

SPORTS, CULTURE & EVENT MANAGEMENT

MA

Full-time



This program is designed for creative and dedicated individuals who want to enter the dynamic world of sport, culture or events. Students will receive a solid theoretical and practical education, as well as strategic management skills in an international environment.

OVERVIEW

- >> Master`s Degree Program
- >> Full-time; 4 Semesters
- >> Taught 100 % in English
- >> 30 Study Places/Year
- >> € 363,36/Semester + Union fees
Fees may differ for non-EU students

SPECIAL FEATURES

- >> Study Trip (1 week)
- >> Max. 30 % E-Learning



SPORTS, CULTURE & EVENT MANAGEMENT

MASTER'S DEGREE PROGRAM | MA | FULL-TIME



Jul 2025

PROGRAM CONTENT

- >> Focus on sports, culture & events
- >> Strategic management
- >> Economic & socio-political contexts

POPULAR OCCUPATIONAL FIELDS

- >> Sports agencies, clubs, federations, events
- >> Cultural institutions, festivals, film/music
- >> Event agencies, conference/congress centers

"During our studies we analysed and worked on real problems using case studies. In my opinion, this type of work is the closest to working life and was therefore very helpful."
Marcel Ludwig, MA - Graduate

CURRICULUM

SEMESTER
ECTS Credits*

| 1 | 2 | 3 | 4 |
|----|----|----|----|
| 30 | 30 | 30 | 30 |

LECTURES

| BASICS | International Sports Management | 4 | | | |
|--------|------------------------------------|---|--|--|--|
| | International Cultural Management | 4 | | | |
| | International Event Management | 4 | | | |
| | International Financial Management | 4 | | | |

| SPECIALIZATION | 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 Selection of 2 subject areas | 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 | Team Building | 3 | | | |
|----------------------------|-------------------------------------|---|---|---|--|
| | Study Trip | | 3 | | |
| | Strategic & Innovation Management | | 3 | | |
| | Digital Marketing | | 3 | | |
| | Leadership Skills | | | 3 | |
| | Strategic Human Resource Management | | | 2 | |

| PRACTICAL TRANSFER | Research Methods & Evidence-based Management | | 4 | | |
|--------------------|--|--|---|---|----|
| | Business Project I, II | | 4 | 4 | |
| | Elective | | | 3 | |
| | Thesis Preparation Seminar | | | 4 | |
| | Colloquium on Master's Thesis | | | | 2 |
| | Master's Thesis | | | | 22 |

(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.).