



**14-Nov-
2019**

Studio-B



**University of Applied
Sciences Europe**

Iserlohn · Berlin · Hamburg

A horizontal bar with a gradient from orange to red, spanning the width of the slide.

Introduction of Sport & Event Management (Bachelor of Science) & International Sport & Event Management (Master of Arts)



Prof. Dr. Stefan Chatrath

Program Director Sport & Event Management

PhD in Business Administration
Coordinator Bachelor program
Coordinator Alba College
Coordinator professionell team sports



Prof. Dr. Uwe Freimuth

Program Director International Sport & Event Management

PhD in Sports
Coordinator Master program
Coordinator Real Madrid
former professionell athlete

- I am at UE since 2010.
- Professor of Sports Marketing & Coordinator of degree program „Sport & Event Management“ (B. Sc.)

- 43 years old
- born in Berlin & went here to school

„Ich bin ein Berliner.“



- Diplom-Kaufmann (MBA)
- PhD in Business Administration



Wolfgang Niersbach
former DFB
President



„Unity of Teaching and Research“

„My Connections...“



Studying...

Sport & Event Management Bachelor of Science

Berlin, 23rd October 2019



SPORT & EVENT MANAGEMENT (SEM)

STUDY PROGRAMS - TYPES

	Sport & Event Mgt. Fulltime	  ALBA BERLIN COLLEGE University of Applied Sciences Europe Sport & Event Mgt. Dual
Academic degree, study program duration and term start	<ul style="list-style-type: none"> • Bachelor of Science • 3 years • March & October 	<ul style="list-style-type: none"> • Bachelor of Science • 4 years • August
Contents	Business Administration, Law; Sports Management, Event Management; Soft Skills	
Optional specialisation	Soccer Management, Basketball Management (short version)	Basketball Management (long version)
Language	German (Berlin, Hamburg, Iserlohn) and English (only in Berlin)	English (only in Berlin)
Practical experience	2 internships (obligatory; duration: 12 and 8 weeks)	work at Alba Berlin (8 integrated practical phases); Study, Exam and Working schedules perfectly harmonized
Capacity	No limit	10 to 15 students/year

CONTENTS: BUSINESS, ADMINISTRATION BASICS

Basic study

1st to 3rd Semester (fulltime)/1st to 5th Semester (Alba)

1. Sem.	SEM I <ul style="list-style-type: none">• Sports Economics• Event Mgt.• Project Mgt. (T)	Business I <ul style="list-style-type: none">• Introduction to Business Administration• Marketing• Accounting• Business Maths	Economics & Law <ul style="list-style-type: none">• Microeconomics• Macroeconomics	Skills I <ul style="list-style-type: none">• Business English I• Communication & Presentation
2. Sem.	SEM II <ul style="list-style-type: none">• Sportmgt.• Event Production• Project Mgt. (P)	Business II <ul style="list-style-type: none">• Human Resources• Organisation• Cost Mangement• Financial Accounting• Statistics	Economics & ... <ul style="list-style-type: none">• Civil Law	Skills II <ul style="list-style-type: none">• Business English II• Academic Writing
3. Sem.	SEM III <ul style="list-style-type: none">• Sports Marketing• Service Mgt.• Event Evaluation	Business III <ul style="list-style-type: none">• Taxes• Controlling• Finance & Investition• Corporate Mgt.• Market Research	Economics & ... <ul style="list-style-type: none">• Sports & Event Law	Skills III <ul style="list-style-type: none">• Business English III• Team & Mediation

CONTENT: SPEZIALIZATION, SOCCER MANAGEMENT

„Soccer Management“

1 st semester	CP	2 nd semester	CP	3 rd semester	CP
Soccer Sport	2	Soccer Industry	2	./.	4th semester: Study abroad
Soccer Leagues, Associations & Clubs		Soccer Business & Corporate Strategies			
Study Trip Soccer Organisation/Soccer Match		Study Trip Soccer Business			
		5 th semester		6 th semester	
Soccer Marketing	8	Soccer Markets		Soccer Brand Management	
		Case Study Soccer Markets		Soccer Customer Relationship Management	

Our partner



Module „Event Formats“ (Elective in Semester 5+6) Course

„Corporate Events“



VIP Box



Product launch
VW ePassat



„Public Events“ Course

Course

„Ambient & Buzz Events“



Demo Orange
Initiative Textile
Rooms (ITR)



„Cultural & Social Events“



„Carnival Of Cultures“

Advantages:

Contents

§ Study program prepares for manifold career paths in the sports and event sector

§ **Foundation: Business Administration subjects**

§ Adjustment according to individual preferences – starting from semester 1 (e.g. through specializations like Soccer Mgt.)

