

Sport, Business & Law



An Interdisciplinary Career-Oriented Degree Programme

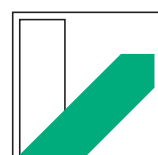
A Network of 13 Departments

More than 30 Years of Experience

The Bayreuth “Sport, Business & Law” Conference

The Association “Sportökonomie Uni Bayreuth e.V.”

The Sports Campus



UNIVERSITÄT
BAYREUTH

Sport, Business & Law in Bayreuth:

An interdisciplinary career-oriented degree programme

One thing is certain the world over: Sports are becoming increasingly significant as a catalyst for social and economic development. In numerous career areas related to sports broadly educated university graduates are in demand. Professional competence in business administration and sports science are just as much in demand as a pronounced gift for organisation, a feel for legal problems and personal experience in diverse sports.

The University of Bayreuth has developed the Bachelor's Degree Programme "Sport, Business & Law" expressly to meet these requirements. In 6 semesters students acquire a basic education in the areas business administration, sports science and law. Special factors related to sport management and the international dimensions of the field are given particu-

lar consideration. Thus students learn to analyze problems and develop solutions from the perspectives of business administration, law and sports science. A practical education in a variety of sports rounds out the requirements for this decidedly interdisciplinary degree programme.

In view of the international orientation of the sports management industry, this demanding degree programme also includes foreign language courses. Through these courses students will be prepared to take an active part in professional and technical discussions with colleagues from abroad. Interdisciplinary courses such as "Rhetoric" and "Conflict Management" as well as application-oriented learning strategies such as "simulation games" convey key professional qualifications. Further

a mandatory internship also contributes to the professional orientation of the educational training. More than 50% of all Bayreuth students of Sport, Business & Law spend a semester abroad either at a European university within the framework of the ERASMUS Programme of the European Union (EU) or at a sister university outside of the EU.

The broadly structured expertise, international orientation and pronounced competence in problem-solving qualify the graduates for responsible positions in a variety of professional fields. Among these, for example, are the tourism industry, agencies, sports clubs and associations, manufacturers of sports clothing and equipment, health and fitness companies, the media, business consulting and industrial concerns.



Examensjahrgang 2007/2008

Module	Course-related Component Examination	CP*
A	Preparatory Seminar: This module includes the areas Accounting and Closing (A-1), Cost Accounting (A-2), Statistics (A-3) or Research Methodology in Sports Science (A-4) and Introduction to Sports Science (A-5)	15
B	Foundations of Sports Science Foundations of Business Administration General Business Administration Sports Management 1: Foundations Sports Management 2: Controlling Sports Management 3: Marketing	10 20 20 10 5 5
C	Law: Civil Law	12
D	Theoretical Fields of Sports Science 1: the Science of Training and Movement Theoretical Fields of Sports Science 2: the Pedagogy and Psychology of Sports Theoretical Fields of Sports Science 3: Sports Medicine and Sports Physiology Theoretical Fields of Sports Science 4: Organisation of Sports Foundations of Fitness Types of Sports and Areas of Movement 1 Types of Sports and Areas of Movement 2 Types of Sports and Areas of Movement 3 Types of Sports and Areas of Movement 4	7 8 8 7 3 3 3 3 3
D-10 D-11 D-12	Orientation to Career Opportunities 1: Competitive Sports <i>or</i> Orientation to Career Opportunities 2: Health and Fitness Sports <i>or</i> Orientation to Career Opportunities 3: Sport Ecology and Environmental Management	7
E	Key Qualifications	9
F	Internship	10
G	Bachelor's Thesis	12
total		180

* The awarding of credit points (CP) in accordance with the European Credit Transfer System (ECTS) supports the international comparability of student performance and grades earned at European universities.

□ Information on the Degree Programme „Sport, Business & Law“:
www.uni-bayreuth.de/studium/bachelor/sportoek

□ Information on Study & Life at the University of Bayreuth:
www.uni-bayreuth.de/wegweiser



More than 30 Years of Experience & Innovation

In 1975 – the year the University of Bayreuth was founded – students could register for the subject “Sports” in the Winter Semester. In 1981, a two semester post-graduate programme “Sports Law and Sports Management” was introduced. The educational objective at that time already focused on the preparation of students for careers bridging sport, business and law. In 1985, the interdisciplinary *diploma* degree course “Sport, Business & Law” was conceived and established. By 2008, the University of Bayreuth had conferred the diploma degree on more than 1,000 graduates.

