

# MASTER INTERNATIONAL BUSINESS | SPORTS MANAGEMENT AND MEDIA – MODULE OVERVIEW



		FALL SEMESTER	SPRING SEMESTER	
PROGRAM SPECIFIC MODULES	SPORTS MANAGEMENT AND MEDIA	<p><b>Sports Communication and Media</b> (3 ECTS) Corporate Communication and Public Relations Foundation of Communication Studies and Media Markets</p> <p><b>International Sports Business</b> (3 ECTS) Introduction to Sports Business Innovative Leadership in Sports Management</p> <p><b>Corporate Finance</b> (3 ECTS) International Finance Management</p> <p><b>International Service Marketing</b> (3 ECTS) International Service Marketing</p> <p><b>INTERNATIONAL BUSINESS PROJECT</b> (6 ECTS)</p>	<p><b>Sports Marketing and Sponsoring</b> (6 ECTS) Sports Marketing Sports Sponsoring</p> <p><b>Digital Sports Management</b> (6 ECTS) Online Marketing Digital Sports Social Media Management</p>	<p><b>ELECTIVES*</b> (2 out of 5)</p> <ul style="list-style-type: none"> <li>• <b>Sports Rights and Licences</b> (3 ECTS)</li> <li>• <b>Sports Event Management</b> (3 ECTS)</li> <li>• <b>Brand Storytelling</b> (3 ECTS)</li> <li>• <b>Psychology of Marketing</b> (3 ECTS)</li> <li>• <b>Success Factor Happiness</b> (3 ECTS)</li> </ul> <p><b>EUROPEAN BUSINESS PROJECT</b> (6 ECTS)</p>
	MBS CORE MODULES	<p><b>INTERNATIONAL BUSINESS AND MANAGEMENT</b> (6 ECTS) International Strategic Management Organizational Behavior Conscious Business</p> <p><b>INTERNATIONAL FOCUS*</b> (1 out of 3) Business in Germany (3 ECTS) Business in Latin America (3 ECTS) Business in China (3 ECTS)</p> <p><b>FOREIGN LANGUAGE*</b> (optional, not guaranteed) German (3 ECTS)</p>	<p><b>INTERNATIONAL FOCUS*</b> (1 out of 5) Business in Europe (3 ECTS) Business in Latin America (3 ECTS) Business in China (3 ECTS) Business in USA and Canada (3 ECTS) Business in Emerging Economies (3 ECTS)</p> <p><b>FOREIGN LANGUAGE*</b> (optional, not guaranteed) German (3 ECTS)</p>	
	EXECUTIVE SKILLS	<p><b>COMMUNICATION IN INTERNATIONAL BUSINESS</b> (6 ECTS) Business Communication Business Ethics Negotiation Skills</p>	<p><b>RESPONSIBLE LEADERSHIP IN A GLOBAL CONTEXT</b> (5 ECTS) Responsible Leadership Business and Society Master Thesis Preparation</p>	
		<b>TOTAL: 36 ECTS possible</b>	<b>TOTAL: 35 ECTS possible</b>	

*\*The courses listed in this module overview are intended to be representative of the program curriculum and are subject to change. Course availability is not guaranteed and may vary each semester based on faculty availability, enrollment numbers, or academic requirements. The final list of confirmed courses will be shared with students during the official course selection period.*