



The Bachelor's Degree Programme in SPORT MANAGEMENT (PBA)

Curriculum 2019

National part

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This national part of the curriculum for the Bachelor's Degree Programme in Sport Management is issued in accordance with § 18(1) of Ministerial Order No. 80 on Technical and Mercantile Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes. This curriculum is supplemented with an institutional part, provided by the individual educational institution that offers the programme.

The national part of the curriculum has been prepared by the educational network for the Bachelor's Degree Programme in Sport Management after consultation with the education committees of the educational institutions and the External Examiners' chairmanship, and it has been approved by the boards of directors (or by the rectors) of all the educational institutions offering the programme.

This text is a translation of a Danish curriculum and is intended for information purposes only. In the event of any discrepancy between the translation and the original text, the original text shall prevail.

1. The programme's goals for learning outcomes

The purpose of the Sport Management programme is to qualify graduates to act independently in relation to the stakeholders of the sport, event and leisure industry and to develop, plan, and perform complex activities and tasks. The graduate should furthermore be able to: act as a manager, collaborate with others, and take responsibility for his/her own learning and development as well as that of the company and/or the organisation.

The aim of the study programme is marketing, management, finance and economics, and strategy in the sport, event and leisure industry.

Knowledge

The graduate should:

- possess development-based knowledge about practice and about theories and methods applied within the sport, event and leisure industry.
- be able to understand and reflect on the application of theories and methods in the sport, event and leisure industry as well as the industry's practices.

Skills

The graduate should be able to:

- use methods and tools and master skills relating to employment in the sport, event and leisure industry.
- assess practice-related and theoretical, business and management-related problem areas as well as justify and select relevant solution models relating to the sport, event and leisure industry.
- communicate practice-related problems and solutions to stakeholders in the sport, event and leisure industry.

Competencies

The graduate should be able to:

- deal with complex and development-oriented situations and establish and draw on relevant networks in relation to the companies and organisations in the sport, event and leisure industry.
- independently participate in monodisciplinary and interdisciplinary collaboration and take responsibility in terms of managing the development of strategies and activities within the professional ethics of the sport, event and leisure industry.
- identify own and others' learning needs in order to develop and maintain own knowledge, skills and relevant professional and personal competencies in relation to the sport, event and leisure industry.

2. The contents of the four national subject elements

2.1. The sports industry

Contents

The subject element covers macroeconomics, market mechanisms, management and legislation concerning the sport, event and leisure industry. Importance is placed on understanding the characteristics of the industry as well as its diversity and business.

Learning objectives for the sports industry

Knowledge

The student should:

- possess knowledge of interactions between the different sectors^[1] of the sport, event and leisure industry.
- possess development-based knowledge of macroeconomics, market mechanisms, strategic management and legislation concerning the sport, event and leisure industry.
- be able to reflect on the practices of the sport, event and leisure industry and the theories and methods of market mechanisms, economics, management and legislation applied in the industry.

Skills

The student should be able to:

- apply methods and tools for the development of the sport, event and leisure industry in terms of market mechanisms, macroeconomics, management and legislation.
- assess practice-related and theoretical problems concerning the sport, event and leisure industry and select and justify relevant solution models relating to the industry.
- communicate practice-related problems and solutions to partners and users in the sport, event and leisure industry.

Competencies

The student should be able to:

- deal with complex and development-oriented situations relating to the sport, event and leisure industry and the associated stakeholders.
- collaborate independently with internal and external stakeholders while taking the characteristics and diversity of the industry into consideration from a business perspective.
- identify own and others' learning needs in order to develop and maintain own knowledge, skills and relevant competencies in relation to ethics of the sport, event and leisure industry.

ECTS weight

The Sports industry programme element is worth 10 ECTS credits.