In addition, the course “Sports” is an integral component of the teaching certificate programmes for future teachers at the college-preparatory high school and secondary school levels at the University of Bayreuth.

In the course of the Bologna Process, which is focusing on a uniform European Higher Education Area, the Bachelor’s degree programme “Sport, Business & Law” began in 2007 with the internationally accredited degree “Bachelor of Science”. At present the University of Bayreuth is developing a high quality Master’s Degree

Programme building on the Bachelor’s Degree which is targeted at particularly successful graduates of the Bachelor’s programme.

The three pillars sport, business administration and law form the core of this degree programme, too. Various introductory modules for graduates from the areas sport & business administration, economics and sports science ensure that all students fulfill the requirements for admission to the Master’s Degree programme at the University of Bayreuth.

The Master’s degree programme also enables students to select areas of specialisation based on their individual scientific or professional interests. On the one hand students can focus on “Marketing & Services”, “International Business & Economics”, “Finance & Accounting” or “International Human Resource Management”. On the other hand they can choose between “Health & Fitness”, “Sport Organisations & Mega-Event-Management”, “Serious Sports & Sports Physiology” and “Sports & Ecology”.

These study concepts underscore the leading position of Bayreuth’s Sport Management programme in the global competition among universities in Germany and abroad.



“The degree programme ‘Sport, Business & Law’ has established itself as a very dependable educational platform and springboard for the sports industry. The implementation of the internationally recognized Bachelor’s and Master’s degree programmes is a logical and sensible enrichment for the further global expansion of the programme.”

Rolf Beißwanger
Beisswanger Consulting

“The continuing development and refinement of the degree programme concept ‘Sports, Business & Law’ at the University of Bayreuth has kept the degree programme at the pinnacle of sports management education in Germany.”

Heike Ullrich
Department Head
Women’s and Girls’ Soccer,
German Soccer Association

“Beyond the realm of sports & business administration, this educational programme enables the graduates to react flexibly to the most diverse situations in every conceivable sector of the economy.”

Alexander Jobst
Head of Sales and Licensing
FIFA – World Soccer Association

Departments

Sport Sciences:

- Department of Training and Movement Science
Prof. Dr. Andreas Hohmann
- Department of Sport Pedagogy, Sport Psychology
and Organisation of Sport
Prof. Dr. Walter Brehm
- Department of Sport Psychology, Sport Pedagogy,
Sport Didactics and Therapy
Prof. Dr. Ulrike Ungerer-Röhrich
- Department of Sport Medicine and Physiology
Prof. Dr. Dr. Walter Schmidt
- Department of Theory and Practice in Sports
Prof. Dr. Dr. Wolfgang Buskies

Business Administration:

- Department of Finance and Banking
Prof. Dr. Klaus Schäfer
- Department of Financial Reporting and Taxation
Prof. Dr. Jochen Sigloch
- Department of Marketing Management
Prof. Dr. Heymo Böhler
- Department of Human Resource Management
Prof. Dr. Torsten Kühlmann
- Department of Information Systems Management
Prof. Dr. Torsten Eymann
- Department of Services Management
Prof. Dr. Herbert Woratschek
- Department of International Management
Prof. Dr. Reinhard Meckl

Law:

- Department of Civil Law, Business Law and Sport Law
Prof. Dr. Peter Heermann



A Top-Event on the Campus: The Bayreuth “Sport, Business & Law” Conference

Which concepts are particularly promising for the economic future of sports? What does theory say and what happens in the real world? An interdisciplinary conference that takes place every two years on the campus of the Univer-

sity of Bayreuth will devote itself to these questions. The conference presents renowned speakers and guests from the areas of science, the economy, sports and politics to discuss current scientific as well as practical developments in sport

management. The conference promotes the exchange of experience between business and science. Students of the University of Bayreuth are welcome to attend the conference and utilize numerous opportunities to network.



An International Contact Forum: “Sportökonomie Uni Bayreuth e.V.”

The association „Sportökonomie Uni Bayreuth e.V.“, which was founded in 2002, is the alumni association of all Sport Management students. The main goal of the association is to develop a network including graduates, students, academics and the business world.