§ Elective modules in Semester 5 und 6



The study program SEM offers a sound (basic) education that could be adjusted according to individual preferences. We bring together the sober, down-to-earth business administration world and the emotional world of sports & events.

Study at UE - Advantage Part 1

Advantages:

**Organisation
&
Support**



§ small group size (max. 34 participants per course)

§ direct contact to Professors & personal support and promotion possible

§ examination organisation: efficient and flexible

§ Career Center & Internat. Office: Support (Internships, Semester abroad)

The program can be studied easily within the regular study time (3 to 4 years).

Study at UE - Advantage Part 2

Advantages:

Practice

- § Adjunct lecturers: professionals from Sports & Event Industry
- § Practical projects as part of curriculum
- § Guest lectures & study trips essential part of lectures
- § Obligatory internships and integrated practical phase (Alba)

➔ Our educational offering stands out for its high practical relevance.

“The Sport & Event Management degree programme is primarily characterized by its practice-oriented approach. As students, we particularly benefit from the professionals, the lecturers who are highly experienced in their field, and the partnerships with numerous sports clubs, such as the Berlin Football Association, ALBA BERLIN, and the BR Volleys.”



Paul Reusswig,
student of SEM, now working for a
Bundesliga club (permanent
position)

PRACTICAL PROJECTS - UEFA CL FINAL 2015

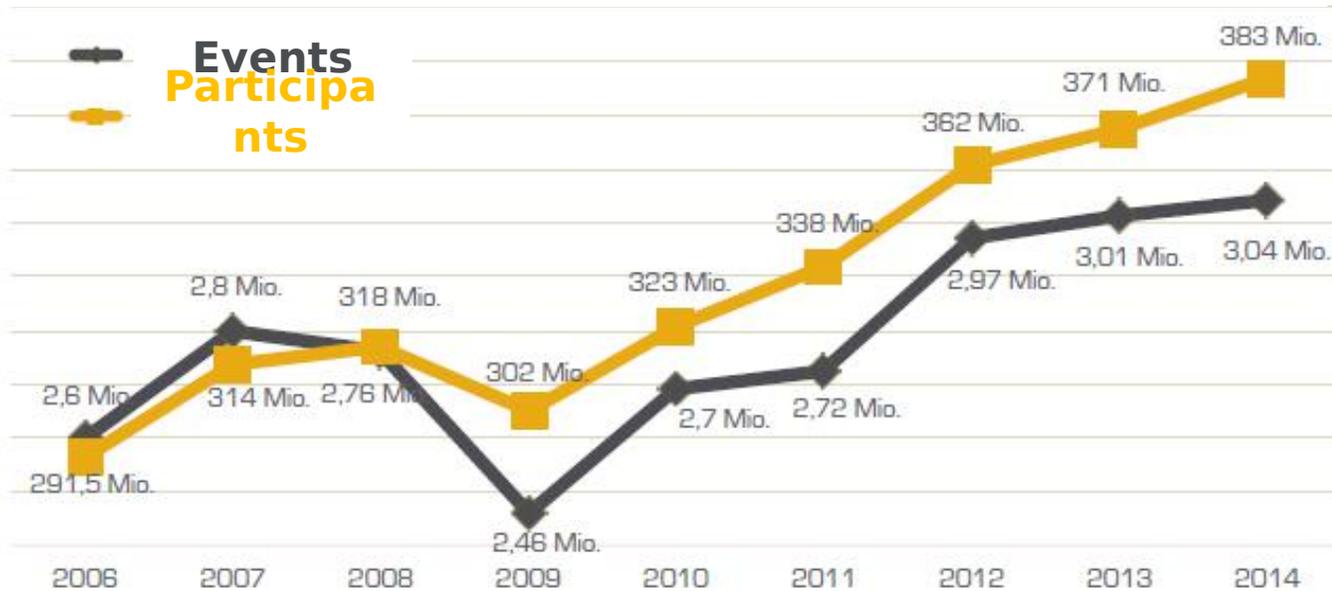


3 MILLION EVENTS / YEAR

Marktinformationen



Event market Germany continues with a slight increase in market development at a high level



