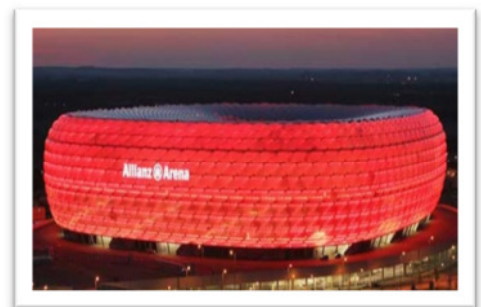




Graduate Certificate in Sports Business & Communication



Language of Instruction: English
Credits: 21-30 ECTS (one semester)
Fall Semester: September 3, 2014 - December 19, 2014
English Requirements: TOEFL IBT 85 (IELTS 6.5)
Tuition: €5250 (waived for exchange students)

Sports Media & Sports Communication <ul style="list-style-type: none"> - Characteristics of the German sports market - Organizations, clubs and leagues - Professional sports vs. leisure sports 	3 ECTS Lecturers: Prof. Dr. Dr. h.c. Josef Hackforth Teaching methods: Research, group and practical work, lecture
Sports Business in Germany <ul style="list-style-type: none"> - Sports media in Germany - Research and studies in sports journalism - Digital natives and changes in media usage 	3 ECTS Lecturers: Christoph Klein, M.A., Lea Krähahn, M.A. Teaching methods: presentations, research, market analysis, lecture
Event Management & Marketing <ul style="list-style-type: none"> - Event Marketing - Strategic Event Planning and Organization - Financing & success monitoring 	3 ECTS Lecturer: Dr. Andreja Wieser Teaching methods: case studies, group work
Sports Sponsoring & Sports Marketing <ul style="list-style-type: none"> - Development of Sponsoring - Definition, relevance & goals of sponsoring - Evaluation, impact & decision process of sponsoring 	3 ECTS Lecturer: Markus Breglec (Global Brand Director HTC) Teaching methods: presentations, case study, lecture
Action & Outdoor Sports <ul style="list-style-type: none"> - Scientific approach on Trend sports - Specifics of Actions sports - Future and development 	3 ECTS Lecturers: Lecturers: Christoph Klein, M.A., Lea Krähahn, M.A. and guest lecturers Teaching methods: presentations, lecture
Business Project in Sports Management <ul style="list-style-type: none"> - Introduction to Project Management followed by - 4-6 students work on a case study focusing on sports, business or communication for 3 months in cooperation with a real contractor and MBS staff - Solution to the problem is being presented 	6 ECTS Lecturers: Martina Richter, Prof. Dr. Dr. h.c. Josef Hackforth Teaching methods: Lecture, case study, presentation
International Business Courses <ul style="list-style-type: none"> - Students can also take additional courses in the Master of International Business Program and/or enroll in a German language course. 	Up to 9 ECTS http://www.munich-business-school.de/en/programs/master-international-business/structure-and-courses/semester-1.html