

Enclosure to the curriculum for the Master of Science in Economics and Business Administration

Profile description for Sports and Event Management

Enclosure to the curriculum for the
Master of Science in
Economics and Business Administration

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This profile description is an enclosure to the curriculum for the Master of Science in Economics and Business Administration

The profile description applies to students commencing the profile as from 1 September 2011

It is recommended also to read the curriculum as well as the ministerial orders.

The profile description was approved on 7 December 2010 by the Academic Study Board for Business Administration, Esbjerg and on 14 February 2011 by the Dean of the Faculty of Social Sciences.

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1. The title of the profile in Danish and English

The title of the profile is in Danish: Cand.merc. (med profil i Sports and Event Management)

The title of the profile is in English: Master of Science in Economics and Business Administration (with profile in Sports and Event Management)

2. Entry requirements to the profile and entrance through supplementary courses

Direct entrance:

In accordance with the curriculum, section 3, the following bachelor's degrees provide admission to the profile:

Persons who have passed the Bachelor in Economics and Business Administration programme (HA) or a combined Business Administration programme have access to the Master of Science in Economics and Business Administration.

Applicants who do not meet the entry requirements of the profile may be admitted, if they have academic qualifications at a commensurate level. The university may require supplementary tests.

- The Danish Bachelor of Science in International Commerce and Modern Languages (BSc SPRØK)
- The Danish Bachelor of Arts in International Business and Modern Language (BA negot)
- The Danish Bachelor of Arts in Tourism and Leisure Management (BA negot i Turisme og Fritidsmanagement)
- Applicants possessing a Graduate Diploma in Business Administration (HD eksamen) must complete additional courses equaling 20 ECTS in the following way:
 - HDR: Organisation i erhvervsvirksomheder (10 ECTS) and Marketing og forbrugeradfærd (10 ECTS)
 - HDO: Årsregnskab og økonomi-styring (10 ECTS) and Marketing og forbrugeradfærd (10 ECTS)
 - HDA: Årsregnskab og økonomi-styring (10 ECTS) and Organisation i erhvervsvirksomheder (10 ECTS) .

3. Description of the profile focus

In accordance with the curriculum, section 1.1 the student who completes the profile will obtain the same competency through academic and practical focus as described below:

Knowledge

The profile in Sports and Event Management on the MSc in Economics and Business Administration builds mainly on the academic competences in the organization and marketing disciplines that the students have acquired during their bachelor education. Inside the disciplines, the focus is primarily on the parts that are relevant for enterprises in the sports and event industry. Accordingly, the profile provides a broader and deeper understanding of the organization and marketing disciplines, especially in relation to how they actively can interact in a way that supports a positive development of companies in the sports and event industry.

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The MSc possesses knowledge on a high academic level regarding management of companies in the sports and event industry especially as regards governance in such companies. Further, the MSc has knowledge on a high level regarding music and media markets, the interplay between these markets and the sports and event sector, and how this interplay can be used successfully in a market strategic context. Finally, the MSc has knowledge about project management.

Proficiency

An MSc in Economics and Business Administration in Sports and Event Management is able to independently identify special competences specifically in companies in the sport and event industry and the need for development of the company to create and/or sustain a competitive advantage. Further, the MSc is able to plan and carry out relevant developmental activities inside the firm as well as externally with the company's business relations.

The MSc has proficiency in carrying out and documenting marketing research by employment of advanced methods for qualitative and quantitative research.

Finally, the MSc has proficiency to present research, results, and documentation orally and in writing. The MSc can relate to own and colleague's work in a critical and constructive manner.

Competences

The MSc has competences to manage companies in the sports and event industry. As a part of this, the MSc can manage change processes using principles for project management from the perspective that the project outcome is more than the technical deliverances. In many instances, organizational and personal changes are also part of the necessary outcome.

The MSc in addition has competences to independently structure an assignment and identify a need for information necessary to solve the problem. Further, the MSc can identify relevant sources of information and make a research design in consideration of economic and other constraints.