Basis: EITW, Anbieterbefragungen 2007-2015: Gesamtzahl der Veranstaltungen; Gesamtzahl der Teilnehmer

Source:

EVVC Europäischer Verband der
Veranstaltungs-Centren e.V.
(European Association of Event Locations)

ALUMNI: PERMANENT POS.



(Bundesliga club)



(Basketball club,
plays in Euroleague)



Paul Reusswig PREMIUM

Sport & Event Management
Business and Information Technology School, Berlin Berlin,
Deutschland
Student



142
Kontakte



100%
Aktivität



40
Gemeinsamkeiten



Florian Muth

B. Sc. in Sport und Event Management

Marketing, Sponsoring & Sponsorenbetreuung
ALBA BERLIN Basketballteam GmbH Berlin, Deutschland
Angestellter



247
Kontakte



30
Gemeinsamkeiten

Prof. Dr. Stefan Chatrath

Professor of Sports Marketing,

Coordinator Bachelor Degree Program Sport & Event Management & International Affairs Officer of Faculty Sports, Me

University of Applied Sciences Europe

Campus Berlin

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Mobile +49 (0)178 558 2003

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Member of Global University Systems

CHE & U-Multirank 2018: We are ranked as one of the top 10 private universities in business administration (includes

INTERNATIONAL SPORT & EVENT MANAGEMENT (SEM)



Prof. Dr. phil. Dipl. Uwe Freimuth

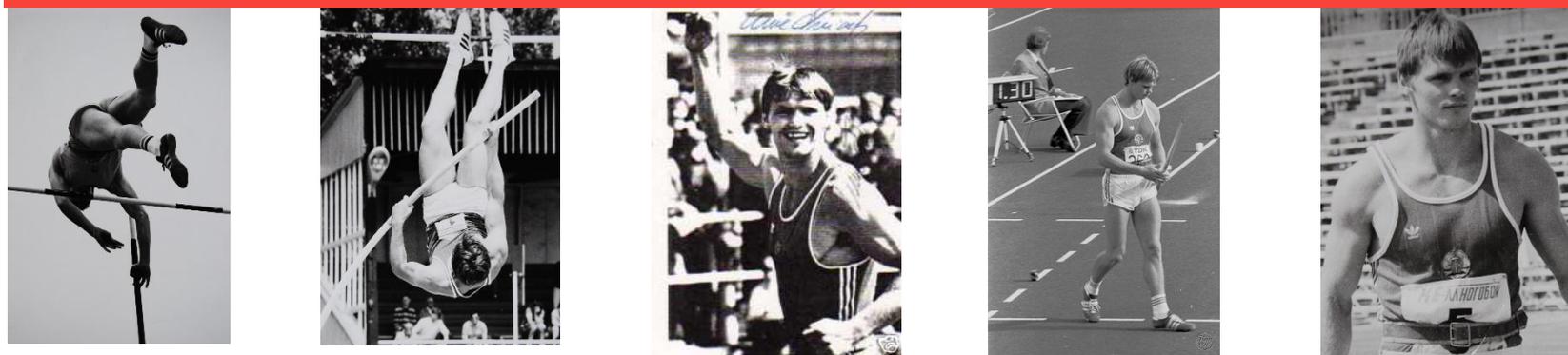
Prof. Freimuth, a former high performance sports athlete, works more than 30 years in the area of sports, events, leadership and projects - nationally & internationally. The last Projects he finished successfully were Malaysia (2007-2008, *Institut of Sports*) and Vietnam (2009-2011, *National Olympic Committee*).



