



MASTER IB | SPORTS MANAGEMENT AND MEDIA

Module Overview (Start Fall)

		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific Modules	Sports Management and Media	Sports Communication and Media	3	Sports Marketing and Sponsoring	6	Semester Abroad	15
		Corporate Communication and Public Relations Foundations of Communication Studies and Media Markets		Sports Marketing Sports Sponsoring			
		International Sports Business	3	Digital Sports Management	6		
		Introduction to Sports Business Innovative Leadership in Sports Management		Online Marketing Digital Sports Social Media Management			
		Corporate Finance	3	Electives (2 out of 5)	6		
International Finance Management		Sports Rights and Licenses, Sports Event Management, Brand Storytelling, Psychology of Marketing, Success Factor Happiness					
International Marketing	3	Business Project	3	OR			
International Service Marketing				15			
Business Project	3			Internship*			
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	Foreign Language (optional)	(3)		
Business in Germany Business in Latin America Business in China		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).

* Internship prerequisite: Students who have studied at the university level or worked professionally outside the German-speaking region for at least one year consecutively may apply, subject to approval, to replace their 3rd semester study abroad with a subject-related internship in the German-speaking region (Germany, Austria, German-speaking part of Switzerland).

