

# Business Administration: Sports Management

## Why Sports Management?

The special feature of the degree course in Sports Management demonstrating its forward-looking orientation is the fact that it represents the only degree course in Germany which integrates practical training by the sports federations with studies in business administration within a dual concept. Those responsible for this course will not only provide a highly qualified degree course in service-sector management but also practical training and experience in organized sports.

## Occupational areas

The sports sector, though a special one, is currently one among very few growth sectors in labour market. Despite a high level of unemployment and wide-spread economic stagnation, more and more new areas and opportunities of work are emerging in the sports, leisure-industry and health-care sectors. The 86,000 sports clubs organized within the DSB alone have a membership of more than 26 million. Outside the DSB there are about 5,500 fitness clubs as well as further health centres, preventive-care and rehabilitation facilities. With regard to economic power the sports sector has come to compete with the mineral-oil processing industry. Graduates of the degree course in Sports Management will mainly be qualified for this "branch of industry", but will also be able to work in other areas.

Sports managers must be able to coordinate and communicate all sorts of sports-related tasks. They must be able to both organize tasks efficiently and actually do the work that comes up in sports organizations and in sports-related companies and administrations.

## Objective of studies

As regards its subjects, the degree program in Sports Management is designed in an innovative way. From a business-administration point of view, sports clubs and sports federations are small and medium-sized companies sharing the special features of the non-profit economies. Therefore, managers of sports clubs are often left to their own devices

as they must be able to independently recognize, structure and implement tasks.

There are hardly any established hierarchies or job descriptions with assignments of tasks which, in view of the required flexibility, could only be established within certain limits. Studies are therefore strictly oriented towards the professional competence of the students.

## Practice-integrating studies

The objective of the studies is to obtain the degree "Bachelor of Arts (BA) with a major in Sports Management". It is thus a degree course in business administration with special emphasis on the subject of sports. Designed in a so-called "sandwich system" studies in this course integrate practical training within the sports industry. Compulsory practical-work phases alternate with study phases. Students are expected to obtain a number of official sports licences in training and management.

## Application for Admission

Applicants must submit a form proving the required qualification for taking up university studies and an admission application form provided on behalf of the *Landessportbünde*, i.e. the participating state sports federations (practical experience). Documentation of an applicant's active involvement in organized sports may include: sports activities, membership in a sports club, work experience in a sports club or sports federation, relevant experience in school. Furthermore, applicants should state reasons why they are interested in this degree course in a one-page letter. This essay should also include an explanation as to which future professional activities and which occupational areas the student is interested in.

## Duration:

The standard period of studies is six semesters.

## Contact:

Course Director: Prof. Dr. Lutz Thieme  
[thieme@rheinahrcampus.de](mailto:thieme@rheinahrcampus.de)

## Structure of the Course/Curriculum:

‘Bachelor of Arts’ in Business Administration with Major in: Sports Management					
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Applied Mathematics (5c)	Investment and Finance (5c)	Cost and Activity Accounting (5c)	Human Resource Management (5c)	Advanced Business Administration (15c)	Practical Phase 2 (compulsory, 18c)
Information Science (5c)	Taxation (5c)	Marketing and Corporate Management (10c)	Controlling (5c)		
Introduction to Economics and Law (6c)	Statistics / Empirical Methods (5c)		Economics (5c)		
External & Internal Accounting (5c)	Law II (Part A, 2c)	Law II (Part B 3c)	Major Module SPM: ▪ Sports Law (5c)	Studium Generale (15c) Alternative: Practical Phase 1	Bachelor Thesis (12c)
Comprehensive Qualifications I (5c)	Comprehensive and International Qualifications (7c)	Major Module SPM: ▪ Economic Aspects of the Sports Sector (5c)	Major Module SPM: Sports, Tourism, Sustainability (5c)		
Major Module SPM: ▪ Socio-Economic Aspects of Sports (5c)	Major Module SPM: ▪ Sport Marketing, Media and Communication (5c)	Major Module SPM: ▪ Aspects of Sports Management (7c)	Major Module SPM: Sport-Specific Project Assignment (5c)		

Please note that the B.A. programme in **Business Administration** is also available for two other areas of specialisation (Health Care and Social Services Management, Logistics and E-Business). Please refer to the respective course descriptions for more information.

Successful completion of this BA degree qualifies a student for acceptance onto a Master’s degree. Specific regulations may apply.