BACKGROUND OF THE PROGRAMME DIRECTOR



Prof. Dr. Uwe Freimuth (Programme Director)



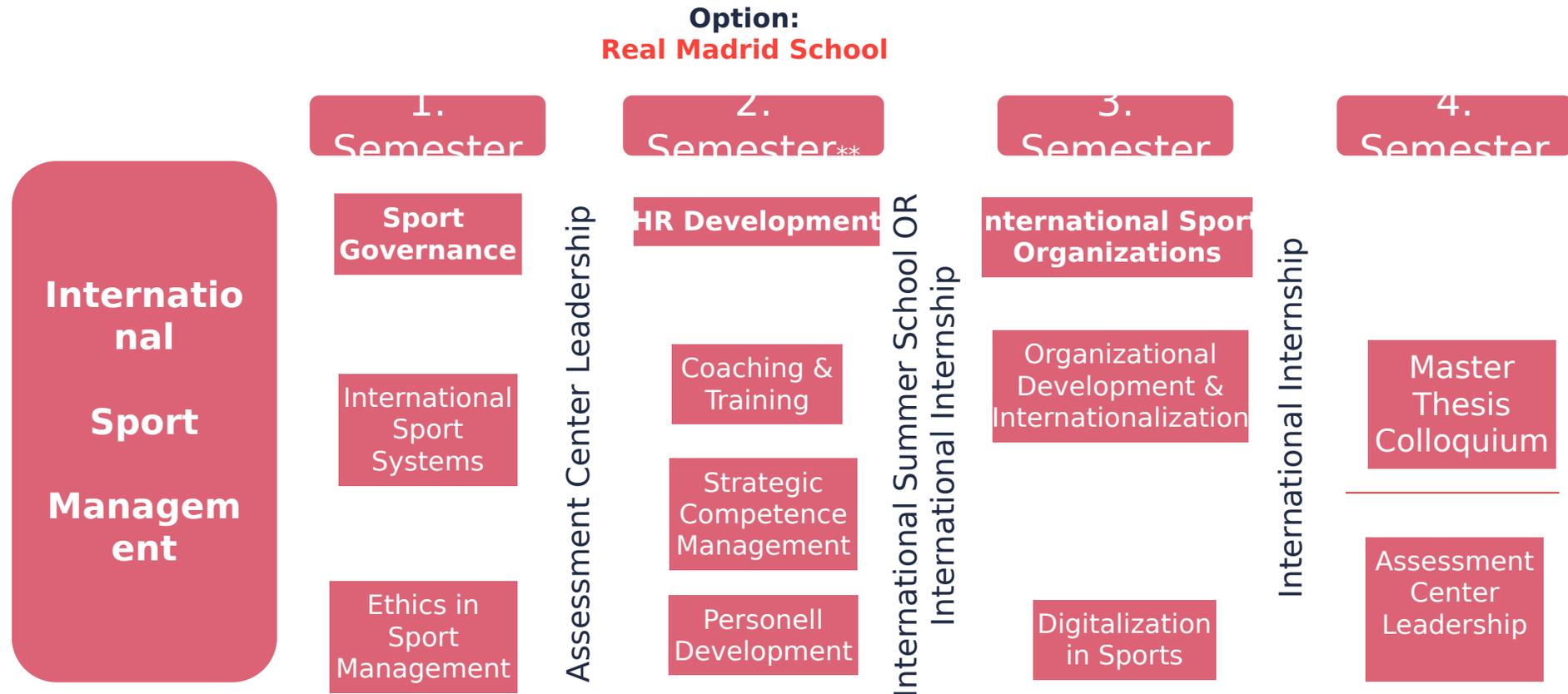
INTERNATIONAL SPORT & EVENT MANAGEMENT (SEM)

