



Study
**Sport & Event
Management, BSc**
at the UE

Manage athletes, plan events, create emotions: Find out more about this truly unique Bachelor's programme.



Degree:

Bachelor of Science (BSc)

Duration and credits:

6 semesters, 180 ECTS

Start:

Summer semester - March

Winter semester - September

Languages:

English (Berlin)

German (Hamburg and Iserlohn)

Locations

Berlin, Hamburg and Iserlohn

Admission requirements:

- **100% completed Online application form**
- **High school/Bachelor diploma and transcript**
- **Language qualification, B2 Level**
- **Curriculum Vitae (CV)**
- **Copy of Passport (scanned)**
- **Motivation letter (min. 500 words)**
- **Admission test**

Why UE?

Sport fascinates the masses: The Bundesliga football league turns over more than € 4 billion and the Superbowl half-time show sets trends. Today, sport and events are more than passion and emotion, they are business! And our degree programme offers you the optimal foundation for your success. We were the first in Germany to offer this degree programme with the respective focus. Our many years of experience in and with the industry have helped us to gain a diverse network of partners for our students, z.B. ALBA Berlin, HSV Fußballschule, FITNESS & CO.

Since July 2022 UE is the official academic partner of Borussia Dortmund. Benefit from exclusive advantages such as guest lectures by BVB employees, events with BVB legends and access to internships.

Apply now



Perspectives at the UE

We don't want you to get just any job, but the right one. You will gain crucial insights into the sports and event business, learn to recognise trends and manage clubs, associations and events. In addition to this core knowledge, you will receive targeted training as a manager through our interdisciplinary

modules in areas such as business administration, economics or digitalisation. As a special feature, our degree programme offers you the option - depending on the location - to select specialisations such as Football Management, Basketball Management and eSports Studies. Start your career, for example, at sport clubs, associations, agencies (event, sponsoring & PR), in organising committees of mega-events, in commercial enterprises or in the business fields of sports marketing and communication.

All advantages at a glance

- Study at one of Germany's top 10 private universities
- Ranked in top 25 worldwide for international orientation
- Study at one of four campuses in Germany
- Excellent programmes fully taught in English
- Job and career support provided by the university
- Guaranteed visa extension of up to 18-months after graduating
- UE's unique partner network includes top organisations like Daimler AG, Samsung and many more.
- Foundation Diploma: be optimally prepared for our Bachelor's study programme. Gain all skills needed and improve your english level to meet the admission requirements in just one semester and start your Bachelor's degree. The semester fee for the Foundation Diploma will be rewarded as a credit for the 6th semester fee of your Bachelor's programme.

Short Curricula

1st – 2nd semester	3rd – 4th semester	5th semester	6th semester
<ul style="list-style-type: none"> • Sport & Event Economics • Management Basics • Mathematics & Statistics • Economics • Marketing, Sales & CRM • Employability: Business English • Sport & Event Management Processes • Human Resources & Organisation • Quantitative & Qualitative Methods • Financial Accounting & Reporting • Digital Media & Communication • Employability: Soft Skills 	<ul style="list-style-type: none"> • Sport & Event Marketing • Law • Applied Research Project • Controlling & Cost Accounting • Digital Transformation • Employability: Agile & Creative Methods • Managing Professional Sport Markets • Managing Fitness & Recreational Sport Market • Event Processes & Service Managements • Entrepreneurship & Innovation in Sport & Event • Finance • Digital Work / Lab 	<ul style="list-style-type: none"> • Internship or semester abroad 	<ul style="list-style-type: none"> • Internship • Bachelor Thesis and Colloquium

For more information, please contact your personal student advisor.

Contact

Student Admissions for enquiries from applicants and prospects from Germany and EU countries:

Contact number: **+49 (0)30 338 539 710**

E-Mail address: **study@ue-germany.com**

Student Advice for enquiries from applicants and prospects from NON-EU countries:

Contact number: **+49 (0)30 338 539 510**

E-Mail address: **student.advice@ue-germany.com**