

Learning is a journey to a new world, an adventure, an expedition.

The FH Kufstein Tirol accompanies its students on this expedition and helps them to reach the highest summits.

You have to do the walking part yourself.

		SEMESTER			
		1	2	3	4
		ECTS	ECTS	ECTS	ECTS
BASICS SCEM	LECTURES				
	International Sports Management	4			
	International Cultural Management	4			
	International Event Management	4			
	International Financial Management	4			
SPECIALIZATION SCEM	Sustainability	4			
	SCEM in the Urban Context	3			
	Risk Management	4			
	Event Design & Experience		3		
	Public Relations in SCEM			4	
	Critical Thinking in SCEM				3
	International Sports & Cultural Politics				3
OPTIONAL MODULES SCEM	Sports:				
	Contemporary Issues in Global Sports (WP)		(5)	(5)	
	Contemporary Issues in Sports Communication (WP)				
	Culture:				
	Festival Management (WP)		(5)	(5)	
	Technologies of Visitor Experience (WP)				
	Event:				
	Venue Management (WP)		(5)	(5)	
Managing the Event Workforce (WP)					
Management:					
Project Management (WP)		(5)	(5)		
Cross-Cultural Management (WP)					
MANAGEMENT & SOCIAL SKILLS SCEM	Team Building	3			
	Study Trip		3		
	Strategic & Innovation Management		3		
	Digital Marketing		3		
	Leadership Skills			3	
	Strategic Human Resource Management			2	
PRACTICAL TRANSFER SCEM	Research Methods & Evidence-based Management		4		
	Business Project I, II		4	4	
	Elective			3	
	Thesis Preparation Seminar			4	
	Colloquium on Master Thesis				2
	Master Thesis				22
ECTS CREDITS*		30	30	30	30

(WP) Optional Modules: Selection out of 4 subject areas (2nd/3rd semester: 2 out of 4)
* ECTS: European Credit Transfer System, amount of work for students per lecture (1 ECTS = 25 h.)

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SPORTS, CULTURE & EVENT MANAGEMENT

MA

// MASTER
// DEGREE PROGRAM
// FULL-TIME

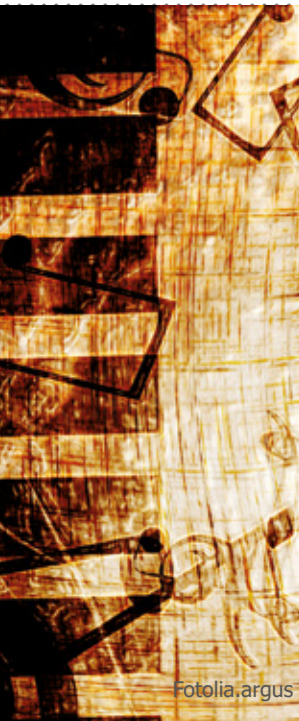


MASTER STUDIES



HIGHLIGHTS

- >> International program in sports, culture, and event management
- >> Entirely taught in English by lecturers from all over the world
- >> Integrated study trip
- >> Unique interdisciplinary approach to mastering the elements and structural provisions involved in the management of sports, culture, and event businesses



JOB OPPORTUNITIES

- >> Sports Management: sports marketing & communication agencies, sports federations, and sports event organizing committees
- >> Cultural Management: cultural institutions such as museums, theaters, opera and concert halls, festivals, music and film industry, and the wider creative industries
- >> Event Management: event agencies, event and conference centers, recreational centers, corporate marketing, sponsoring, and event departments

"The broad nature of the program enables you to specialize in the field of sports, culture and event management and at the same time to put in place three pillars you can build your future on."

Felicia Kerschbaum, MA - Bachelor & Master Graduate Researcher, SportsEconAustria



FEATURES OF THE MASTER DEGREE PROGRAMS

We support students with a sense of responsibility and ethics in realizing and developing their potential.

Social skills

From perfecting your presentation skills to management qualities.

Practical experience & projects

Obtaining experience in analytical and practical application of the skills and knowledge you have acquired, through case studies and projects commissioned by companies.

International aspect

English-language specialist courses, international teaching staff and study trips abroad.

Individual aspect

Personal and individual student support as well as personalization of the program through electives.

Additional qualifications

Optional integrated specialist certification and postgraduate program.

SPORTS, CULTURE & EVENT MANAGEMENT >> SCEM

FULL-TIME

This master degree program has been developed as a management degree in the synergetic areas of sports, culture as well as event management with a strong international focus. The program is entirely taught in English by academic and field experts from around the world. The main emphasis lies on the development of strategic and leadership skills. Central to this program are analysis and conception as well as research and its application. With the inclusion of current scientific discussions, the unity of research and subject matter is guaranteed. This leads to a unique interdisciplinary approach to mastering the elements and structural provisions involved in the management of sports, culture, and event businesses.

Core Concept

The key focus of the master program represents three core concepts - strategic management, research and management in the fields of sports, culture, and event

management, and the future-orientated focus of optional academic study modules. Students are able to choose two courses out of the optional modules in sports, culture, event or management to deepen their knowledge. Courses on the topics of digitalization, sustainability or international politics emphasize the international character of the study program.

Comprehensive Social Leadership Preparation

Social skills training is another component of the program. Particular emphasis is placed on leadership training, especially in an intercultural context.

The study trip encourages the subject skills as well as the social and intercultural competence of our graduates. Because of the tight connection between theory and practical subject application, the program complies with the special qualification requirements of various career fields in international sports, culture, and event management.



FACTS

ORGANIZATIONAL FORM Full-time

PLACES PER YEAR 30

APPLICATION MODE

Online application, documents must be uploaded

DURATION

4 semesters

DEGREE OBTAINED

Master of Arts in Business (MA)

LANGUAGE OF INSTRUCTION

100 % English

STUDY ABROAD

Integrated study trip in the 2nd semester

FEES

Euro 363,36 per semester (excl. [Student Union Fees](#))

Third country students: www.fh-kufstein.ac.at/thirdcountrystudents

ENTRANCE REQUIREMENTS

refer to www.fh-kufstein.ac.at/applicants



FH-KUFSTEIN.AC.AT/SKVMMAVZ



"The international backgrounds of the students and professors create a global networking opportunity and represent an additional foundation for future international professional development."

Asc. Prof. (FH) Mag. Monika Kohlhofer
Director of Studies



ANY QUESTIONS?
WE ARE HERE TO HELP YOU.



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