4. Other regulations

4.1 Language

The programme is offered in English. If the teacher and the co-examiner or external examiner is Danish speaking, the student can choose to take the exam in Danish.

4.2 Project-oriented studies and studying abroad

Project-oriented studies and studying abroad is recommended to take place in the 3rd semester of the programme. Internship can replace up to 15 ECTS electives. An internship must be pre-approved by the profile responsible and finally approved by the study board after the internship period. Further information regarding internship and study abroad period can be found at www.sdu.dk.

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4.3 Semester structure

The programme runs in quarters. This means that each semester is split in quarters in the following way:

1. Semester
 - First quarter: Weeks 36-44 (fall holiday week 42). Exam week 45.
 - Second quarter: Weeks 46-02 (Christmas holiday week 52/53). Exam weeks 3-4.
2. Semester
 - First quarter: Weeks 05-12. Exam weeks 14/15.
 - Second quarter: Weeks 16-23. Exam weeks 24/25.

The above can deviate with up to one week due to changes in the calendar year. Every semester the final placement of the study and exam weeks can be found on the home page of the study under “Timetables”.

Reexams take place in January and June. For details, consult the course descriptions.

5. Structure of the profile

5.1 Course titles, ECTS, weight and assessment

Course Titles	ECTS	Weight	Assessment
Constituent compulsory courses			
Entertainment, Markets, and Business	7.5	7.5	Internal 7-point grading scale
Methodology of the Social Sciences and Qualitative Methods	7.5	7.5	Internal 7-point grading scale
Sports Governance	7.5	7.5	Internal 7-point grading scale
Project Management	7.5	7.5	Internal 7-point grading scale
Strategy & Competition	7.5	7.5	External 7-point grading scale
Quantitative Market Research Methods	7.5	7.5	Internal 7-point grading scale
Innovation Management	7.5	7.5	External 7-point grading scale
Seminar in Sports and Events	7.5	7.5	Internal 7-point grading scale
Master's thesis	30	30	External 7-point grading scale
Elective subjects (min. 10 ECTS):			
Electives: Courses equaling 30 ECTS must be selected. See below.	30	30*	See course description 7-point grading scale

* In calculation of the mean, the courses weigh according to their value in ECTS.

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5.2 Diagram of the profile, study start respectively 1st September and 1st February

Study start 1st September			
4. sem.		Master's thesis 30 ECTS	
3. sem.		Electives 30 ECTS	
2. sem	4. quarter	Innovation Management	Seminar in Sports and Events
	3. quarter	Strategy & Competition	Quantitative Market Research Methods
1.sem.	2. quarter	Sports Governance	Project Management
	1. quarter	Entertainment, Markets, and Business	Methodology of the Social Sciences and Qualitative Methods

Study start 1st February			
4. sem.		Master's thesis 30 ECTS	
3. sem	4. quarter	Sports Governance	Project Management
	3. quarter	Entertainments, Markets, and Business	Methodology of the Social Sciences and Qualitative Methods
2. sem		Electives 30 CTS	
1. sem	2. quarter	Innovation Management	Seminar in Sports and Events
	1. quarter	Strategy & Competition	Quantitative Market Research Methods

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5.3 Description of the elective subjects

The student can choose:

- From constituent subjects on other profiles on the Master in Economics and Business Administration (cand.merc.)

or

- From other subjects that have been pre-approved by the study board. See the list of course descriptions regarding this.

or

- Apply the study board for pre-approval of alternative subjects.

6. Special profile transitional rules

Students who have started on the profile before September 2011 and who have not passed the below courses can replace the courses in the following way:

The course Quantitative Research Methods can be replaced by the course Quantitative Market Research Methods. The last exam in the course Quantitative Research Methods is in June 2012.

The course Music and Media Management can be replaced by the course Entertainment, Markets, and Business. The last exam in Music and Media Management is offered in November 2011.