

Information on the university courses SNOWSPORTS and SPORTS MANAGEMENT

About the university courses (ULGs)

The ULGs are completed after 4 semesters with a DAS (Diploma of Advanced Studies) in "Snow Sports" and "Sports Management: Health, Leadership and Innovation" (60 ECTS each). The ULGs are conducted in accordance with the European Bologna regulations and offer future-oriented interdisciplinary opportunities in sports and tourism management as well as in the field of healthcare. The ULGs therefore not only cover theoretical aspects, but also attach great importance to practical training. This is carried out in various course blocks or in e-learning mode (blended learning).

Contents

The two ULGs each consist of four compulsory modules covering the following subject areas:

- Snowsports: winter sports (skiing etc.), economics, sports science, sports management
- Sports management: tourism, health, leadership, economic sciences.

A final thesis has to be written as part of the ULG. Further details can be found in the SNOWSPORT or SPORT MANAGEMENT curriculum.

Career prospects

On the basis of their qualification, graduates are able to reflect on management and sports topics and implement economic aspects in sports-relevant offers. They are also able to adapt to and reflect on new fields of practice and target groups. In addition, they acquire scientific and sports practice-related knowledge and develop fundamental competencies for guiding various groups in sport.

- Leading positions in sports and event management
- Innovation and leadership in the sports sector
- Sports, adventure tourism and destination management
- Health promotion and prevention in sport
- Ski schools and winter sports management
- Sports industry and sports retail
- General health promotion, prevention
- Coaching (e.g. sport-specific training)
- Research in the field of sports and health

Entry requirements

- High school diploma or higher education entrance qualification
- Bachelor's degree or equivalent education
- Supplementary examination (sport-specific)
- Admission interview

Extra-occupational and career-oriented study programme

The university course qualifies students for a variety of tasks in the areas of management, planning, organization and marketing of sport. It is aimed at people with a high affinity for sports who are interested in management tasks. Particular emphasis is placed on sports communication as well as the interfaces between sport, economics and the media.

The university courses teach, among other things:

- Social skills (flexibility, creativity, etc.)
- Business administration & economics
- Sports economics
- Communication and media research
- Marketing, management theory, financing, organization
- Sports and media law
- Sports medicine, performance physiology, nutrition, health promotion, etc.

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UMIT TIROL
DIE TIROLER PRIVATUNIVERSITÄT

INFORMATION
ON UNIVERSITY
COURSES



» Snowsports
» Management: Health,
Leadership and Innovation

ECONOMY - MANAGEMENT - SPORT - SCIENCE

For a successful future, the international sports industry needs highly qualified specialists and managers!

It has been a long-standing goal of national and international institutions to combine the training of snow sports instructors with a university degree. The focus should not only be on pedagogical and sports science content, but also address intensive economic and technological focus areas.

The aim is to provide a broad portfolio and comprehensive expertise in order to meet the demands of the future of snow sports - whether in teaching, tourism, trade or industry.

The importance of an international qualification for snow sports instructors at the highest university level shall be emphasized in the future with the two university courses "Snowsports" and "Sports Management: Health, Leadership and Innovation" at the PRIVATE UNIVERSITY UMIT TIROL.



**SNOWSPORTS
ACADEMY**



KRAIBAU

EEP
WIRTSCHAFTSUNIVERSITÄT

SNOWSPORTS and SPORTS MANAGEMENT university courses

UNIQUE SELLING POINT

The courses focus on the unique connection between winter and summer sports as well as their management and convey the knowledge that future managers in the sports industry should have. This also includes the special skills that are essential for managing a successful winter sports resort, for example. Both economic and sporting aspects are covered in this respect.

WHAT DO WE UNDERSTAND BY SPORT

Together with scientific institutes, we conduct research in the field of sports. We focus on various areas of summer and winter sports, sports management, sports medicine, sports psychology and many more. Our aim is to understand sport in all its facets and to communicate the findings on a broad basis. It is our expectation to enable and convey studies based on excellent research and development.



TARGET GROUP

Ambitious people with a great affinity for sports and an interest in economics, nature, tourism, media and the health sector. Also, active or former competitive athletes, high school graduates, sports associations and many more.

