

CURRICULUM for the BACHELOR'S DEGREE PROGRAMME IN SPORT MANAGEMENT

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**UNIVERSITY COLLEGE
OF NORTHERN DENMARK**

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This national part of the curriculum for the Bachelor's Degree Programme in International Sales and Marketing is issued in accordance with subsection 22(1) of the ministerial order on technical and commercial academy profession degree programmes and bachelor's degree programmes. This Curriculum is supplemented with an institutional part which is laid down by each individual educational institution that provides the programme.

The Curriculum was drawn up by the educational network for the Bachelor's Degree Programme in International Sales and Marketing and approved by all the institutions providing the programme.

Please note that this is a translation of a Danish curriculum. The translation is intended for information purposes only. In the event of any discrepancy between the translation and the original, the original 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. Graduates should furthermore be able to: act as managers, collaborate with others and take responsibility for their personal learning and development as well as that of their company and their organisation.

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

Knowledge

Graduates should have acquired:

- development-based knowledge of practice and of theories and methods applied within the sport, event and leisure industry
- an understanding of and the ability to reflect on the application of theories and methods in the sport, event and leisure industry as well as the industry's practices.

Skills

Graduates should have acquired the skills to:

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

Competencies

Graduates should be able to:

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

2. The study programme comprises four national subject elements

2.1 The sports industry

Content

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 opportunities for business.

Learning objectives for The sports industry

Knowledge

On completion, students should have acquired:

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

Skills

On completion, students should have acquired the skills 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 proposals relating to the industry
- communicate practice-related problems and solutions to partners and users in the sport, event and leisure industry.

Competencies

On completion, students 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 their own and others' learning needs in order to develop and maintain their personal knowledge, skills and relevant professional competencies relating to the ethics of the sport, event and leisure industry.

^[1] Sectors: the civil sector, the private/professional sector and the public sector.

ECTS weight

The sports industry is worth 10 ECTS credits.

2.2 The sports consumer and the sports product

Content

The subject element covers marketing and sales. Importance is placed on consumer types and consumer behaviour relating to innovating, developing and marketing products and services in the sport, event and leisure industry.

Learning objectives for The sports consumer and the sports product

Knowledge

On completion, students should have acquired:

- 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
- an understanding of practices, applied theories and methods to innovate, develop and market products and services in the sport, event and leisure industry
- the knowledge that allows them to reflect on the practices of the sport, event and leisure industry and the application of theories and methods relating to the sports consumer and the sports product.

Skills

On completion, students should have acquired the skills to:

- apply methods and tools for the innovation, development and marketing of products and services as well as master the tools relating to employment in the sport, event and leisure industry
- assess practice-related and theoretical problems relating to marketing and selling as well as justify and select relevant solution proposals 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

On completion, students should be able to:

- identify the consumer types of the industry and analyse consumer behaviours in order to handle the innovation, development and marketing of new products and services
- autonomously participate in monodisciplinary and interdisciplinary collaboration concerning marketing and selling with relevant stakeholders
- identify their own and others' learning needs in order to develop and maintain their personal knowledge, skills and relevant competencies relating to the sports consumer and the sports product.

ECTS weight

The sports consumer and the sports product is worth 10 ECTS credits.

2.3 Sustainable business operations

Content

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

Learning objectives for Sustainable business operations

Knowledge

On completion, students should have acquired:

- 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
- an understanding of 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

On completion, students should have acquired the skills to:

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

Competencies

On completion, students should be able to:

- autonomously take part in handling and developing the sustainable operations of a business or organisation
- autonomously take part in monodisciplinary and multidisciplinary collaboration with relevant stakeholders on the basis of a sustainable business understanding
- identify their own and others' learning needs in order to develop and maintain their personal knowledge, skills and relevant competencies in terms of sustainable business operations.

ECTS weight

Sustainable business operations is worth 10 ECTS credits.

2.4 Strategic value creation

Content

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

Learning objectives for Strategic value creation

Knowledge

On completion, students should have acquired:

- development-based knowledge of the practices and applied theories and methods of the sport, event and leisure industry relating to trends emerging in the context of strategic value creation
- an understanding of practices, theories and methods applied in strategic value creation, and they should be able to reflect on the sport, event and leisure industry's practices and application of these theories and methods
- the knowledge to reflect on the practices and applied theories and methods of the sport, event and leisure industry in terms of strategic value creation.

Skills

On completion, students should have acquired the skills 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 problems and be able to justify and select relevant solution proposals relating to the sport, event and leisure industry
- communicate practice-related strategic problems and solutions to stakeholders in the sport, event and leisure industry.

Competencies

On completion, students should be able to:

- autonomously take part in monodisciplinary and multidisciplinary 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 their own and others' learning needs in order to develop and maintain their personal knowledge, skills and relevant strategic competencies.

ECTS weight

Strategic value creation is worth 10 ECTS credits.

3. Internship

Learning objectives for the internship

Knowledge

On completion, students should have acquired:

- development-based knowledge of the practices, theories and methods applied in the profession and at the place of internship
- the knowledge to reflect on the company's/organisation's methods and practices in the context of the theories learnt in the study programme.

Skills

On completion, students should have acquired the skills to:

- apply the company's/organisation's methods and tools as well as master the skills related to the internship place and the sport, event and leisure industry
- assess practice-related and theoretical problems and collect data on that background and be able to justify and select relevant solution proposals to those problems
- communicate the profession-related problems as well as solution proposals to colleagues and partners.

Competencies

On completion, students should be able to:

- deal with complex, development-oriented work tasks
- autonomously participate in monodisciplinary and multidisciplinary collaboration within the business/organisation and assume responsibility
- identify their own professional and personal learning needs during the internship and develop their 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 finalised by one examination.

4. Requirements for the bachelor's degree project

Alongside the other exams included in the programme, the bachelor's degree project should document that the student has achieved the objectives of the study programme.

In the bachelor's degree project, the student must document an understanding of practice as well as key theories and methods related to a practice-related problem or issue. The problem statement should be based on a specific task within the field of the study programme. The student must formulate the problem statement – possibly in collaboration with a private or public business or organisation – which must be central to the study programme and the profession. The educational institution must approve the problem statement.

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

The exam testing the bachelor's degree project

The bachelor's degree project concludes the study programme, and the examination takes place once all the preceding exams have been passed.

ECTS weight

The bachelor's degree project is worth 15 ECTS credits.

Examination type

The exam is made up of a written project and an oral examination. The exam is externally assessed and is given an individual grade according to the 7-point grading scale for the combined written project and oral performance.

5. Rules for credit transfer

In terms of ECTS credits, passed educational elements are equivalent to corresponding educational elements pursued at other educational institutions that provide the same study programme.

The student must inform the institution of any educational elements that were completed with another 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 approves credit transfer in each individual case on the basis of completed educational elements and work experience that match subject elements, educational elements or the internship of the study programme.

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

In cases of pre-approval of study periods in Denmark or abroad, the student has a duty to document the completion of the pre-approved educational elements after finishing that study period.

When applying for pre-approval, the student must consent to allow the educational institution to collect any required information after they completed the period abroad.

For approvals according to the above rules, an educational element is considered completed if it was passed in accordance with the regulations governing the specific study programme.

6. Commencement and transitional schemes

This national part of the Curriculum will come into effect as of 20 August 2022.

This Curriculum applies to students who commence the study programme after the effective date.

6.1 Transitional regulations

For students who are currently enrolled on the programme, the following applies:

students who commenced the study programme before the effective date will be subject to the national curriculum that came into force on 20 August 2019, until 1 September 2023.