2.2. The sports consumer and the sports product

Contents

The subject element covers marketing and sales. Importance is placed on consumer types and consumer behaviour in relation to innovate, develop and sell products and services in the sport, event and leisure industry

^[1] Sectors: Non-profit sector, Private/Professional sector and Public sector

Learning objectives for the sports consumer and the sports product

Knowledge

The student should:

- possess development-based knowledge about consumer types and consumer behaviour as well as applied theories and methods within the practices of the sport, event and leisure industry.
- be able to understand practices, applied theories and methods to innovate, develop and market products and services in the sport, event and leisure industry.
- be able to reflect on the practices of the sport, event and leisure industry and the application of theories and methods in the context of the sports consumer and the sports product,

Skills

The student should be able to:

- apply methods and tools for the innovation, development and marketing of products and services and master the tools relating to employment in the sport, event and leisure industry.
- assess practice-related and theoretical, business and management-related problems as well as justify and select relevant solution models relating to the sport, event and leisure industry.
- communicate practice-related problems and solutions relating to consumer behaviour and product development to stakeholders in the sport event and leisure industry.

Competencies

The student should be able to:

- identify the consumer types of the industry and analyse consumer behaviour in order to manage the innovation, development and marketing of new products and services.
- independently collaborate with relevant stakeholders in monodisciplinary and interdisciplinary efforts concerning marketing and sales.
- identify own and others' learning needs in order to develop and maintain own knowledge, skills and relevant competencies in terms of the sports consumer and the sports product.

ECTS weight

The Sports consumer and the sports product programme element is equal to worth 10 ECTS credits.

2.3. Sustainable business operations

Contents

The subject element covers financial and organisational management. Importance is placed on the company's or the organisation's sustainable operations from a (socio)economic, cultural and environmental perspective.

Learning objectives for Sustainable business operations

Knowledge

The student should:

- possess development-based knowledge of the practices and applied methods and theories of the sport, event and leisure industry relating to the sustainable management of business operations.

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- be able to understand practices, theories and methods applied in financial and organisational management and be able to reflect on the sport, event and leisure industry's practices and application of these theories and methods from the perspective of sustainability.

Skills

The student should be able to:

- apply financial and organisational management methods and tools as well as master skills related to employment in the sport, event and leisure industry.
- assess practice-related and theoretical problems concerning financial and organisational management as well as justify and select relevant sustainable solution models relating to the sport, event and leisure industry.
- communicate practice-related problems and solutions relating to sustainable operations to stakeholders in the sport, event and leisure industry.

Competencies

The student should be able to:

- autonomously take part in collaborative efforts on the handling and development of the sustainable operations of a business or organisation.
- autonomously take part in monodisciplinary and interdisciplinary collaboration with relevant stakeholders based on a sustainable business understanding
- identify own and others' learning needs in order to develop and maintain own knowledge, skills and relevant competencies in terms of sustainable operations.

ECTS weight

The Sustainable operations subject element is worth 10 ECTS credits.

2.4. Strategic value creation:

Contents

The subject element covers management and business development. Importance is placed on the development of existing as well as new target areas within the sport, event and leisure industry as well as the execution of strategic decisions at company and organisational level.

Learning objectives for Strategic value creation

Knowledge

The student should:

- possess development-based knowledge about the practices and applied theories and methods of the sport, event and leisure industry in terms of new development trends in the context of strategic value creation,
- be able to understand practices, theories and methods applied in strategic value creation and be able to reflect on the sport, event and leisure industry's practices and application of the same theories and methods.
- be able to reflect on the practices and applied theories and methods of the sport, event and leisure industry in terms of strategic value creation.

Skills

The student should be able to:

- apply and reflect on methods and tools for strategic value creation that relate to employment in the sport, event and leisure industry.
- analyse and assess practice-related and theoretical strategic problem areas and justify and select relevant solution models in relation to the sport, event and leisure industry.
- communicate practice-related strategic problems and solutions to stakeholders in the sport, event and leisure industry.

Competencies

The student should be able to:

- autonomously take part in monodisciplinary and interdisciplinary collaboration with the management and staff on developing and implementing solutions relating to the company's or the organisation's strategic challenges.
- autonomously join networks or collaborative efforts with other relevant stakeholders with a view to developing the business, the organisation and the industry.
- identify own and others' learning needs in order to develop and maintain own knowledge, skills and relevant strategic competencies.

ECTS weight

The Strategic value creation subject element is worth 10 ECTS credits.

2.5. The number of exams for the national subject elements

Two exams testing the national subject elements and one exam relating to the bachelor's degree project will be conducted. Please see section 3 for the number of internship exams.