The ISEM-Masters is a **4**-Semester Course

The program consists 5 different emphases



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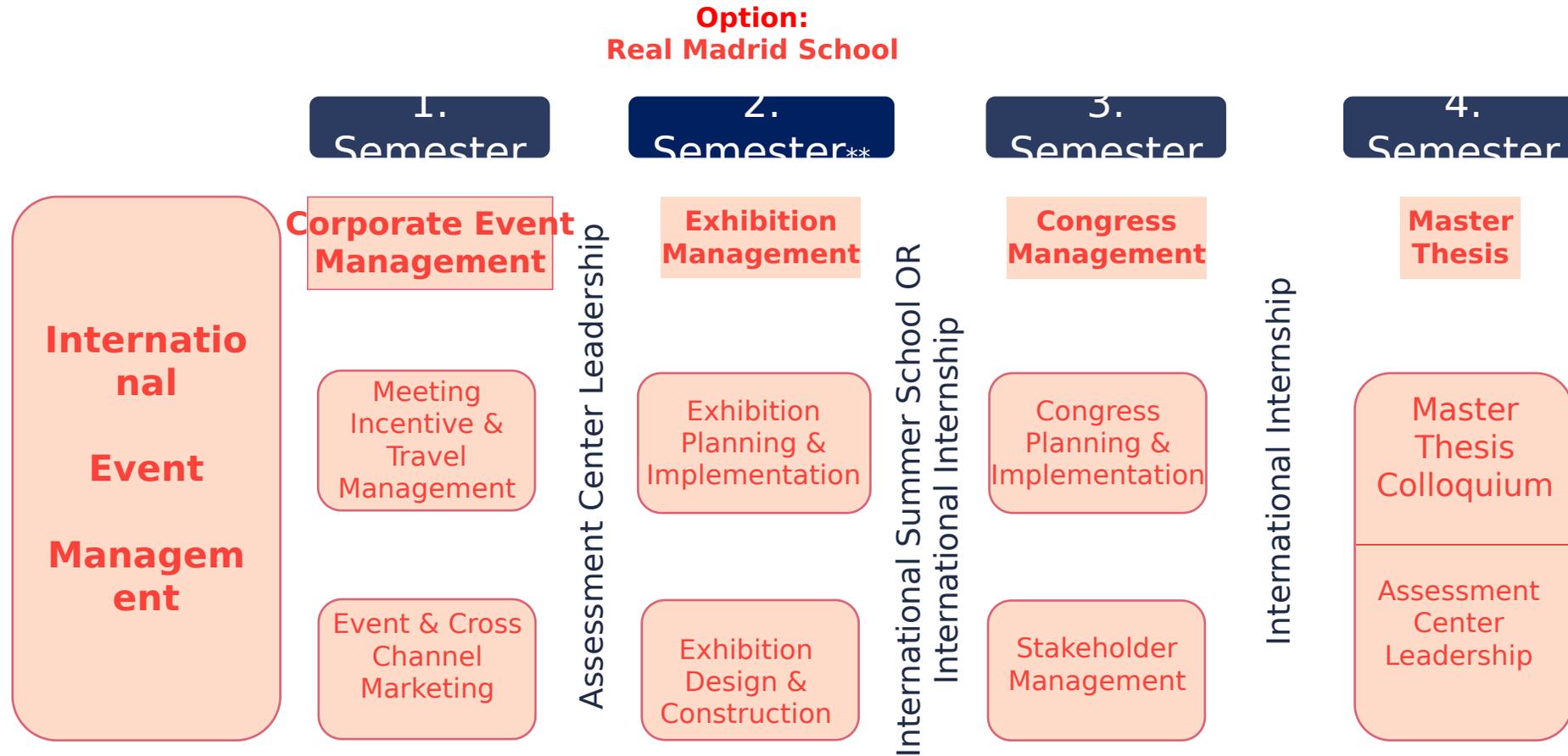
