



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## Global Sports Management MA

accadis Hochschule Bad Homburg | University of Applied Sciences • Bad Homburg vor der Höhe



## Overview

Degree	Master of Arts
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	The degree programme is taught entirely in English.
Programme duration	4 semesters
Beginning	Trimester and quarter
Application deadline	<b>October intake</b> <ul style="list-style-type: none"><li>15 June for non-EU applicants requiring a visa to enter Germany</li><li>1 September for EU applicants and applicants not requiring a visa to enter Germany</li></ul> <b>January intake</b> <ul style="list-style-type: none"><li>1 September for non-EU applicants requiring a visa to enter Germany</li><li>15 October for EU applicants and applicants not requiring a visa to enter Germany</li></ul>
Tuition fees per semester in EUR	5,700 EUR
Additional information on tuition fees	Tuition fee for the academic programme: 22,800 EUR Admission fee: 800 EUR
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	In the <b>Global Sports Management programme</b> , you will learn to recognise the opportunities in the sports market and to develop and implement strategic and operative action plans to secure them. You can look forward to varied tasks in clubs and associations, in the sporting goods industry, in media, licensing and event agencies or in the sponsoring departments of global corporations. By specialising with a particular elective module, you can focus on topics such as the football industry

and qualify for challenging positions in clubs, associations and agencies in football business.

This is a two-year full-time programme organised in six trimesters. The curriculum combines academic expertise with practical relevance, and furthermore, accadis Hochschule puts great emphasis on leadership and communication skills.

## PROGRAMME CONTENT

### Core Modules:

- Applied Global Strategy
- Applied Global Finance
- Contemporary Internet Marketing
- Risk Management

### Programme-Specific Modules:

- Digitalisation in the Sports Business
- Global Sports Events
- Internationalisation of Sports Strategy and Marketing
- Football Club Management and Finance (elective)
- Semester abroad or international project-based studies
- Real-life consulting case
- Master's thesis

### Leadership Skills:

- Human resources management
- Communication and academic skills
- Presentation and rhetoric skills
- Business ethics
- Social competence
- Cultural awareness
- International leadership

### Language Skills:

- The language of instruction in the accadis Master's degree programmes is English, and our students improve their English proficiency level during their studies, as strong language skills are a fundamental competency in order to thrive in an international business context.
- German language skills at min. B1 level are essential to be successful in the application process for an internship and have a competitive advantage in the German job market after graduation. We strongly recommend candidates complete courses in their home country before moving to Germany.

## PROGRAMME CHARACTERISTICS

### International Focus:

- Global network with established partnerships with universities and corporations
- Semester abroad options
- International student body

### Practical Orientation:

- Experienced faculty with global business expertise
- Management concepts integrated into the curriculum
- Company presentations with business insights from renowned institutions

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## Course Details

A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> <li>• Training in intercultural skills</li> <li>• Projects with partners in Germany and abroad</li> <li>• International comparisons and thematic reference to the international context</li> </ul>
Integrated internships	Students have the opportunity to complete one internship during the programme in the second year of their studies.
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

## Costs / Funding

Tuition fees per semester in EUR	5,700 EUR
Additional information on tuition fees	Tuition fee for the academic programme: 22,800 EUR Admission fee: 800 EUR
Semester contribution	350 EUR per semester
Funding opportunities within the university	Yes
Description of the above-mentioned funding opportunities within the university	At accadis Hochschule, we provide international graduate students with the opportunity to apply for a performance-based partial scholarship <b>upon completion of their first academic year at accadis in a Master's degree programme</b> . For more details, please visit our website.

## Requirements / Registration

Academic admission requirements	<ul style="list-style-type: none"> <li>• <b>A Bachelor's degree</b> in a business or management-related subject with minimum 180 credit points (ECTS)</li> <li>• <b>English language skills</b> (details see below)</li> <li>• <b>Completed online application</b></li> <li>• <b>Admissions interview (online)</b></li> </ul>
	Required documents for the online application: <ul style="list-style-type: none"> <li>• Letter of Motivation</li> <li>• Curriculum Vitae (CV) in English</li> <li>• Certified copies of the Bachelor's degree certificate and transcript of records</li> <li>• English language proficiency certificate (IELTS or TOEFL)</li> </ul>

