

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

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

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EXPEDITION

K N O W L E D G E

The FH Kufstein Tirol accompa-

You have to do the walking part

nies its students on this expedition and helps them to reach the highest summits.

yourself.

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

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Rhochschule**und**familie



SPORTS, CULTURE & EVENT MANAGEMENT

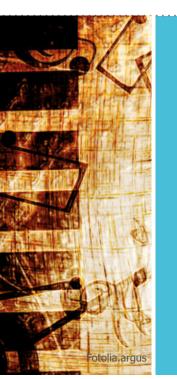


// MASTER // DEGREE PROGRAM // FULL-TIME





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



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.

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

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





More about the didactic concept and kev qualifications under: FH-KUFSTEIN.AC.AT/SKVMMAVZ



FACTS



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

ng, Red Bull Deutschland Gmb

"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."



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 2nd semester

FEES

Euro 363,36 per semester (excl. Student Union Fees) Third country students: www.fh-kufstein.ac.at/thirdcountrystudents

ENTRANCE REQUIREMENTS

refer to www.fh-kufstein.ac.at/admission



ANY QUESTIONS? WE ARE HERE TO HELP YOU.

Phone: +43 5372 71819 500 E-Mail: bewerbung@fh-kufstein.ac.at



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.

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