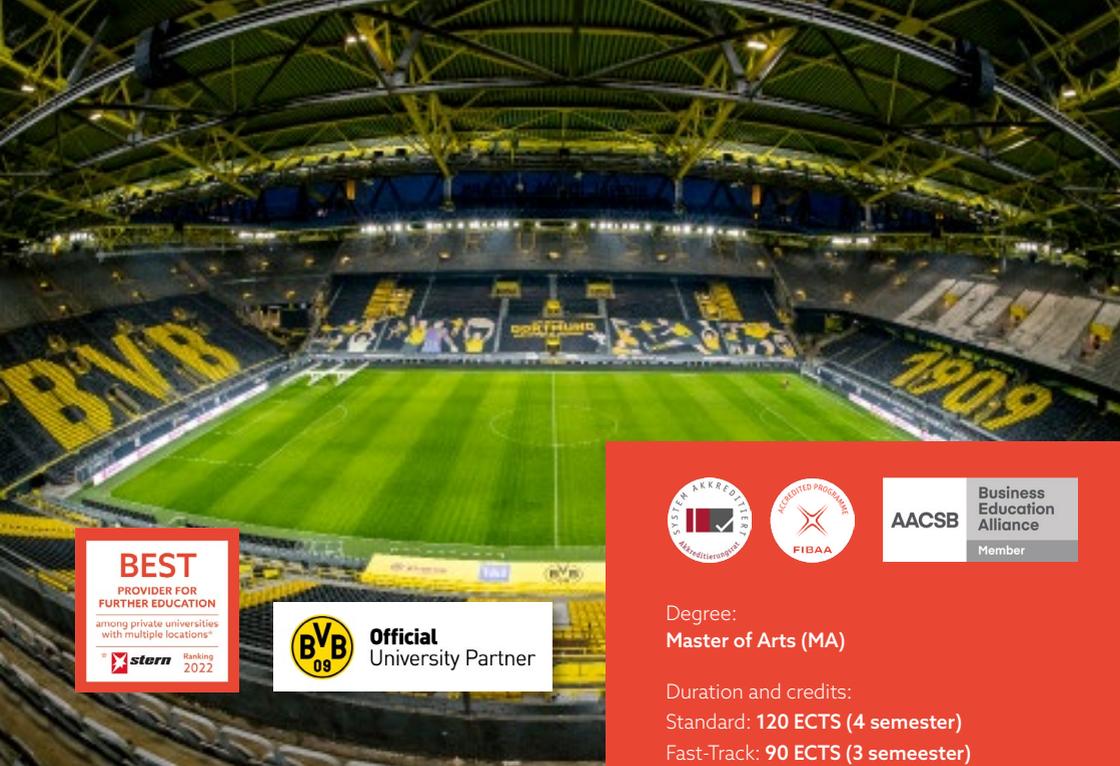


Study  
**International Sport &  
Event Management, MA**  
at the UE

The Master's programme International Sport & Event Management prepares you for the sports & events sector demands with a globally oriented, interdisciplinary education.



Degree:  
**Master of Arts (MA)**

Duration and credits:  
Standard: **120 ECTS (4 semester)**  
Fast-Track: **90 ECTS (3 semester)**  
**60 ECTS (2 semester)**

Start:  
**Summer semester - March**  
**Winter semester - September**

Language:  
**English**

Location:  
**Berlin**

Admission requirements:

- Admission requirements:
- 100% completed Online application form
- High school/Bachelor diploma and transcript
- Language qualification, B2 Level
- Curriculum Vitae (CV)
- Copy of Passport (scanned)
- Motivation letter (min. 500 words)

**Apply now**

## Why UE?

The sports & events sector is booming. Business is international nowadays, and the sports & events industry is no exception. The Master's programme International Sport & Event Management prepares you for these demands with a globally oriented, interdisciplinary education.

At the University of Europe for Applied Sciences (UE), we educate our students from day one to become managers in the areas of Sports, Event, and Marketing Management. You can look forward to special highlights, such as seminars and projects with partners from business, sports, and academia.

Since July 2022 UE is the official academic partner of Borussia Dortmund. Benefit from exclusive advantages such as guest lectures by BVB employees, events with BVB legends and access to internships.



## Perspectives at the UE

Sports Management, Sports Equipment Industry | Sports Rights Marketer, Player's Agent, Tournament Organiser | Sports Media | Ticket Sales, Hospitality Industry | Sports Conventions and Fairs | Fitness Studios, Football Schools | Sports Tourism Providers | Municipal Sports Administration

## All advantages at a glance

- Study at one of Germany's top 10 private universities
- Ranked in top 25 worldwide for international orientation
- Study at one of four campuses in Germany
- Excellent programmes fully taught in 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.
- Master Preparatory Programme: be optimally prepared for your UE Master study programme and add the Master Preparatory Programme to gain further Business skills and improve your english level to meet UE admission requirements. The MPP fee will be rewarded as a credit for your final semester fee of your Master's programme.

## Short Curricula

1st semester	2nd semester	3rd semester	4th semester
<ul style="list-style-type: none"> <li>• International Sport Governance</li> <li>• Corporate Event Management</li> <li>• Value Creation</li> <li>• Strategy and Governance</li> <li>• Networking</li> <li>• Learning Leadership</li> </ul>	<ul style="list-style-type: none"> <li>• HR Development</li> <li>• Exhibition Management</li> <li>• Marketing Strategies</li> <li>• Economics and Ethics</li> <li>• Culture</li> <li>• International Experience I</li> </ul>	<ul style="list-style-type: none"> <li>• International Sport Organisations</li> <li>• Congress Management</li> <li>• Sales &amp; E Commerce</li> <li>• Risk and Law</li> <li>• Negotiation</li> <li>• International Experience II</li> </ul>	<ul style="list-style-type: none"> <li>• Practicing Leadership</li> <li>• Master Colloquium &amp; Reflection</li> <li>• Master's Thesis</li> </ul>

For more information, please reach out to your personal student advisor.

# Contact

## **Student Admissions for enquiries from applicants and prospects from Germany**

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