SUMMARY

- The university courses are extra-occupational.
- The aim of the courses is to offer business management education in addition to the alpine sports focus (snowsports, hike & bike, etc.). The globally recognized Austrian snow sports instructor training is part of the course.
- The education will be practice-oriented with work placements.
- The courses will mainly take place in Austria.
- The courses cover the practical fields of ski schools, cable cars, tourism and event management as well as healthcare and the sporting goods industry.
- As these courses are already attracting a great deal of interest on international markets (Asia, Europe, Anglo-American region etc.), they are offered in both German and English.

CURRICULUM DIPLOMA OF ADVANCED STUDIES (DAS) - SNOWSPORTS

Semester	Module contents	ECTS-credits Total	Contact study and individual self-study
1. Semester CAS 1	Module 1/1: Fundamentals of alpine skiing	1	All modules in presence on site
	Module 1/2: Kinesiology 1+2	1	
	Module 1/3: Fundamentals of performance physiology and training theory	1	
	Module 1/4: Fundamentals of sports pedagogy, didactics and methodology	1	
	Module 1/5: Moderation & conflict management	1	
	Module 1/6: Corporate management	2	
	Module 1/7: Law in sport (organization etc.)	1	
	Module 1/8: IT & New Media / Analyses / Communication & Presentation	1	
	Module 1/9: Sport and the environment	1	
	Module 2/1: Skiing 1 (Level 1+2)	5	
CAS 1		15	
2. Semester CAS 2	Module 1/10: First aid / sports injuries	1	All modules in presence on site
	Module 1/11: Fundamentals of scientific research	1	
	Module 1/12: Introduction to statistics	1	
	Module 1/13: Tourism as an economic factor	1	
	Module 1/14: Fundamentals of sports facility planning, design and maintenance	1	
	Module 1/15: Topography / Orientation	1	
	Module 2/2: Summer sports (elective subject: Hike&Bike etc.)	4	
	Module 2/3: Skiing 2 (Level 3, T1)	5	
CAS 2		15	
3. Semester CAS 3	Module 1/16: Sports equipment technology and specific material science	2	All modules in presence on site
	Module 1/17: Sport and health	2	
	Module 1/18: Snow and avalanche knowledge	2	
	Module 2/4: Snowboard (Level 1+2)	4	
	Module 2/5: Skiing 3 (Level 3, T3)	5	
CAS 3		15	
4. Semester CAS 4	Module 2/6: Alternative snow sports (telemark, cross-country skiing, freestyle etc.)	2	External work placements in tourism or with associations, partners etc.
	Module 2/7: Alpine course	3	
	Module 3: Work placements in sports institutions, ski schools, associations, business or local communities and tourism, amounting to 100 working hours	5	
	Module 4: Thesis (DAS)	5	
CAS 4		15	
DAS		60	

CURRICULUM DIPLOMA OF ADVANCED STUDIES (DAS) - SPORTS MANAGEMENT: HEALTH, LEADERSHIP AND INNOVATION

Semester	Module contents	ECTS-credits Total	Contact study and individual self-study
1. Semester CAS 1	Module 1/1: Fundamentals of health sciences	2	All modules in presence on site or online
	Module 1/2: Fundamentals of economic sciences	2	
	Module 1/3: Fundamentals of sports sciences	2	
	Module 1/4: Advanced fundamentals of scientific research	2	
	Module 1/5: Fundamentals of statistics	2	
	Module 2/1: Moderation & conflict management	2	
	Module 2/2: Corporate governance	2	
	Module 2/3: Sports tourism and the environment	1	
CAS 1		15	
2. Semester CAS 2	Module 2/4: Communication & presentation	3	All modules in presence on site or online
	Module 2/5: Project and event management	3	
	Module 2/6: Strategic corporate management	2	
	Module 2/7: Tourism as an economic factor	2	
	Module 2/8: Public health and health promotion	2	
	Module 2/9: Social psychology of groups and teams	3	
CAS 2		15	
3. Semester CAS 3	Module 2/10: Research methods	2	All modules in presence on site or online
	Module 2/11: Marketing, financing and controlling	2	
	Module 2/12: Sport and health	2	
	Module 2/13: Leadership and its significance	3	
	Module 3/1: Work placement in sports institutions, ski schools, associations, business or local communities and tourism, amounting to 100 working hours	6	
CAS 3		15	
4. Semester CAS 4	Module 4/1: Accompanying seminar Thesis	2	External work placements in tourism or with associations, partners etc.
	Module 4/2: Thesis (DAS)	13	
CAS 4		15	
DAS		60	