

1. Semester		CP	2. Semester		CP	3. Semester		CP
International Sport Governance	6		HR Development	8		International Sport Organizations	6	
International Sport Systems			Coaching & Training			Organizational Developments & Internationalization		
Ethics in International Sport Management			Strategic Competence Management			Digitalization in Sport		
			Personnel Development					
Corporate Event Management	5		Exhibition Management	4		Congress Management	5	
Meeting, Incentive & Travel Management			Exhibition Planning & Implementation			Congress Planning & Implementation		
Event & Cross Channel Marketing			Exhibition Design & Construction			Stakeholder Management		
Value Creation	5		Marketing Strategies	4		Sales & E-Commerce	5	
Value Creation & Price Management			International Marketing Planning			Efficient Customer Response		
Customer Relationship Marketing			Integrated Brand & Corporate Communication			E-Commerce		
Strategy and Governance	4		Economics and Ethics	4		Risk and Law	4	
International Strategic Management			International Economics			International Business Law		
Corporate Governance & Compliance			Corporate Social Responsibility			Risk Management		
Networking	5		Culture	5		Negotiation	5	
Network Analysis			Intercultural Competencies			Strategies of Negotiation		
Key Leadership Qualifications			Business Mediation			Balanced Leadership		
Qualitative Research Methods			Quantitative Research Methods			Advanced Statistics		
Learning Leadership	5		International Experience I	5		International Experience II	5	
Learning Leadership			International Experience I			International Experience II		
4. Semester								
Practicing Leadership	2		Master Colloquium & Reflection	4		Master Thesis	24	
Practicing Leadership			Colloquium			Thesis		
			Reflection					
						120 Credit Points		



1. Semester		CP	2. Semester		CP	3. Semester		CP
International Sport Governance	6		Managerial Skills and Human Resources	5		International Sport Organizations	6	
International Sport Systems			People Management & Coaching			Organizational Developments & Internationalization		
Ethics in International Sport Management			Leadership & Communication			Digitalization in Sport		
Corporate Event Management	5		Marketing and Communications	5		Congress Management	5	
Meeting, Incentive & Travel Management			Commercialization & Advertising			Congress Planning & Implementation		
Event & Cross Channel Marketing			Events & Brand Profitability			Stakeholder Management		
Value Creation	5		Entrepreneurship and Sports for Development	5		Sales & E-Commerce	5	
Value Creation & Price Management			Entrepreneurial Strategies			Efficient Customer Response		
Customer Relationship Marketing			Business Plan & Financing			E-Commerce		
Strategy and Governance	4		Sports Facility Operations	5		Risk and Law	4	
International Strategic Management			Management & Operations			International Business Law		
Corporate Governance & Compliance			Types of Sports Facilities			Risk Management		
Networking	5		Master Thesis	5		Negotiation	5	
Network Analysis			Final Project			Strategies of Negotiation		
Key Leadership Qualifications						Balanced Leadership		
Qualitative Research Methods						Advanced Statistics		
Learning Leadership	5		International Experience I	5		International Experience II	5	
Learning Leadership			International Experience I			International Experience II		

4. Semester

Practicing Leadership	2	Master Colloquium & Reflection	4	Master Thesis	24
Practicing Leadership		Colloquium		Thesis	
		Reflection			

120 Credit Points