

M.A. Strategic Sports Management

1st 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

2nd 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

3rd Semester

Study abroad

4th Semester

Master's thesis

» FAST TRACK

By opting for the Fast Track, you skip the semester abroad and reduce the duration of your internship. This enables you to complete your master's degree in three semesters with 90 ECTS. However, the Fast Track option does not offer the opportunity for an international double degree. For further details, please reach out to your study advisor.