



OHIO  
UNIVERSITY



UNIVERSITÄT  
BAYREUTH

Double Degree

# Sport Management

*A dual bachelor's degree program*





*The aim of the dual degree Sports Management is to train the sports industry's future leaders at two internationally renowned universities that are trendsetters in the field.*



*Both universities focus on both sports practice and the demanding disciplines of sports management. These include sports sciences, sports law, and the sport business.*

## Double Degree in Sport Management.

Sports are highly competitive and emotional, and they fascinate people all over the globe. The mass appeal of sports also means that there is a high demand for well-trained sport managers. In these times of digitization, globalization, and commercialization, there is a growing need for interdisciplinary experts in sport management. With this in mind, the University of Bayreuth and Ohio University address distinctive challenges facing global industries.

### **Combining International Experiences**

International exchange provides them with the opportunity to create their own individualized professional and international profiles in sport management. Study programs at both universities center on current practical and academic challenges in sport management. They provide expertise in sport business, sport sciences, and sport law, thus preparing graduates for future challenges

as pioneers in sport management. During their studies in *Sport, Business & Law* at the University of Bayreuth and *Sport Management* at Ohio University, double degree students follow an international and interdisciplinary approach and develop their own personal and professional networks including researchers, practitioners, experts, and alumni.

### **Working in the Global Sport Business**

With two degrees from internationally respected institutions, graduates will be well-positioned for the job market. Opportunities in the field are as attractive as they are diverse. Prospective employers include international media, sport agencies, sporting goods manufacturers, and health and fitness companies. And thanks to their unique international training, graduates of the double degree can also find employment beyond the world of sports, e.g. at universities, in consultancies, and in international companies.



The double degree program is characterized by mutual exchange. While the German students are studying in Ohio, the American students spend two semesters at the University of Bayreuth. The impressive alumni network ensures that everyone stays in touch after graduation.

## Two Degrees in four years.

Applications for the program may be submitted by students enrolled at the University of Bayreuth or Ohio University. Students spend the first year double degree at their home institution. During the second year, students of the University of Bayreuth study at the University of Ohio. In the third year, Bayreuth students finish their Sport, Business & Law B.Sc. at the University of Bayreuth and return to Ohio for the fourth year in order to complete the Sport Administration program at Ohio University. Ohio students spend their third year in Bayreuth in order to complete the Sport, Business & Law B.Sc. at the University of Bayreuth. In their fourth year, they finish their undergraduate work at Ohio University. Students are part of a mentoring program offered by academic staff and other double degree students from their home institution during their time abroad.

Year 1	<i>Students at Home Institution</i>	
	General Studies & Fundamentals in Business Administration	
Year 2	<i>UBT students at OU</i> ►	Sport Management Specializations & Business Cluster Courses
Year 3	Advanced Topics in Sport Management & Business Administration	◀ <i>OU students at UBT</i>

*UBT: Bachelor of Sport, Business & Law*

Year 4	<i>UBT students at OU</i> ►	Sport Management Specializations & Capstone Courses
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*OU: Bachelor of Sport Management*

## Target group and application process.

The program is geared toward students with a passion for sport management who are interested in working internationally and in an interdisciplinary way. Selection criteria include school grades, sporting assessments, language skills, extracurricular / university activities (study abroad and internships), a motivation letter, and a personal interview. The target group of the double degree thus includes knowledgeable and hard-working students at Ohio University and the University of Bayreuth who are passionate about the sport business. The aim of the double degree is to provide top-notch training for future leaders in the sports industry at two of the world's leading universities in this field. Please contact your home university for more information on requirements and application deadlines.





*With over 50 years of experience in sports management, Ohio University is the first choice of many in the field. The U.S. News & World Report also gave Ohio University excellent ratings in the categories Business Schools, Education Schools, and National Universities.*

## Ohio University

With over 50 years of experience in sport management, Ohio University in 1966 became the first accredited university program to offer a specialized academic program in sports management. The Princeton Review praises Ohio University for its accessibility and for the openness of its professors, for the beauty of the campus, and for the quality of the college newspaper. Ohio University is consistently ranked among the top 2 percent of American public universities. The *U.S. News & World Report* gave Ohio University excellent scores in the category *Business Schools, Education Schools and National Universities*. The fact that Ohio University's Department of Sports Administration is part of the university's business school ensures key advantages over programs at other universities. Typical occupations for graduates include jobs in professional/college sports, sports tours, motor sports, sports media, sports organizations, merchandise, apparel, equipment, as well as in the sports entertainment industry, sales, and marketing.



*The University of Bayreuth is a pioneer in Germany in the field of sports economics. For over 30 years, the university has been training internationally qualified all-rounders in sports management. The campus has everything you need right at your doorstep, and in contrast to the large universities you'll see familiar faces on almost every corner.*

## University of Bayreuth

The interdisciplinary program Sport, Business & Law was a pioneer in Germany when it was launched in 1985, and it continues to forge new paths to this day. The bachelor's program Sport, Business & Law program at the University of Bayreuth offers a friendly, close-knit atmosphere. This applies to both student interaction and communication with instructors. A distinguishing feature of the program is its interdisciplinary and international approach, its unique combination of tradition and innovation, and its strong cooperation and networking approach that is deeply rooted among alumni. The University of Bayreuth has the strongest and largest sport management alumni network in Europe. It is thus able to provide close contact to stakeholders working in a vast array of different areas in the business world. This ensures that graduates of the Sport, Business & Law program are well-positioned for the international job market.



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### **An attractive environment awaits you.**

We are pleased that you are interested in the dual degree program Sport Management. If you have any questions, please feel free to contact us:

#### **University of Bayreuth**

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