



## Internationale Gastprofessorenkurse im Sommersemester 2026

Im kommenden Sommersemester bieten wir zwei internationale Gastprofessorenkurse an:

- **College Sports in America: History and Controversies (Prof. Dr. David Ridpath, Ohio University, USA)**
- **The Australian Sport Ecosystem: Ideas for German Sport (Prof. Dr. Geoff Dickson, La Trobe University, Melbourne, Australia)**

Beide Veranstaltungen richten sich an Studierende der Bachelor-Studiengänge Betriebswirtschaftslehre (H/I: Spezialisierung Dienstleistungsmanagement) und Sportökonomie (B-6) sowie die Master-Studiengänge Betriebswirtschaftslehre (Ergänzungsmodulbereich), Sportökonomie (A-1-5 oder E-1) und Sporttechnologie (B-4-2 oder B-4-3).

### **College Sports in America: History and Controversies – Course Description**

The focus of this course is on critically analyzing the role of American intercollegiate athletics in higher education. In the United States, student-controlled intercollegiate contests quickly transformed into big-time and commercialized college sports by the early twentieth century, revolutionizing the sports industry in the United States as well as the landscape of higher education. Nowhere else in the world does a large, amateur (so-called), revenue-generating system of school sports exist. After an exploration of the origins of intercollegiate athletics and the creation of the modern National Collegiate Athletic Association (NCAA), this course presents a particular focus and discussion on the prevailing contemporary issues in intercollegiate athletics. Many of the current debates concerning college sports have been taking place for more than a century and still dominate the headlines today.

### **The Australian Sport Ecosystem: Ideas for German Sport – Course Description**

There are similarities and differences between how sport is governed in different countries. These are generally 'fit for purpose' because they reflect local cultural norms, legal frameworks, economic conditions, and historical contexts. In this course, we shall explore the Australian sport ecosystem with a view to highlighting differences between how Australian and German sport is governed, managed and marketed. In doing so, we shall also explore contemporary issues impacting the integrity of Australian sport.

Upon completion of this course, students should: (1) Understand the key organisations responsible for sport in Australia. (2) Identify the best practices associated with the governance, management, and marketing in Australian sport. (3) Understand the contemporary issues impacting the integrity of Australian sport organisations.

Weitere Informationen zu den beiden Veranstaltungen finden Sie auf unserer Webseite unter <https://www.mas.uni-bayreuth.de/de/lehre/index.php> und auf cmlife.

Bitte beachten Sie, dass eine **verbindliche Anmeldung** zur Lehrveranstaltung notwendig ist! Die Anmeldung läuft vom 13.04.2026 (08.00 Uhr) - 17.04.2026 (23.59 Uhr) über cmlife. Es gilt wie jedes Semester auch

diesmal first-come, first-served. Sollte eine Veranstaltung bereits belegt sein, kommen Sie auf eine Warteliste und werden dann gesondert vom Lehrstuhl kontaktiert.

Bayreuth, 07.04.2026

Prof. Dr. Tim Ströbel