




# MODULÜBERSICHT

## Master Sports Business and Communication



		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific Modules	Sports Business and Communication	<b>Sports Communication &amp; Media</b> Corporate Communication and Public Relations Foundations of Communication Studies and Media Markets Foundations of Media Law and Media Ethics	6	<b>Sports Marketing &amp; Sponsoring</b> Sports Marketing Sports Sponsoring	6	 Auslandssemester ODER  Praktikum	min. 15
		<b>Sports Business and Leadership</b> Introduction to Sports Business Innovative Leadership in Sports Management	6	<b>Digital Sports Management</b> Online Marketing Digital Sports Social Media Management	6		
				<b>Sports Rights and Licenses</b>	3		
				<b>Sports Event Management</b>	3		
				<b>Wahlfächer (optional)</b> Success Factor Happiness, Brand Storytelling, Psychology of Marketing	(3)		
		<b>Business Project</b>	3	<b>Business Project</b>	3	 Masterarbeit 15	15
MBS Core Modules	Intern. Business & Management	<b>International Business and Management</b> International Strategic Management Organizational Behavior Conscious Business	6	<b>Internationaler Fokus (1 von 5)</b> Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies	3		
		<b>Internationaler Fokus (1 von 3)</b> Business in Germany Business in Latin America Business in China	3				
		<b>Fremdsprache (optional)</b> German, Spanish, Chinese	(3)	<b>Fremdsprache (optional)</b> German, Spanish, Chinese	(3)		
	Executive Skills	<b>Communication in International Business</b> Business Communication Business Ethics Negotiation Skills	6	<b>Responsible Leadership in a Global Context</b> Responsible Leadership Business and Society Master Thesis Preparation	5		
<b>MBS Engagement</b>			<b>MBS Engagement</b>	1			
<b>Total ECTS 90</b>							

Wir empfehlen internationalen Studierenden, Deutsch als Fremdsprache und den internationalen Fokus „Business in Germany“ (1. Semester) zu wählen.

