

1 <sup>st</sup> Semester		2 <sup>nd</sup> Semester		3 <sup>rd</sup> Semester		4 <sup>th</sup> Semester		5 <sup>th</sup> Semester		6 <sup>th</sup> Semester	
<b>Basic Modules</b>		<b>Basic Modules</b>		<b>Basic Modules</b>		<b>Mandatory Modules</b>		<b>Electives (1 out of 2)</b>		<b>Practical Experience</b>	
Sport & Event Economics	5	Sport & Event Management Processes	5	Sport & Event Marketing	5	Managing Professional Sport Markets	5	Semester Abroad	30	Internship	15
Management Basics	5	Human Resources & Organisation	5	Law	5	Managing Fitness & Recreational Sport Markets	5	Internship Semester	30		
Mathematics & Statistics	5	Quantitative & Qualitative Methods	5	Applied Research Project	5	Event Processes & Service Management	5				
Economics	5	Financial Accounting & Reporting	5	Controlling & Kostenmanagement	5	Entrepreneurship & Innovation in Sport & Event	5				
Marketing, Sales & CRM	5	Digital Media & Communication	5	Digital Transformation	5	Finance	5				
Employability: Business English	5	Employability: Soft Skills	5	Employability: Agile & kreative Methoden	5	Digital Work / Lab	5				
<b>Final Thesis</b>											
Bachelor Thesis Kolloquium										3	
Bachelor Thesis										12	

**Total: 180 ECTS**

**eSports Studies (Specialisation)**

1 <sup>st</sup> Semester		2 <sup>nd</sup> Semester		3 <sup>rd</sup> Semester		4 <sup>th</sup> Semester	
eSports Industry	5	eSports Games & Analytics	5	eSports Athlete & Team Coaching	5	eSports Future Prospects & Studies	5

**Total: 200 ECTS**

**Football Management (Specialisation)**

1 <sup>st</sup> Semester		2 <sup>nd</sup> Semester		3 <sup>rd</sup> Semester		4 <sup>th</sup> Semester	
Football Leagues, Associations & Clubs	5	Football Industry	5	Football Marketing	5	Football Future Prospects & Studies	5

**Total: 200 ECTS**

Compulsory subject

Elective courses