For an overview of all exams for the study programme, please refer to the institutional part of the curriculum as national subject element exams described in this curriculum may be combined with exams testing subject elements laid down in the institutional part of the curriculum.

3. Internship

Learning objectives for the study programme's internship

Knowledge

The student should:

- possess development-based knowledge of practices of the profession and of the place of internship as well as the theories and methods used.
- be able to reflect on the company's/organisation's methods and practices in the context of the theories learnt in the study programme.

Skills

The student should be able to:

- apply the company's/organisation's methods and tools and master the skills related to the internship place and the sport, event and leisure industry.

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- assess practice-related and theoretical problems and collect data on that background and be able to justify and select relevant possible solutions to those problems.
 - Communicate the profession-related problems and possible solutions to colleagues and partners.

Competencies

The student should be able to:

- deal with complex, development-oriented work tasks.
- autonomously participate in monodisciplinary and interdisciplinary collaboration within the business/organisation and assume responsibility for such collaborative efforts.
- identify own professional and personal learning needs during the internship and develop own knowledge, skills and competencies relating to the business/organisation.

ECTS weight

The internship is worth 15 ECTS credits.

Number of exams

The internship is completed with an exam.

4. Requirements for the bachelor's degree project

Contents

The bachelor's degree project must document the student's understanding of and ability to reflect on the practices of the profession and the use of theories and methods in relation to a practice-related problem area. The research question, which must be central to the study programme and the profession, is formulated by the student and may be prepared in collaboration with businesses and/or organisations in the sport, event and leisure industry. The educational institution must approve the problem statement.

As a requirement, the bachelor's degree project must be interdisciplinary, and it must include economic scenarios for the consequences of the proposed solutions to the research question.

Knowledge

The graduate should:

- possess development-based knowledge about practice and about theories and methods applied within the sport, event and leisure industry.
- be able to understand and reflect on the application of theories and methods in the sport, event and leisure industry as well as its practices.

Skills

The graduate should be able to:

- apply methods and tools as well as master skills related to employment in the sport, event and leisure industry.
- assess practice-related and theoretical, business and management-related problems as well as justify and select relevant possible solutions in relation to the sport, event and leisure industry.
- communicate practice-related problems and solutions to stakeholders in the sport, event and leisure industry.

Competencies

The graduate should be able to:

- deal with complex and development-oriented situations and establish and use relevant networks in relation to the businesses and organisations in the sport, event and leisure industry.
- independently participate in monodisciplinary and interdisciplinary collaboration and take responsibility in terms of managing the development of strategies and activities within the professional ethics of the sport, event and leisure industry.
- identify own and others' learning needs in order to develop and maintain own knowledge, skills and relevant professional and personal competencies in relation to the sport, event and leisure industry.

The bachelor project examination

The bachelor project concludes the study programme and takes place in the final semester, once all the preceding exams have been passed.

ECTS weight

The bachelor project is worth 15 ECTS credits.

Form of examination

The examination consists of an externally assessed oral and written exam where a combined, individual mark is given according to the 7-point grading scale for the written project and the oral performance.

5. Rules on credit

Completed programme elements are equivalent to corresponding programme elements at other education institutions offering the study programme.

Students are obliged to disclose information about education elements that they may have completed at any other Danish or foreign higher education institution as well as any work experience that may reasonably be presumed to earn the student academic credit.

The educational institution considers each case of potential credit transfer based on the extent to which completed education elements and work experience match modules or other academic or practical components of the study programme.

The decision whether to award credit transfer is based on an academic assessment.

Following completion of pre-approved studies in Denmark or abroad, students are obliged to document that the education elements forming part of the pre-approval were in fact completed.

When applying for pre-approval, the student must consent to the educational institution obtaining any required information after the student's completion of the study period.

On approval according to the above, an education element is considered completed if it was passed in accordance with the regulations governing the study programme in question.

6. Commencement and transitional schemes

Commencement

This national part of the curriculum is valid from 20 August 2019 and will apply to students who are enrolled as of this date.

Transitional schemes

Students who enrol up until 20 August 2019 will be subject to the August 2014 Curriculum, and they will be transferred to this Curriculum on 1 September 2022.