



Munich Business School

International Business | Sports Management and Media

Study details

Course type: Master's degree

Degree:

Study mode: Full time

Duration: 18 Month

Cost of study

Cost : 25 740 EUR

Reg. fee : 1 490 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Sep

Requirements

Application documents

When submitting your application, you must provide the following mandatory documents for your application to be considered:

- Letter of motivation (1-2 pages)
- Current curriculum vitae
- A copy of your official academic transcript stating your final grade*
- Two references of your current or previous employers
- Proof of English proficiency (TOEFL 85, IELTS 6.5, ELS 112)
- A copy of your passport details page (the one with the photo)
- A recent passport size photo
- Completed application form

English Language Tests

You must present proof of your command of the English language by passing one of the following test procedures.

- TOEFL iBT & Home Edition: min. 85 (min. of 22 in writing band, min. of 20 in all other bands; MBS TOEFL Institution Code: 5772)
- IELTS & IELTS Online: min. level of 6.5– Academic Module
- ELS English for Academic Purposes: Advanced Level 112
- Duolingo English Test: Overall Score 115 or higher
- Pearson PTE Academic: Overall Score 56 or higher

- Cambridge: Min. 173 or Grade B or higher

Note: If the test is also used to apply for a visa, please check the requirements of the respective embassy in advance.

Accommodation

Cost of Living

We estimate that your living costs will be around €1250 per month. Your budget will mostly depend on how you manage your free time (e.g. travelling, eating out, opera, concerts, using sports facilities, visiting museums and clubs).

Below is an example of an exchange student's monthly budget: Category	Example 1*	Example 2**
Rent	€700	€900
Electricity, Heating, Wi-Fi	€150	€250
Groceries/Food	€320	€320
Public transportation	€50	€50
Statutory health insurance (includes student discount)	€90	€90
Phone	€50	€50
Miscellaneous (incl. Books)**	€110	€160
Total	€1470	€1820

Rental Prices

Rents in Munich are generally high. Students therefore often share apartments to save costs. Rentals are often unfurnished. Below are some examples of rental options:

- Room in shared apartment: Renting a room in an apartment can range from €500 to €700 per month, depending on the size and location of the room. Utilities (electricity, heating, Internet, licence fee etc.) are typically excluded and can add another €80-€100 per month. The bathroom and kitchen are usually shared and rooms can either be furnished or unfurnished.
- Renting a studio (one room with kitchen and own bath): Average rents for these apartments range from €700 to €900 (plus utilities), depending on the size, quality, and location of the apartment.

Speciality

Duration Single Degree

18 months

Duration Dual Degree

24 months

Additional information

Master Sports Management and Media (M.A.)

You love sports and would like to use this enthusiasm for professional purposes? The MBS program Master Sports Management and Media combines Sports Management and Sports Marketing in a unique way. It was developed by leading experts ? both men and women ? in the sports sector for those who themselves aspire to a career in the sports business.

Contents

Program-specific Modules

The Program-specific Modules of the Masters Sports Management and Media prepare you optimally for your successful career in the sports management. You acquire specific know-how and get to know all facets of sports management and media. By dealing with the topics sports communication and media, management of sports organizations and the sports value chain, sports sponsorship and marketing, as well as digital sports and international sports business, you will qualify as a specialist for companies in the sports industry as well as sports clubs and associations. The optimal mix of theoretical basic knowledge and practical skills will prepare you perfectly for a successful career in an international environment.

Business Project

An integral part of the Sports Management and Media program is the Business Project. On behalf of a real company such as adidas or an association such as the DFB or the DOSB, you will work together with your fellow students on a concrete, practice-relevant issue and will be able to apply and demonstrate your skills in practice. At the same time, you make important contacts with future employers.

Core Modules

In the Core Modules of the Master Programs you will acquire general business management knowledge. In courses on international management, business communication, management and your freely chosen international focus, you will gain an understanding of economic interrelationships in a multicultural and globalized world and learn to consider and correctly interpret social and cultural aspects in your future business decisions. The promotion of a critical approach to various topics is just as important as learning practical methods and models.

In order to be able to act entrepreneurially with foresight, the Core Modules have an interdisciplinary structure. You will work on joint projects with students from the other Master's programs and exchange ideas and experiences, thereby broadening your range of experience and your toolbox with approaches and perspectives in the fields of Marketing, International Business or Innovation and Entrepreneurship, for example.

Electives

You round off your profile by completing the electives, your personal elective courses. Here you have the opportunity to enrich your Sports Management & Sports Marketing Master's degree with an individual component. You can choose from a varied pool of courses and take, for example, Brand Story Telling, Media Rights and Digital Sports Management or work on an individual research project.