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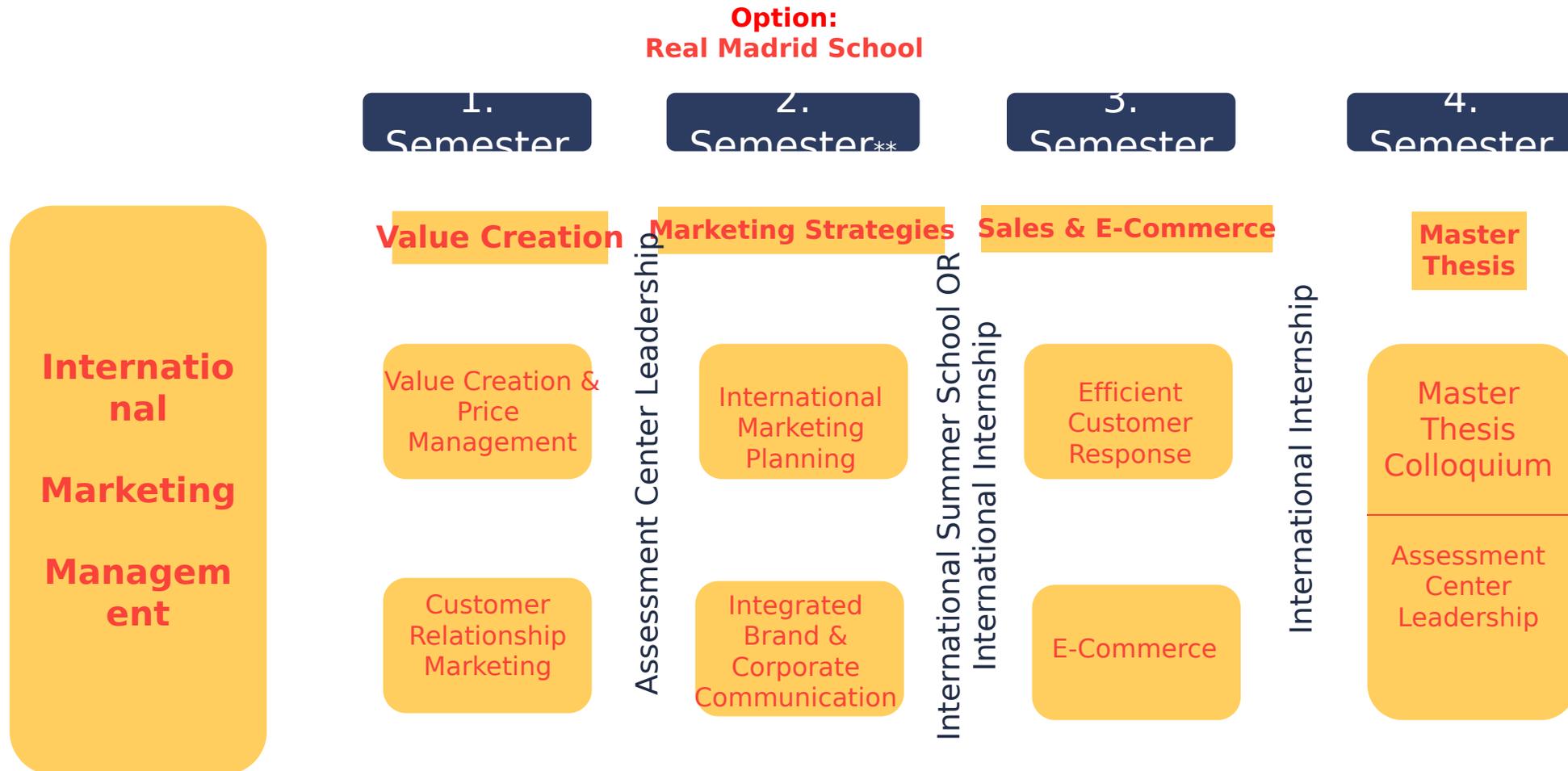
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**Option:
Real Madrid School**



