



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## MSc Sport Management

German Sport University Cologne • Köln

### Overview

Degree	Master of Science in Sport Management
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	Courses are taught in English.
Programme duration	4 semesters
Beginning	Winter semester
Application deadline	EU applicants: 15 July for the following winter semester Non-EU applicants: 31 May for the following winter semester
Tuition fees per semester in EUR	None
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	<p>The Sport Management MSc is a research-oriented degree programme emphasising an international perspective.</p> <p>Compared with other European graduate programmes offered in the field of sport management, our approach focuses on research problems that occur at the intersection of sport and management.</p> <p>The Sport Management MSc programme combines economic evaluation, analytics, conceptualisation, and a strong international perspective. The programme focuses on scientific problem-solving to train students as experts for top-level management positions in the knowledge-intensive sport industry. Qualified graduates may pursue a doctoral degree in core areas of sport business.</p> <p>The objectives of the programme are the following:</p> <ul style="list-style-type: none"><li>to establish a sound expertise based on current research problems</li><li>to develop methodological analytical competencies leading to an independent amelioration of scientific knowledge focusing on research methods and strategies</li><li>to attain key competencies for professional business with a central focus on international cooperation</li></ul> <p>The target group consists of individuals with a related undergraduate degree in business administration, economics, sport business, or sport management. Additionally, work experience in</p>

sport business would be beneficial. Applicants want to gain new theoretical, methodological, and practical skills to understand and deal with the changing industry in sport business.

The following is a partial list of researchers and practitioners:

Researchers:

Bettina Cornwell (University of Oregon, USA)  
Trudo Dejonghe (Lessius University College, Belgium)  
Helmut Dietl (University of Zurich, Switzerland)  
Liu Dongfeng (Shanghai University of Sport, China)  
Ian Henry (Loughborough University, UK)  
Jane Ruseski (University of Alberta, Canada)  
Marijke Taks (University of Windsor, Canada)

Practitioners:

Kaj Heyral (UEFA)  
Michael Ilgner (German Sport Aid Foundation)  
Jacob Kornbeck (European Commission)  
Philipp Müller-Wirth (UNESCO)  
Christian Seifert (Deutsche Fußball Liga)  
Henning Stiegenroth (Deutsche Telekom)  
Jörg Wacker (FC Bayern Munich)

## Course Details

### Course organisation

The full-time MSc Sport Management study programme comprises four semesters (two years). Classes are likely to be organised on two to three days per week. Additionally, compact classes will take place from the first to third semester. All in all, the programme consists of 12 modules, including the Master's thesis. Credit points will be allocated according to the workload of each module, totalling 120 credit points.

The teaching will be carried out by the Institute of Sport Economics and Sport Management, by other institutes at the German Sport University Cologne, and with external teaching staff from Europe and overseas.

#### SMA1

International Sports Governance, Legislation, and Sociology  
1.1 Introduction to European and International Politics (LEC)  
1.2 International Sport Systems (SE)  
1.3 European Integration, Common Market, and Sport (SE)  
1.4 Legal Aspects (SE)  
1.5 Sociological Aspects (SE)

#### SMA2

Measurement and Evaluation I  
2.1 Research Methods (SE)  
2.2 Statistics Lecture Series (LEC)  
2.3 Advanced Statistics I (SE)  
2.4 Applied Research Techniques and Methods (SE)

#### SMA3

The Governance of the Olympic Movement  
3.1 Socio-Cultural Foundations of the Olympic Movement (LEC)  
3.2 Olympic Governance and Olympic Politics in International Contexts (SE)

#### SMA4

Strategic Sport Management  
4.1 Fundamentals of Strategy (SE)  
4.2 Applied Strategic Management (SE)

- SMA5  
 Managing Sport Organisations  
 5.1 Organisational Designs and Organisational Theory (SE)  
 5.2 Human Resources Management (SE)
- SMA6  
 Measurement and Evaluation II  
 6.1 Advanced Statistics II (SE)  
 6.2 Advanced Statistics III (SE)  
 6.3 Scientific Writing and Communication (SE)
- SMA7  
 Research project  
 7.1 Research project I (SE)  
 7.2 Research project II (SE)
- SMA8  
 Sport Marketing Research  
 8.1 Sport Marketing Research (SE)  
 8.2 Sport Sponsorship Research (SE)  
 8.3 Social Media Management (SE)  
 8.4 Sport Consumer Behaviour Research (SE)
- SMA9  
 Sport Business Management and Planning  
 9.1 Current Issues in Sport Management (SE)  
 9.2 Sport Project and Event Management (SE)  
 9.3 Sport Business Planning (SE)  
 9.4 eSports Management (SE)
- SMA10  
 Sport Economics  
 10.1 Economic Concepts, Theories, and Methods (LEC)  
 10.2 Economics of Sport Participation, Health, Events, and Elite Sport (SE)  
 10.3 Economics of Professional Team Sports (SE)
- SMA11  
 Sport Finance  
 11.1 Financial Management (SE)  
 11.2 Sport Finance Research (SE)
- SMA12  
 Master's thesis  
 12 Master's thesis

<b>International elements</b>	<ul style="list-style-type: none"> <li>• International guest lecturers</li> </ul>
<b>Course-specific, integrated German language courses</b>	No
<b>Course-specific, integrated English language courses</b>	No

## Costs / Funding

<b>Tuition fees per semester in EUR</b>	None
<b>Semester contribution</b>	Approx. 310 EUR per semester

Funding opportunities within the university No

## Requirements / Registration

### Academic admission requirements

- Completed degree (no less than six semesters) in a related field of study (for instance, BA in Sport Management and Sport Communication at the German Sport University or business degrees – subject-specific requirements regarding the relevancy are listed in annex A of the admission regulations: [https://www.dshs-koeln.de/fileadmin/redaktion/Englisch/Full-time\\_studies\\_at\\_GSU/Study\\_documents/Master\\_Zulassungsordnung\\_EN.pdf](https://www.dshs-koeln.de/fileadmin/redaktion/Englisch/Full-time_studies_at_GSU/Study_documents/Master_Zulassungsordnung_EN.pdf))
- Proof of ability (above-average final grade of either 2.5 or higher in the German system or B according to ECTS)
- Personal qualification (proven by a curriculum vitae [CV] and letter of motivation) and professional qualification

### Language requirements

Lectures and courses will be held in English. Therefore, all students must have sufficient certified English language proficiency. Test scores are required.

- TOEFL iBT (≥ 95 points)
- IELTS (≥ 7 points)
- Cambridge Certificate (CAE) at C1 level in accordance with the Common European Framework of Reference for Languages (CEFR)

There are exceptions, e.g. for native speakers and graduates holding a Bachelor's degree from a programme conducted in English and obtained at a university within the European Union or in a country where the official language is English.

Basic German language proficiency is recommended.

### Application deadline

EU applicants: 15 July for the following winter semester  
Non-EU applicants: 31 May for the following winter semester

### Submit application to

<https://www.dshs-koeln.de/english/studying-structure/full-time-studies/application-process/application-master/>

## Services

### Accommodation

Dormitories are available on campus. For more information, please visit the following website: <https://www.dshs-koeln.de/english/studying-structure/full-time-studies/accomodation/>

# Contact

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🌐 Course website: <https://www.dshs-koeln.de/studium/studienangebot/master/msc-sport-management/>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
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## GATE-Germany

Consortium for International Higher Education Marketing  
[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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