SPORTS, CULTURE & EVENT MANAGEMENT

LECTURES

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International Sports Management 4
International Cultural Management 4
International Event Management 4
International Financial Management 4

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

SPORTS, CULTURE & EVENT MANAGEMENT

ORIENTATION & SEMESTER 1

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BASICS SCEM
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

SPORTS, CULTURE & EVENT MANAGEMENT

OPTIONAL MODULES SCEM

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SPORTS:
Contemporary Issues in Global Sports (WP) 5
Contemporary Issues in Sports Communication (WP) 5

Culture:
Festival Management (WP) 5
Technologies of Visitor Experience (WP) 5

Event:
Venue Management (WP) 5
Managing the Event Workforce (WP) 5

Management:
Project Management (WP) 5
Cross-Cultural Management (WP) 5

MANAGEMENT & SOCIAL SKILLS SCEM

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Team Building 3
Study Trip 3
Strategic & Innovation Management 3
Digital Marketing 3
Leadership Skills 3
Strategic Human Resource Management 3

PRACTICAL TRANSFER SCEM

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Research Methods & Evidence-based Management 4
Business Project I, II 4 4
Electives 4 4
Thesis Preparation Seminar 4
Colloquium on Master Thesis 2
Master Thesis 22

ECTS CREDITS* 30 30 30 30

* ECTS: European Credit Transfer System, amount of work for students per lecture (1 ECTS = 25 h.)
This master degree program has been developed as a management degree in the synergetic areas of sports, culture, and event management with a strong international focus. The program is entirely taught in English by lecturers 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 practical subject application, the program combines. Because of the tight connection between theory and practical subject application, the program complements with the special qualification requirements of various career fields in international sports, culture, and event management.

Core Concept
The key focus of the master program represents three core concepts - strategic management, research and structural provisions involved in the management of sports, culture, and event businesses.

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 complements with the special qualification requirements of various career fields in international sports, culture, and event management.

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

"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

SPORTS, CULTURE & EVENT MANAGEMENT >> SCEM
FULL-TIME

This master program represents three core concepts - strategic management, research and 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.

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 complements with the special qualification requirements of various career fields in international sports, culture, and event management.

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Director of 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

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)
- ADDITIONAL FEES (if valid) for students abroad

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ENTRANCE REQUIREMENTS
- Bachelor of Business Administration (BB) or Bachelor of Science in Business Administration (BS) in business-related disciplines
- English proficiency (minimum B2 level according to Common European Framework of Reference for Languages)

Fees
- Euro 363,36 per semester (excl. Student Union Fees)
- Additional fees for students abroad

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

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.