

1. Semester		CP	2. Semester		CP	3. Semester		CP
<b>International Sport Governance</b>	<b>6</b>		<b>HR Development</b>	<b>8</b>		<b>International Sport Organisations</b>	<b>6</b>	
International Sport Systems	3		Coaching & Training	3		Digitalisation in Sport	3	
Ethics in International Sport Management	3		Strategic Competence Management	2		Organisational Developments & Internationalisation	3	
			Personnel Development	3				
<b>Corporate Event Management</b>	<b>5</b>		<b>Exhibition Management</b>	<b>4</b>		<b>Congress Management</b>	<b>5</b>	
Meeting, Incentive & Travel Management	3		Exhibition Planning & Implementation	2		Congress Planning & Implementation	3	
Event & Cross Channel Marketing	2		Exhibition Design & Construction	2		Stakeholder Management	2	
<b>Value Creation</b>	<b>5</b>		<b>Marketing Strategies</b>	<b>4</b>		<b>Sales &amp; E-Commerce</b>	<b>5</b>	
Value Creation & Price Management	3		International Marketing Planning	2		Efficient Customer Response	2	
Customer Relationship Marketing	2		Integrated Brand & Corporate Communication	2		E-Commerce	3	
<b>Strategy and Governance</b>	<b>4</b>		<b>Economics and Ethics</b>	<b>4</b>		<b>Risk and Law</b>	<b>4</b>	
International Strategic Management	2		International Economics	2		International Business Law	2	
Corporate Governance & Compliance	2		Corporate Social Responsibility	2		Risk Management	2	
<b>Networking</b>	<b>5</b>		<b>Culture</b>	<b>5</b>		<b>Negotiation</b>	<b>5</b>	
Network Analysis	2		Intercultural Competencies	2		Strategies of Negotiation	2	
Key Leadership Qualifications	1		Business Mediation	1		Balanced Leadership	1	
Qualitative Research Methods	2		Quantitative Research Methods	2		Advanced Statistics	2	
<b>Learning Leadership</b>	<b>5</b>		<b>International Experience I</b>	<b>5</b>		<b>International Experience II</b>	<b>5</b>	
Learning Leadership			International Experience I			International Experience II		
<b>4. Semester</b>								
<b>Practicing Leadership</b>	<b>2</b>		<b>Master Colloquium &amp; Reflection</b>	<b>4</b>		<b>Master Thesis</b>	<b>24</b>	
Practicing Leadership			Colloquium	1		Thesis		
			Reflection	3				
<b>120 Credit Points</b>								