

Best Curriculum Model
Two examples and a golden Plan

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Kick-off day in sport management
2006

The winning menu

Sport Studies 1st year (60 ECTS)
Norwegian School of Sport Sciences

- Theory of movement 12 ECTS
- Theory of training 13 ECTS
- Sport and Society 13 ECTS
(4 classes in sport organizations)
- Ball games 5 ECTS
- Other sports (athletics, swimming, life-saving,
gymnastics, dance and aerobics) 8 ECTS
- Outdoor activities (skiing, skating, orienteering &
adapted sport) 9 ECTS

Introduction

- These studies aim to prepare students with the knowledge and skills necessary to work in /lead sport organisations, volunteer organisations in the third sector, as well as public agencies involved in sport at all levels.

Objectives:

- Students will:
- Comprehend the institutional structures in sport, acquire knowledge on the volunteers, directors, sport associations members, media, legal system, public instances, sponsors, and other organisations, as well as be able to picture all of it in a society context.
- Acquire knowledge and skills to write and implement sport policies, prepare solicitation letters to obtain financial and sponsor support, make short-term, long-term, and strategic plans, put together budgets and manage financial statements, consult members, owners and managers.
- Coordinate activities, services, construction and running of sport facilities, and organisations.
- Possess a basic scientific understanding of human movement and training in sport, which takes place during the 1st year and is mandatory for all bachelor students.

2nd year bachelor Sport Management

1. period	2. period	3. period	4. period	
SPM 214 Organizational theory	5 SPM 214 Organizational theory	5 SPM 220 Leadership	5 SPM 291 Internship	5
SPM 240 Economy I	5 SPM 215 Politics and administration	5 SPM 215 Politics and administration	5 SPM 223 Marketing	5
Scientific methodology	5 Scientific methodology	5 241 Economy II	5 241 Economy II	5

3rd year bachelor Sport Management

1. period	2. period	3. period	4. period	
SPM 350 Sport and law	5	SPM 310 Project management	5 SPM360 Sport journalism	5
SPM 330 Sport facilities	5 SPM 322 The economy of sports	5 SPM 321 International organizing of sports	5 SPM 321 International organizing of sports	5
SPM 390 Bachelor thesis	5 SPM 390 Bachelor thesis	10 Elective modules	5 Elective modules	5

Exams and Evaluation

Organizational theory	Individual written exam one week 2/3 A group report – feed back during the two periods
Economy	Pass hand in tasks 3 hour school exam
Methods and statistics	Group tasks + 3 hours school exam – Passed grade
Politics	Pass task in administration Oral group exam
Leadership	Group work at home, one passed and one with grades
Economy II	Tasks ¼ and 4 hour school exam 3/4

Exams and Evaluation continued:

Marketing	Group work
Internship	Report passed 100% attendance 5 weeks in private and public org.
Sport and law	3 hour school exam
Sport facilities	Group work
Sport Economy	3 hour school exam
Thesis	Individual 25 pages

Cologne Module Overview			
Semester	Basic Module	Modules	Credits
1st	Basic Studies	9	48
2nd	Key Competencies	3	12
3rd	Professionally Oriented Studies I:	4	36
4th	Professionally Oriented Studies II:	5	34
5th	Profile Continuation	6	18
6th	Profile Addition	2	12
	Bachelorthesis		12
	Internship		8

Module Overview			
Semester	Module Title	Optional=+/ Obligatory=- o (3 out of 6)	Credits
5.-6.	Module Sport Economics and Sport Management II	O	6
5.-6.	Module Financing Sport	O	6
5.-6.	Module Sport Marketing	O	6
5.-6.	Module Communication in Sports	O	6
5.-6.	Module Economical Aspects of the Media	O	6
5.-6.	Module Media Offering and their Impact	O	6
6.	2 Profil Addition Modules (open offer at university)	+	12
5.	Internship	+	8
5.	Thesis	+	12

The golden Plan for Bachelor:

- 1st year: General education in sport 60 ECTS
- 2nd year : Sport Management 60
- 3rd year: Sport management 30
+ elective topics or abroad 30
- Total 180

The golden plan ?

- First Semester
 - Fundamentals of Sport Management 6
 - Fundamentals of Sport Marketing 6
 - Fundamentals of Sport Economics 6
 - Human Recourses in Sport Organizations 6
 - Event Management 6
 30
- Second Semester
 - 1) Organizational Theories 6
 - 2) International Sports 6
 - 3) Sport Business 6
 - 4) Sociology and Ethics in Sports 6
 - 5) Facility Management 6
 30


The Golden plan ?

- Third Semester
 - Choice of thirty Credit hours (five classes) in one emphasis area or electives.
 - 5x6 30
- Fourth Semester
 - 1) Thesis 3X6 18
 - 2) Internship (Practicum) 2x6 12
 30
- 120

Master in Sport Management
Norwegian School of Sport Sciences

1st year

Fall		Spring	
Scientific philosophy	5		
Two courses in methodology out of 4	10	SPM 435 Sport Management	20
Seminar to be elected	20	Project plan for the thesis	5



Master in Sport Management
2nd year

- Writing of thesis 60 ECTS
- 30 hours of guidance

Cologne Master			
Sem.	Module	Courses	Credits
1st	International Sport Governance	3	8
	Sport Economic Methods	4	14
	Sport Economics I	2	7
2nd	Sport Economics II	2	6
	Business Administration of Sport	3	9
	Sport Marketing Research	3	12
	Scientific Project	1	4

2nd year Master Cologne

3rd	Sport Management Research	4	12
	Finance of Sport	4	12
	Tutorial + Masterthesis Colloquium	1+1	2+4
4th	Masterthesis		30

Master in Sport Management

- First Semester
 - 1) Research Methods 6
 - 2) Advanced Sport Management 6
 - 3) Advanced Sport Marketing 6
 - 4) Advanced Sport Economic 6
 - 5) Sports and Law 6
 - 30
- Second Semester
 - 1) Statistics 6
 - 2) Sport Administration 6
 - 3) Media and Sports 6
 - 4) Financing and Fund Raising 6
 - 5) Contemporary Society and Ethics 6
 - 30

Master the Golden Plan?

- Third Semester
 - Five (5) classes in Emphasis area 30
- Fourth Semester
 - Master Thesis 5x6 30