<b>Language requirements</b>	<p>English language proficiency proven by IELTS (6.5 or higher) or TOEFL iBT (80 or higher) certificate</p> <p>Applicants who have successfully completed an undergraduate degree in English and/or in English-speaking countries whose first language is English can be exempt from having to prove their English language level.</p>
<b>Application deadline</b>	<p><b>October intake</b></p> <ul style="list-style-type: none"> <li>• <b>15 June for non-EU applicants</b> requiring a visa to enter Germany</li> <li>• <b>1 September for EU applicants</b> and applicants not requiring a visa to enter Germany</li> </ul> <p><b>January intake</b></p> <ul style="list-style-type: none"> <li>• <b>1 September for non-EU applicants</b> requiring a visa to enter Germany</li> <li>• <b>15 October for EU applicants</b> and applicants not requiring a visa to enter Germany</li> </ul>
<b>Submit application to</b>	Via the accadis <a href="#">online application portal</a>

## Services

<b>Accommodation</b>	On-campus accommodation is not available. Students are responsible for finding an apartment and signing a personal lease. The accadis international students handbook contains a lot of information and website links to support during the search for accommodation. In addition, students will have access to the accadis portal, where regional housing offers are published on an irregular basis.
<b>Career advisory service</b>	<ul style="list-style-type: none"> <li>• Career coaching</li> <li>• Application training</li> <li>• Career Day</li> </ul>
<b>Support for international students and doctoral candidates</b>	<ul style="list-style-type: none"> <li>• Welcome event</li> <li>• Buddy programme</li> </ul>
<b>General services and support for international students and doctoral candidates</b>	<p><b>Students Services</b></p> <p><b>Small study groups:</b> interactive atmosphere and guidance from faculty</p> <p><b>Coaching:</b> personal development</p>



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**Carlos Rebollo  
Santano**

accadis Alumnus Class of  
2018



accadis at a glance

#weareaccadis

» more:  
<https://youtu.be/jX4gno6FxA0>

Deciding to study abroad is not an easy decision, and choosing the right university can be even tougher. International students expect the best quality in education from their future university in order to foster a successful career. You can definitely say that accadis, with its family-like approach, networking opportunities and excellence-orientated programme, is the "must do" option, as it enables you to set foot straight in your professional career.

# accadis Hochschule Bad Homburg | University of Applied Sciences



accadis Hochschule Bad Homburg | University of Applied Sciences

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At accadis Hochschule Bad Homburg University of Applied Sciences, the focus is on business management studies. The university is

recognised in Germany and beyond for its academic excellence, strong links to business and the professional success of its alumni. As a small private institution with a strong international focus, we provide high-quality education along with a personal atmosphere and student-oriented services. Our strength in providing quality education is based on our qualified and experienced professors and faculty members.

The following Master's degree programmes are offered at accadis Hochschule Bad Homburg:

- [Global Business Management MA for non-business graduates](#)
- [Finance MSc](#)
- [International Management MA](#)
- [Digital Business Strategy MA](#)
- [Strategic Sustainability Management MA](#)
- [Global Sports Management MA](#)
- [Global Marketing Management MA](#)
- [International Health Care Management MA](#)
- [MBA Management and Leadership MA for non-business graduates with work experience](#)

accadis Hochschule is recognised as one of the leading institutions in Germany for Sports Management. For more information please [click here](#).



## University location

Study abroad at accadis Hochschule in Bad Homburg and experience this unique academic location in the heart of Germany and Europe, situated at the heart of the vibrant Rhine-Main economic region and just a short distance from Frankfurt am Main – the leading European financial hub. Bad Homburg is known for its cultural heritage, economic strength and innovative capacity. This city, which is characterised by a cosmopolitan flair, combines both tradition and contemporary trends.

## Contact

**accadis Hochschule Bad Homburg | University of Applied Sciences**

International Office

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 Course website: [https://international-students.accadis.com/live/Global-Sports-Management/ma-gsm.aspx#pk\\_campaign=daad](https://international-students.accadis.com/live/Global-Sports-Management/ma-gsm.aspx#pk_campaign=daad)

 <https://www.facebook.com/accadis>

 <https://www.linkedin.com/school/accadis-hochschule-bad-homburg/>

 <https://www.instagram.com/accadishochschule/?hl=en>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

## Editor

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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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