



**SPORTS,  
MEDIA & EVENT**

# SPORT & EVENT MANAGEMENT (AT ALBA BERLIN), B.SC.

**TOP 10**  
in quality of  
teaching  
in business studies at  
private universities in GERMANY  
2018  
EFMD EQUIS



**Business  
Education  
Alliance**  
Member

## WHO WE ARE

The University of Applied Sciences Europe (UE) is a state accredited private university that educates the designers and decision-makers of tomorrow in the fields of business, psychology, media and communication, sport and event management and art and design. With campuses in Iserlohn, Berlin, Hamburg, and the new UE Innovation hub (IHUB) in Postdam, UE offers undergraduate and postgraduate programmes tailored to the requirements of the job market 4.0.

## CAREER PROSPECTS

Sports marketing and communication | Trade fairs and conventions | Concert arenas | Event agencies | Sports rights | marketing | Mega events (e.g. Olympic Games) | Event marketing | Sponsoring and PR | Careers in corporate marketing and events | Careers in the sporting goods industry, sports clubs and associations | Management of commercial sports providers

## PROGRAMME OVERVIEW:

Degree:  
BACHELOR OF SCIENCE (B.SC.)

Duration:  
8 SEMESTERS

Start of Studies:  
AUGUST

Teaching Language:  
ENGLISH

Credits:  
180 ECTS CREDITS

Location:  
BERLIN

Admission limitations:  
NO RESTRICTIONS

contact:

[www.ue-germany.com](http://www.ue-germany.com)

CREATE YOUR STORY  
INSPIRE THE WORLD

## CURRICULUM

1ST SEMESTER	2ND SEMESTER	3RD SEMESTER
<ul style="list-style-type: none"> <li>• Sport &amp; Event Basics</li> <li>• Business Administration Basics</li> <li>• Law I</li> <li>• Business English I</li> <li>• Soft Skills I</li> <li>• Theory-Practice-Transfer I</li> <li>• Optional specialisation: Basketball Sport</li> </ul>	<ul style="list-style-type: none"> <li>• Sport &amp; Event Production</li> <li>• Accounting &amp; Mathematics</li> <li>• Law II</li> <li>• Business English II</li> <li>• Theory-Practice-Transfer II</li> <li>• Optional specialisation: Basketball Industry</li> </ul>	<ul style="list-style-type: none"> <li>• Sport &amp; Event Services</li> <li>• Economics: Theory</li> <li>• Business English III</li> <li>• Soft Skills II</li> <li>• Theory-Practice-Transfer III</li> <li>• Optional specialisation: Basketball Marketing</li> </ul>

## INTERNSHIP

4TH SEMESTER	5TH SEMESTER	6TH SEMESTER
<ul style="list-style-type: none"> <li>• Organisational Management</li> <li>• Corporate Accounting</li> <li>• Corporate Management I</li> <li>• Statistics</li> <li>• Soft Skills III</li> <li>• Theory-Practice-Transfer IV</li> <li>• Optional specialisation: Basketball Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing I</li> <li>• Corporate Management II</li> <li>• Market Research</li> <li>• Theory-Practice-Transfer V</li> <li>• Optional specialisation: Basketball HR Management</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing II</li> <li>• Controlling &amp; Taxes</li> <li>• Theory-Practice-Transfer VI</li> <li>• Optional specialisation: Basketball Competition Management</li> </ul>
7TH SEMESTER	8TH SEMESTER	ELECTIVE (4/10 MODULES) 5TH - 8TH SEMESTER
<ul style="list-style-type: none"> <li>• Future Prospects &amp; Simulation</li> <li>• Entrepreneurial Leadership I</li> <li>• Theory-Practice-Transfer VII</li> <li>• Optional specialisation: Basketball Investor Relations</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneurial Leadership II</li> <li>• Practice VIII</li> <li>• Bachelor Thesis Colloquium</li> <li>• Bachelor Thesis</li> <li>• Optional specialisation: Basketball Future Prospects</li> </ul>	<ul style="list-style-type: none"> <li>• Professional Sport</li> <li>• Recreational Sport</li> <li>• Event Formats</li> <li>• Event Processes</li> <li>• Soccer</li> <li>• Marketing</li> <li>• Public Relations</li> <li>• Corporate Management</li> <li>• Customer Relationship</li> <li>• Management</li> <li>• Controlling</li> <li>• Finance</li> </ul>

## MINIMUM REQUIREMENTS

- General University Entrance Qualification or Advanced Technical College Qualification, incl. practical part
- Application form
- English and German proficiency (min. B2, IELTS 5.5, or equivalent)
- CV and copy of passport
- Motivation letter
- Admission test

## WHY STUDY AT UE?

- Study at one of Germany's top 10 private universities
- Ranked in top 25 worldwide for international orientation
- Study at one of three campuses in Germany
- Excellent programmes fully taught in German or English
- Job and career support provided by the university
- Guaranteed visa extension of up to 18-months after graduating
- UE's unique partner network includes top organisations like Daimler AG, Samsung, and many more.

contact:

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