In addition, experience-oriented elements will be incorporated into the sport management educational programme and students will be afforded the opportunity to inform themselves about the latest scientific developments. The

realisation of these goals will also enhance the image of the degree programme and, as a result, the university itself. The Association offers all members a platform for networking and numerous other services:

- Creation of a business directory in the field of sport management
- The Bayreuth “Sport, Business & Law” Conference
- Organisation of a biannual career forum for graduates and students



- Support for field trips to professional mentors from industry
- Exchange for degree dissertations and seminar papers
- Circulation of an association publication series
- Ongoing information regarding the latest in sport management and from the University of Bayreuth

The Sports Campus

On the Bayreuth campus sports is written with a capital „A“! The Institute of Sport Science offers the entire campus community a broadly structured sports programme that includes more than 50 different sports. There is something for everyone: for beginners and experienced athletes; for competitive or recreational sports.

The general university sports programme aims at:

- ☐ the integration of different groups of university members by exercising together
- ☐ special forms of communication and sociability
- ☐ the opportunity for useful leisure time activities and recreation for the entire university community
- ☐ incentive, information and advise during exercise in group sports
- ☐ training and support for all those who are interested in physical development and competition
- ☐ the promotion of health and fitness through sports

The sports which are offered within the general university sports programme focus on health, group sports and competitive sports. The sports offered are dependent on demand at any particular time: from aerobics to yoga – always up to date and reflective of the actual science and culture of sports. Classes, series and special courses are taught by teachers of the Institute of Sport Science or by qualified instructors.

In order to conform to the spirit of competitive sports, championships as well as special events in different sports are organized and participated in with universities in Bavaria and nationwide.

General University Sports in Bayreuth:

- | | |
|---|---|
| <input type="checkbox"/> Aerobic
“Total Body Workout” | <input type="checkbox"/> Hockey |
| <input type="checkbox"/> Archery | <input type="checkbox"/> Horseback riding |
| <input type="checkbox"/> Artistic gymnastics | <input type="checkbox"/> Hyperconditioning
gymnastics |
| <input type="checkbox"/> „Back School“:
exercises for a healthy back | <input type="checkbox"/> Indoor handball |
| <input type="checkbox"/> Badminton | <input type="checkbox"/> Inline - Hockey |
| <input type="checkbox"/> Ballett | <input type="checkbox"/> Judo |
| <input type="checkbox"/> Basketball | <input type="checkbox"/> Juggling |
| <input type="checkbox"/> Beach volleyball | <input type="checkbox"/> Karate |
| <input type="checkbox"/> Belly dancing | <input type="checkbox"/> Kickboxing /
“All-Style-Karate“ |
| <input type="checkbox"/> Body building | <input type="checkbox"/> Light athletics |
| <input type="checkbox"/> Capoeira martial arts dance | <input type="checkbox"/> Nine-pin bowling |
| <input type="checkbox"/> Chess | <input type="checkbox"/> Nordic Walking |
| <input type="checkbox"/> Climbing | <input type="checkbox"/> Pilates |
| <input type="checkbox"/> Cycling:
mountain- and streetbike
training | <input type="checkbox"/> Rugby |
| <input type="checkbox"/> Dance, Dance, Dance | <input type="checkbox"/> Sailing / Windsurfing |
| <input type="checkbox"/> Dance group | <input type="checkbox"/> Social dancing |
| <input type="checkbox"/> Diving | <input type="checkbox"/> Squash |
| <input type="checkbox"/> Fencing | <input type="checkbox"/> Step and Style |
| <input type="checkbox"/> FIF – Fitness for Women | <input type="checkbox"/> Streetdancing |
| <input type="checkbox"/> Fitness boxing | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Fitness gymnastics | <input type="checkbox"/> Table tennis |
| <input type="checkbox"/> Fitness-Studio | <input type="checkbox"/> Taekwondo |
| <input type="checkbox"/> Football / Football Sala | <input type="checkbox"/> Tai-Chi / Wu-Dang |
| <input type="checkbox"/> Golf | <input type="checkbox"/> Tennis |
| <input type="checkbox"/> Group runs | <input type="checkbox"/> Ultimate Frisbee |
| <input type="checkbox"/> Gymnastics:
“Stomach, Legs, Buttocks” | <input type="checkbox"/> Volleyball |
| | <input type="checkbox"/> Wakeboard / Waterskiing |
| | <input type="checkbox"/> Yoga |

www.sport.uni-bayreuth.de



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