

Syllabus

Course Description

Course Title	Current Issues in Sport Management
Course Code	30188
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	German
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	
Teaching Assistant	
Semester	Second semester
Course Year/s	3
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	<p>This course explores current and emerging topics within the domain of sport management. Its content is intentionally flexible, allowing for the integration of up-to-date issues, sector-specific innovations, and context-driven developments relevant to the sport industry. Through a combination of theoretical perspectives and practical case discussions, students will engage critically with selected themes that reflect the dynamic and interdisciplinary nature of sport management today. While the specific topics addressed may vary annually, potential areas of focus include, but are not limited to, digitalization in sport, sustainable management practices, governance structures, ethical considerations, diversity and inclusion, stakeholder engagement, and the socio-economic impact of major sport events.</p>

Course Topics	
Keywords	
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	<p>Knowledge and understanding</p> <p>MANAGEMENT</p> <p>of theories of corporate management</p> <p>business organisation in different contexts</p> <p>organisation and management of human resources</p> <p>the interaction between different management functions</p> <p>the nature and purpose of the tourism, sports and events industry, its activities, business systems and the tools required to manage them</p> <p>the management of information flows, marketing and its functions in the consumer market (including behavioural sciences, market research, destination marketing)</p> <p>corporate strategies and basic business models</p> <p>the main strategic planning tools and their appropriate and contextualised application</p> <p>management theory and methods</p> <p>sustainable tourism management in an international context</p> <p>the current dynamics of international competition on the tourism market</p> <p>concepts, models and techniques for analysing current issues in sport</p> <p>the management of sport in an international context</p> <p>the particularities of the world of sport in order to improve the management of sport in today's society.</p> <p>Ability to apply knowledge and understanding</p> <p>MANAGEMENT</p> <p>different aspects of management theories to the service sector</p> <p>Analyse internal and external business problems and offer possible solutions</p> <p>Human resource management in different organisational contexts</p> <p>Review the management of the organisation as individual functions</p>

	<p>and as a whole</p> <p>Distinguishing the roles and characteristics of the different players in the tourism, sports and events sector</p> <p>Utilising and consolidating available information and resources to identify the differences between the various management systems in the tourism and sport sector</p> <p>Determine the value of the different tourism and sport stakeholders and strategies and understand the impact on the performance of the different management systems</p> <p>Evaluate different digital marketing approaches</p> <p>Management principles for organisations of different sizes and in different contexts</p> <p>Industry analysis, competitive analysis and analysis of the business environment in different sectors</p> <p>Support in strategic and operational decision-making using basic planning tools and scenarios</p> <p>Personnel development and leadership</p> <p>Creating a compelling soft skills offering for new initiatives</p> <p>Identification of potential talent in the market</p> <p>Support for operational and strategic business decisions in the field of sports infrastructure</p> <p>Sports infrastructure management</p> <p>Project management through the use of various event organisation and project management software</p> <p>Utilisation of local opportunities and resources in the international event market</p> <p>Communication in the tourism sector in intercultural working environments</p> <p>Segmentation of the sports market, targeting and product positioning</p> <p>Contributing to the development of marketing mix strategies and tools for marketing through sport and the commercialisation of sport</p> <p>Development and commercialisation of sponsorship proposals.</p> <p>Apply critical thinking in relation to current sports management practices, including the evaluation of sports market development.</p> <p>Making judgements</p> <p>Analyse and critically report on information, experience and data to make appropriate business decisions;</p>
--	---

	<p>find necessary additional information in databases, legal documents and scientific sources; find solutions by using logical reasoning and combining information and analytical tools</p> <p>Communication skills Graduates of the Bachelor's degree programme in Tourism, Sports and Event Management will develop communication and presentation skills in order to explain, argue and summarise the complex, interdisciplinary topics of the tourism, sports and event sector in a working environment. Achievement of this goal is assessed by means of written examinations, group work, assignments, presentations of case studies and projects as well as the final thesis.</p> <p>Learning skills The ability to seek out up-to-date information in order to keep abreast of changes in the service sector in general and in tourism, sports and event management in particular;</p>
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	
Evaluation Criteria	
Required Readings	
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	