

M.A. Strategic Sports Management

1. Semester

Leadership Skills

- Corporate Governance & Business Ethics
- Cross Cultural Leadership
- Negotiation, Communication & Executive Presentations

Strategy & Innovation in Sports

- Business Models & Strategies in Sports
- Value Creation & Sports Platform Strategy
- Innovation Management

Strategic Sports Marketing

- Marketing & Sales Management in Sports
- Brand Management in Sports
- Sports Sponsoring & Media Management

Research & Evaluation in Sports

- Evaluation Methods in Sports
- Evaluating Sports Brands
- Research Project Management

Sustainability in Sports

- Sustainable Sports Organizations
- Sustainable Sports Events
- New Business Models & Design Thinking in Sports

2. Semester

Digitalization in Sports

- Digital Transformations in Sports
- Digital Sports Products
- Management of eSports

Integrative Sports Management

- Stakeholder Management in Modern Sports Organizations
- Developing & New Sports Markets
- Integrative Sports Facility Development

Nature, Sports & Tourism

- Sports Tourism
- Nature & Outdoor Sports
- Activity & Health

Market Research/Consulting Project

3. Semester

Auslandssemester

4. Semester

Master-Thesis

» FAST TRACK

Mit der Option Fast Track entfällt das Auslandssemester und du verkürzt das Pflichtpraktikum. Dadurch kannst du dein Studium in drei Semestern und mit 90 ECTS-Punkten absolvieren. Ein internationaler Doppelabschluss ist beim Fast Track nicht möglich. Bei Fragen hilft dir deine Studienberatung.