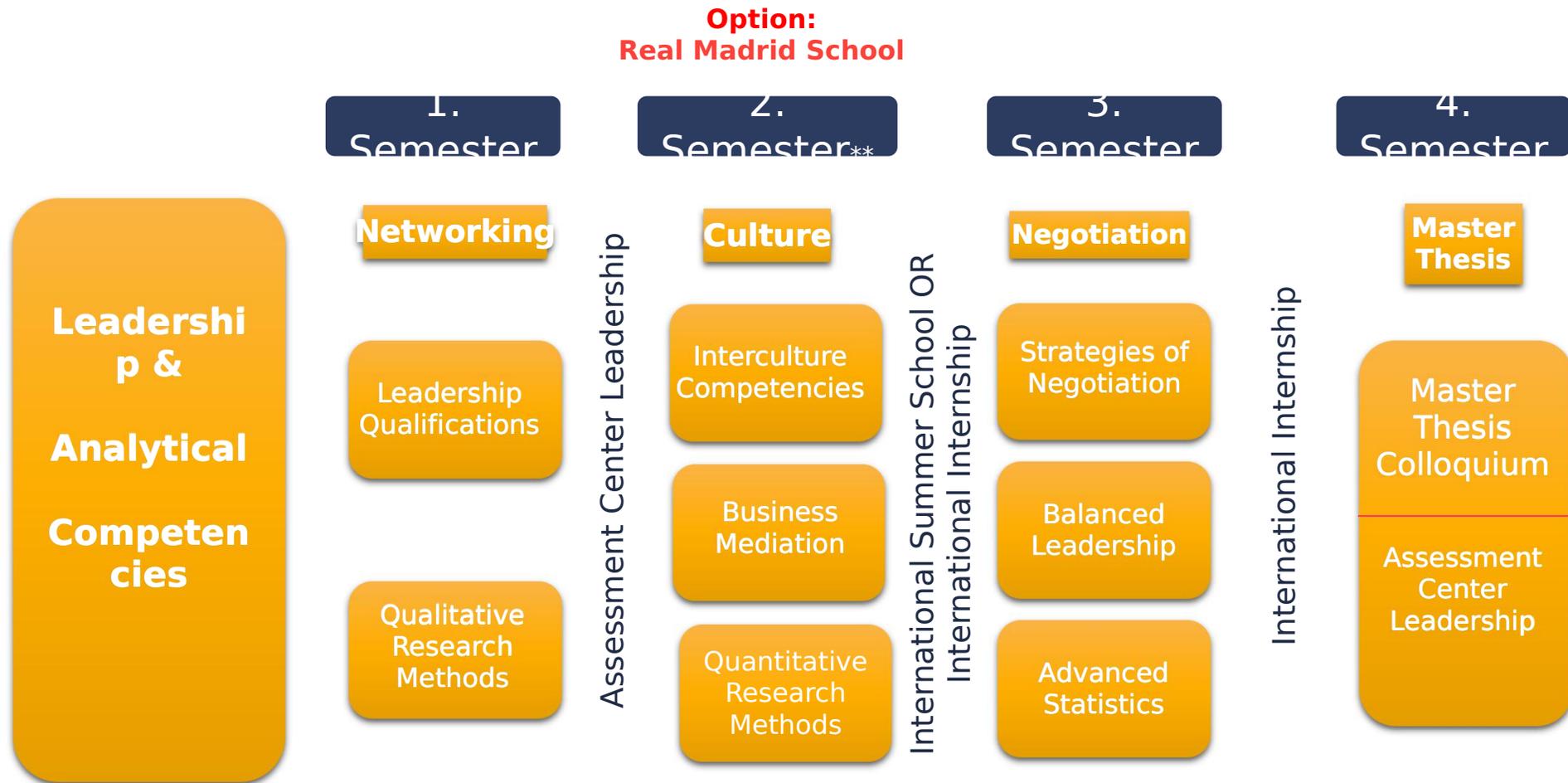
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PART OF EUROPE'S LARGEST EDUCATION NETWORK



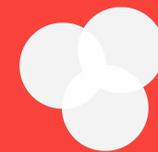
Over
50,000
Students



50+
Partner schools



100+
Nations in Germany



**GLOBAL
UNIVERSITY
SYSTEMS**

RECOGNIZED INTERNATIONALITY



**“AMONG THE TOP 25
UNIVERSITIES
IN INTERNATIONAL
ORIENTATION
AND TOP 10 IN QUALITY OF
TEACHING BUSINESS
PROGRAMMES”**



INTERNATIONAL SPORT & EVENT MANAGEMENT (SEM)

Any Questions?

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