



MASTER IB | SPORTS MANAGEMENT AND MEDIA

Modul Overview (Start Fall)

		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS		
Program Specific Modules	Sports Management and Media	Sports Communication & Media	3	Sports Marketing & Sponsoring	6	Semester Abroad	15		
		Corporate Communication and Public Relations Foundations of Communication Studies and Media Markets Foundations of Media Law and Media Ethics		Sports Marketing Sports Sponsoring					
		International Sports Business	3	International Sports Management	6				
		Introduction to International Sports Business Innovative Leadership in Sports Management Specialities of the Sports Industry Entrepreneurial Approaches in Sports Business		Managing Sports Organizations Sports Value Chain					
		Corporate Finance	3						
		International Marketing	3	Electives (2 out of 4)	6				
		International Finance Management		Media Rights, Sports Event Management, Digital Sports Management, Brand Storytelling					
		Business Project	3	Business Project	3				
		International Service Marketing							
MBS Core Modules	Intern. Business & Management	International Business and Management	6	International Focus (1 out of 5)	3			Master Thesis	15
		International Strategic Management Organizational Behavior Conscious Business		Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies					
		International Focus (1 out of 3)	3						
		Business in Germany Business in Latin America Business in China							
		Foreign Language (optional)	(3)	Foreign Language (optional)	(3)				
		German, Spanish, Chinese		German, Spanish, Chinese					
Executive Skills		Communication in International Business	6	Responsible Leadership in a Global Context	5				
		Business Communication Business Ethics Negotiation Skills		Responsible Leadership Business and Society Master Thesis Preparation					
		MBS Engagement		MBS Engagement	1				
Total ECTS 90									

We recommend international students to choose "German" as a foreign language and the International Focus "Business in Germany" (semester 1).

