

Sport management education in Germany

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Synopsis:

Abstract:

Sport studies enjoy a long tradition in Germany, however until the 1980s the focus was on physical education, sport history, economics and sociology. The relationship between sport and industry was covered – if at all - within the domain of sport sociology. A few universities, like Bayreuth and the German Sport University Cologne started in the 1980s to develop new study programmes around the management aspects of sport with an emphasis on combining physical education with solid knowledge of business administration. On the basis of an internet based research there are more than 200 programmes offered today by 91 German institutions in higher education covering various aspects around the management of sport (about 25 % are offered as concentrations). Compared with other established fields of study, it is remarkable that about one third of those study programmes are offered by private institutions in Germany. Nearly all study programmes offered by private institutions in higher education are introduced during the last decade, with annual tuition fees for a two to three years programme ranking between 15,000 and 40,000 EURO. Various payment schemes are available allowing to distinguish between part-time and full-time advancement or high-performance bonuses. This indicates that offering education in sport management seems to be a viable business opportunity – however there are no figures provided in public sources on the number of students accepted or graduated. Education offered by private institutions covers the first cycle of the Bologna process (BA) and only a few offer (additional) programmes on the Master-level (MA or MSc). A large number of private institutions offer parts of their programmes in collaboration with institutions of higher education abroad and franchise their degrees for example from Spain, Switzerland, Austria or the UK. Twinning between institutions in sport (like football clubs or leagues) and institutions in higher education is also used as a strategy to position a

programme in the market. Despite various international collaborations, English (or Spanish) speaking courses are limited to the courses offered by the foreign partner institutions and none of the German private institutions of higher education offers a full-fledged study programme in sport management taught in English. In regards to content the study programmes offered by those institutions tend to cover the combination of sport with media, communication and event management. The study programmes at state institutions of higher education at the masters level offer a MSc degree – compared to the MA-degree offered by the private sector – and their study programmes tend to have the same focus, but also offering alternatives like the combination with health, journalism, innovation and technology or elite sport. Between 60 and 120 ECTS are required for graduation on the master's level. There are no public figures available on the number of graduates. Some institutions are also offering executive education programmes (MBA) in sport management or sport governance.

References: