

MODULE OVERVIEW



Master Sports Business and Communication



		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific Modules	Sports Business and Communication	Sports Communication & Media Corporate Communication and Public Relations Foundations of Communication Studies and Media Markets Foundations of Media Law and Media Ethics	6	Sports Marketing & Sponsoring Sports Marketing Sports Sponsoring	6	Semester Abroad OR Internship	min. 15
		Sports Business and Leadership Introduction to Sports Business Innovative Leadership in Sports Management	6	Digital Sports Management Online Marketing Digital Sports Social Media Management	6		
				Sports Rights and Licenses	3		
				Sports Event Management	3		
				Electives (optional) Success Factor Happiness, Brand Storytelling, Psychology of Marketing	(3)		
		Business Project	3	Business Project	3	Master Thesis	15
MBS Core Modules	Intern. Business & Management	International Business and Management International Strategic Management Organizational Behavior Conscious Business	6	International Focus (1 out of 5) Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies	3		
		International Focus (1 out of 3) Business in Germany Business in Latin America Business in China	3				
		Foreign Language (optional) German, Spanish, Chinese	(3)		Foreign Language (optional) German, Spanish, Chinese		
	Executive Skills	Communication in International Business Business Communication Business Ethics Negotiation Skills	6	Responsible Leadership in a Global Context Responsible Leadership Business and Society Master Thesis Preparation	5		
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).

