# International Sport & Event Management (M.A.)

## 1. Semester
- **International Sport Governance** 6 CP
- International Sport Systems 3 CP
- Ethics in International Sport Management 3 CP
- Corporate Event Management 5 CP
  - Meeting, Incentive & Travel Management 3 CP
  - Event & Cross Channel Marketing 2 CP
- Value Creation 5 CP
  - Value Creation & Price Management 3 CP
  - Customer Relationship Marketing 2 CP
- Strategy and Governance 4 CP
  - International Strategic Management 2 CP
  - Corporate Governance & Compliance 2 CP
- Networking 5 CP
  - Network Analysis 2 CP
  - Key Leadership Qualifications 1 CP
  - Qualitative Research Methods 2 CP
- Learning Leadership 5 CP
  - Learning Leadership

## 2. Semester
- **HR Development** 8 CP
  - Coaching & Training 3 CP
  - Strategic Competence Management 2 CP
  - Personnel Development 3 CP
- Exhibition Management 4 CP
  - Exhibition Planning & Implementation 2 CP
  - Exhibition Design & Construction 2 CP
- Marketing Strategies 4 CP
  - International Marketing Planning 2 CP
  - Integrated Brand & Corporate Communication 2 CP
- Economics and Ethics 4 CP
  - International Economics 2 CP
  - Corporate Social Responsibility 2 CP
- Culture 5 CP
  - Intercultural Competencies 2 CP
  - Business Mediation 1 CP
  - Quantitative Research Methods 2 CP
- International Experience I 5 CP
  - International Experience I

## 3. Semester
- **International Sport Organisations** 6 CP
  - Digitalisation in Sport 3 CP
  - Organisational Developments & Internationalisation 3 CP
- Congress Management 5 CP
  - Congress Planning & Implementation 3 CP
  - Stakeholder Management 2 CP
- Sales & E-Commerce 5 CP
  - Efficient Customer Response 2 CP
  - E-Commerce 3 CP
- Risk and Law 4 CP
  - International Business Law 2 CP
  - Risk Management 2 CP
- Negotiation 5 CP
  - Strategies of Negotiation 2 CP
  - Advanced Leadership 1 CP
  - Advanced Statistics 2 CP
- International Experience II 5 CP
  - International Experience II

## 4. Semester
- **Practicing Leadership** 2 CP
- **Master Colloquium & Reflection** 4 CP
  - Colloquium 1 CP
  - Reflection 3 CP
- **Master Thesis** 24 CP
  - Thesis

### Total Credit Points: 120