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2012)  
 Bachelor's degree (2 majors) Science of Music Education (2011)  
 Bachelor's degree (2 majors) Philosophy and Religion (2014)  
 Bachelor's degree (2 majors) Digital Humanities (2012)  
 Bachelor's degree (2 majors) Digital Humanities (2009)

Bachelor's degree (2 majors) Political and Social Studies (2011)  
 Bachelor's degree (2 majors) Russian Language and Culture (2012)  
 Bachelor's degree (2 majors) European Ethnology (2013)  
 Magister Theologiae Catholic Theology (2013)  
 Bachelor's degree (2 majors) Geography (2010)  
 Bachelor's degree (2 majors) French Studies (2013)  
 Bachelor's degree (2 majors) History (2009)  
 Bachelor's degree (2 majors) Italian Studies (2013)  
 Bachelor's degree (2 majors) Spanish Studies (2013)  
 Bachelor's degree (2 majors) Spanish Studies (2009)  
 Bachelor's degree (2 majors) English and American Studies (2009)  
 Bachelor's degree (2 majors) Gallo-Roman philology (2009)  
 Bachelor's degree (2 majors) German Language and Literature (2013)  
 Bachelor's degree (2 majors) German Language and Literature (2009)  
 Bachelor's degree (2 majors) Italian Studies (2009)  
 Bachelor' degree (1 major) Biochemistry (2015)  
 Bachelor' degree (1 major) Biology (2015)  
 Bachelor' degree (1 major) Chemistry (2015)  
 Bachelor' degree (1 major) Geography (2015)  
 Bachelor' degree (1 major) Computer Science (2015)  
 Bachelor' degree (1 major) Food Chemistry (2015)  
 Bachelor' degree (1 major) Mathematics (2015)  
 Bachelor' degree (1 major) Musicology (2015)  
 Bachelor' degree (1 major) Physics (2015)  
 Bachelor' degree (1 major) Psychology (2015)  
 Bachelor' degree (1 major) Business Management and Economics (2015)  
 Bachelor' degree (1 major) Nanostructure Technology (2015)  
 Bachelor' degree (1 major) Economathematics (2015)  
 Bachelor' degree (1 major) Business Information Systems (2015)  
 Bachelor' degree (1 major) Biomedicine (2015)  
 Bachelor' degree (1 major) Mathematical Physics (2015)  
 Bachelor' degree (1 major) Human-Computer Systems (2015)  
 Bachelor' degree (1 major) Modern China (2015)  
 Bachelor' degree (1 major) Science of Music Education (2015)  
 Bachelor' degree (1 major) Computational Mathematics (2015)  
 Bachelor' degree (1 major) Aerospace Computer Science (2015)  
 Bachelor' degree (1 major) Political and Social Studies (2015)  
 Bachelor' degree (1 major) Functional Materials (2015)  
 Bachelor' degree (1 major) Academic Speech Therapy (2015)  
 Bachelor' degree (1 major) Indology/South Asian Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)  
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2015)  
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)  
 Bachelor's degree (1 major, 1 minor) History (2015)  
 Bachelor's degree (1 major, 1 minor) Italian Studies (2015)  
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2015)  
 Bachelor's degree (1 major, 1 minor) Musicology (2015)  
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)  
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)  
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)  
 Bachelor's degree (1 major, 1 minor) Science of Music Education (2015)  
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)

Bachelor's degree (1 major, 1 minor) Geography (Focus Physical Geography) (2015)  
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Geography (Focus Human Geography) (2015)  
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2015)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)  
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)  
 Bachelor's degree (2 majors) Egyptology (2015)  
 Bachelor's degree (2 majors) Classical Archaeology (2015)  
 Bachelor's degree (2 majors) Pedagogy (2015)  
 Bachelor's degree (2 majors) Protestant Theology (2015)  
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2015)  
 Bachelor's degree (2 majors) Musicology (2015)  
 Bachelor's degree (2 majors) Philosophy (2015)  
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2015)  
 Bachelor's degree (2 majors) Special Education (2015)  
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)  
 Bachelor's degree (2 majors) Latin Philology (2015)  
 Bachelor's degree (2 majors) Science of Music Education (2015)  
 Bachelor's degree (2 majors) Philosophy and Religion (2015)  
 Bachelor's degree (2 majors) Theological Studies (2015)  
 Bachelor's degree (2 majors) Digital Humanities (2015)  
 Bachelor's degree (2 majors) Political and Social Studies (2015)  
 Bachelor's degree (2 majors) Russian Language and Culture (2015)  
 Bachelor's degree (2 majors) Greek Philology (2015)  
 Bachelor's degree (2 majors) European Ethnology (2015)  
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)  
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2015)  
 Bachelor's degree (2 majors) Geography (2015)  
 Bachelor's degree (2 majors) French Studies (2015)  
 Bachelor's degree (2 majors) History (2015)  
 Bachelor's degree (2 majors) Spanish Studies (2015)  
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)  
 Bachelor's degree (2 majors) German Language and Literature (2015)  
 Bachelor' degree (1 major) Mathematical Physics (2016)  
 Bachelor' degree (1 major) Human-Computer Systems (2016)  
 Bachelor's degree (2 majors) Theological Studies (2011)  
 Bachelor's degree (1 major, 1 minor) French Studies (2016)  
 Bachelor's degree (2 majors) French Studies (2016)  
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)  
 Bachelor's degree (2 majors) Italian Studies (2016)  
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 Bachelor' degree (1 major) Business Information Systems (2016)  
 Bachelor' degree (1 major) Games Engineering (2016)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)  
 Bachelor's degree (2 majors) English and American Studies (2016)  
 Bachelor' degree (1 major) Media Communication (2016)  
 Bachelor' degree (1 major) Food Chemistry (2016)

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