



Studying at RheinAhrCampus (Koblenz University of Applied Sciences)

Sports Management

BA Degree Programme

The special feature of the degree programme in Sports Management is the fact that it represents the only degree course in Germany which integrates practical training under the guidance of sports federations with studies in business administration. The programme not only offers a highly professional study programme in service-sector management but also practical training and experience in organized sports.

Job Profiles

The sports sector is currently one of the very few growth sectors in the labour market. More and more new areas and opportunities of work are emerging in the sports, leisure-industry and health-care sectors. In Germany, 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 programme 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.

Course Content

The degree programme 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 some of the special features of the non-profit economies. Therefore, managers of sports clubs are often left to their own devices to independently recognize, structure and implement tasks.

There are hardly any established hierarchies or job descriptions with clear assignments of tasks. Studies are therefore strictly oriented towards the professional competence of the students.

Practice-integrated Studies

Our degree course combines business administration with special emphasis on the subject of sports. Designed in a so-called "sandwich system", practical training in the sports industry is integrated into the programme. Compulsory work experience phases alternate with academic study phases. Students are expected to obtain a number of official sports licences in training and management.

Application for Admission

Exchange Students: Nomination by partner university and successful application at RheinAhrCampus.

Full-degree Students: Please note the special entry requirements for this degree programme.

More information at:

<http://www.rheinahrcampus.de/Studierendensekretariat.52.o.html>

Contact:

Languages / International Affairs

language@rheinahrcampus.de

Structure of the Course/Curriculum:

‘Bachelor of Arts’ in Sports Management					
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Mathematics & IT (8c)	Political Economics (8c)	Statistics & Empirical Studies (6c)	Business Management (14c)	Advanced Business Administration (9c)	Advanced Business Administration (6c)
External & Internal Accounting (10c)	Controlling, Investment & Financing; Taxes (12c)	International Module (4c)		Major Module SPM 3 : <ul style="list-style-type: none"> ▪ Media and marketing law ▪ Sports marketing ▪ Sports and media ▪ Practice: Sports and tourism ▪ Practice: Sports marketing (10c) 	
Materials Management Production & Marketing (8c)	Multidisciplinary Qualification (10c)	Law I & II (8c)	Placement (16c)	Major Module SPM 4 : <ul style="list-style-type: none"> ▪ Sports facilities and sports rooms ▪ Eventmanagement ▪ Sports and the environment ▪ Practice: Sports facility ▪ Practice: Event management (11c) 	Elective Module (12c)
Major Module SPM 1 : <ul style="list-style-type: none"> ▪ Structures of the Sports Sector & Basic Sports Science (4c) 		Major Module SPM 2 : <ul style="list-style-type: none"> ▪ Sports and Sports Association Law ▪ Human Resources in the Sports Sector (12c) 		Bachelor Thesis (12c)	

Please note that the B.A. programme in **Sports Management** is one out of three sector-specific business administration programmes offered on campus. The other areas of specialisation are Logistics and E-Business and Health Care and Social Services Management. Please refer to the respective course descriptions for more information.

Students are offered the opportunity of obtaining B and C licences in Sports Club Management offered by the regional sports federations of Rhineland Palatinate and North-Rhine Westphalia; academic credit is awarded on successful completion of the licence training.

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