

Learning is a journey to a new world, an adventure, an expedition.

The FH Kufstein Tirol accompanies its students on this expedition and helps them to reach the highest summits.

You have to do the walking part yourself.

	SEMESTER			
	1	2	3	4
	ECTS	ECTS	ECTS	ECTS

	SEMESTER				
	1	2	3	4	
	ECTS	ECTS	ECTS	ECTS	
<b>LECTURES</b>					
<b>BASICS SCEM</b>	International Sports Management	4			
	International Cultural Management	4			
	International Event Management	4			
	International Financial Management	4			
<b>SPECIALIZATION SCEM</b>	Sustainability	4			
	SCEM in the Urban Context	3			
	Risk Management	4			
	Event Design & Experience		3		
	Public Relations in SCEM			4	
	Critical Thinking in SCEM				3
	International Sports & Cultural Politics				3
<b>OPTIONAL MODULES SCEM</b>	<b>Sports:</b>				
	Contemporary Issues in Global Sports (WP)		(5)	(5)	
	Contemporary Issues in Sports Communication (WP)				
	<b>Culture:</b>				
	Festival Management (WP)		(5)	(5)	
	Technologies of Visitor Experience (WP)				
	<b>Event:</b>				
	Venue Management (WP)		(5)	(5)	
Managing the Event Workforce (WP)					
<b>Management:</b>					
Project Management (WP)		(5)	(5)		
Cross-Cultural Management (WP)					
<b>MANAGEMENT &amp; SOCIAL SKILLS SCEM</b>	Team Building	3			
	Study Trip		3		
	Strategic & Innovation Management		3		
	Digital Marketing		3		
	Leadership Skills			3	
	Strategic Human Resource Management			2	
<b>PRACTICAL TRANSFER SCEM</b>	Research Methods & Evidence-based Management		4		
	Business Project I, II		4	4	
	Elective			3	
	Thesis Preparation Seminar			4	
	Colloquium on Master Thesis				2
	Master Thesis				22
ECTS CREDITS*		30	30	30	30

(WP) Optional Modules: Selection out of 4 subject areas (2<sup>nd</sup>/3<sup>rd</sup> semester: 2 out of 4)  
\* ECTS: European Credit Transfer System, amount of work for students per lecture (1 ECTS = 25 h.)

Printed on environmentally friendly paper. // Oct. 2024

# SPORTS, CULTURE & EVENT MANAGEMENT

**MA**

// MASTER  
// DEGREE PROGRAM  
// FULL-TIME



# MASTER STUDIES



## HIGHLIGHTS

- >> International program in sports, culture, and event management
- >> Entirely taught in English by lecturers from all over the world
- >> Integrated study trip
- >> Unique interdisciplinary approach to mastering the elements and structural provisions involved in the management of sports, culture, and event businesses



## JOB OPPORTUNITIES

- >> Sports Management: sports marketing & communication agencies, sports federations, organizing committees of major sports events, and sporting goods industry & trade
- >> Cultural Management: cultural institutions such as museums, theaters, opera and concert halls, festivals, music and film industry, and the wider creative industries
- >> Event Management: event agencies, event and conference centers, recreational centers, corporate marketing, sponsoring, and event departments

"During our studies we analysed and worked on real problems using case studies. In my opinion, this type of work is the closest to working life and was therefore very helpful."

Marcel Ludwig, MA - Graduate  
Event Marketing Specialist Gaming, Red Bull Deutschland GmbH



## FEATURES OF THE MASTER DEGREE PROGRAMS

We support students with a sense of responsibility and ethics in realizing and developing their potential.

### Social skills

From perfecting your presentation skills to management qualities.

### Practical experience & projects

Obtaining experience in analytical and practical application of the skills and knowledge you have acquired, through case studies and projects commissioned by companies.

### International aspect

English-language specialist courses, international teaching staff and study trips abroad.

### Individual aspect

Personal and individual student support as well as personalization of the program through electives.

### Additional qualifications

Optional integrated specialist certification and postgraduate program.

## SPORTS, CULTURE & EVENT MANAGEMENT >> SCEM

### FULL-TIME

**Are you considering a career in international sport, culture, and event management? Our full-time, English-language Master's program offers you the perfect combination of theory and practice, enabling you to think and act analytically, innovatively and creatively. Take the next step!**

Immerse yourself in our Master's degree program in Sports, Culture & Event Management, which offers excellent career prospects. This strategic management training is tailored to these exciting fields and equips you with essential leadership skills.

The program is designed for creative and dedicated individuals who want to enter the dynamic world of sport, culture or events. Students will receive a solid theoretical and practical education, as well as strategic management skills.

The curriculum incorporates new developments such as digitalization, sustainability and AI, and provides a comprehensive education in leadership and social skills. The program is taught entirely in English and is tailored for international students.



## FACTS

**ORGANIZATIONAL FORM** Full-time

**PLACES PER YEAR** 30

**APPLICATION MODE**

Online application, documents must be uploaded

**DURATION**

4 semesters

**DEGREE OBTAINED**

Master of Arts in Business (MA)

**LANGUAGE OF INSTRUCTION**

100 % English

**STUDY ABROAD**

Integrated study trip in the 2<sup>nd</sup> semester

**FEES**

Euro 363,36 per semester (excl. [Student Union Fees](#))

Third country students: [www.fh-kufstein.ac.at/thirdcountrystudents](http://www.fh-kufstein.ac.at/thirdcountrystudents)

**ENTRANCE REQUIREMENTS**

refer to [www.fh-kufstein.ac.at/admission](http://www.fh-kufstein.ac.at/admission)

"The international backgrounds of the students and professors create a global networking opportunity and represent an additional foundation for future international professional development."

Asc. Prof. (FH) Mag. Monika Kohlhofer  
Director of Studies



ANY QUESTIONS?  
WE ARE HERE TO HELP YOU.



Phone: +43 5372 71819 500  
E-Mail: [bewerbung@fh-kufstein.ac.at](mailto:bewerbung@fh-kufstein.ac.at)



More about the didactic concept and key qualifications under:  
[FH-KUFSTEIN.AC.AT/SKVMMAVZ](http://FH-KUFSTEIN.AC.AT/SKVMMAVZ)



@FHKUF\_SPORTS.CULTURE.EVENT