

		SEMESTER									
		1	2	3	4	5	6				
		WHS	ECTS	WHS	ECTS	WHS	ECTS	WHS	ECTS	WHS	ECTS
LECTURES											
EVENTS, SPORT & CULTURE	Sports Sciences I, II, III			2	2	2	2	2	2		
	Cultural Sciences I, II, III			2	2	2	2	2	2		
	Sports Management I, II			2	4	2	2				
	Cultural Management I, II			2	4	2	4				
	Event Management			2	4						
EVENTS, SPORT & CULTURE INTERDISCIPLINARY	Event Law & Risk Management					1	1				
	Creative Industries*					1	2				
	Event Engineering					1	2				
	Mega-Events in Sports & Culture*							2	4		
	Meetings, Congresses, Incentives & Events*							2	4		
	Orchestrating the Event Participant Experience									1	4
	Destination Management*									1	2
	Product Development & Innovation									1	4
	Sustainability in Sports, Culture & Event Management*									1	2
BUSINESS ADMINISTRATION	Business Administration	2	4								
	Economics	2	4								
	Human Resource Management	2	4								
	Financial Accounting	2	4								
	Law	2	4								
	Marketing	2	4								
	Financing & Investment			2	2						
	Controlling					2	2				
	Market Research					2	4				
	Applied Marketing Concepts*							2	8		
	Applied Financial Concepts & Funding*							2	8		
	Entrepreneurship									1	4
Business Ethics & Corporate Governance*									1	4	
SOCIAL COMPETENCIES	English for Event Managers I, II	2	2	2	2						
	2 <sup>nd</sup> Foreign Language I, II, III	2	2	2	2	2	2				
	Team & Conflict Management	1	2								
	Project & Quality Management				2	4					
	Presentation Techniques & Moderation					1	1				
	International Week							2	2		
	Scientific Methods & Writing I, II				1	2				1	4
BUSINESS TRANSFER	Integrative Case Studies I, II				3	6	3	6			
	Bachelor Seminar I, II				1	6				1	6
	Practical Training I, II			8		8					
	Elective							1	4		
WEEKLY HOURS PER SEMESTER (WHS)		17	16	17	15	11	8				
ECTS CREDITS**		30	30	30	30	30	30				

\* Lectures held in English

\*\* ECTS: European credit transfer system, amount of work for students per lecture

## >> BACHELOR DEGREE PROGRAM PART-TIME SPORTS, CULTURE & EVENT MANAGEMENT



## HIGHLIGHTS

- >> Practically-oriented degree program with excellent career prospects
- >> Qualification profile tailored to the booming fields of sports, culture and event management
- >> Purposeful integration of the industries through projects and guest lecturers
- >> International Week



## JOB OPPORTUNITIES

- >> Sports management: sports event agencies, sports marketing and communication agencies, sports merchandise industry and retail businesses
- >> Cultural management: public/private galleries, theaters, stages, opera houses and concert halls, municipal offices for cultural affairs, cultural enterprises, cultural foundations, cultural societies, the creative industries
- >> Event management: event agencies, exhibition and convention agencies, organizational committees for mega sports and culture events, marketing departments, media- & digital-event corporations

“The comprehensive education offered by this program makes it possible to specialize in the sports, culture and event management field and simultaneously set up three stable bases for the future.”

Felicia Kerschbaum, BA - Graduate 2010



## SPORTS, CULTURE & EVENT MANAGEMENT >> SKVM PART-TIME

The bachelor degree program “Sports, Culture & Event Management” is based on an innovative educational concept that provides a springboard for up-and-coming professionals interested in establishing themselves in an exciting, growing field. To this end, it is essential that students develop a well-defined, competitive profile by gaining a firm grasp of concepts not only in sports, culture and event management but also in the sports and cultural sciences.

### STUDYING WITH THE KUFSTEIN MODEL

This degree program effectively conveys solid foundations in business administration, knowledge in the sports and cultural sciences as well as general and specific management expertise. These contents, however, are not dealt with separately in an additive sense, but rather in an integrative sense which emphasizes their mutual relationships. Thus, from an interdisciplinary perspective, the various conditions and frameworks that exist in regard to the management of sports, culture and event organizations are presented and discussed in a novel way. Moreover, both sports and cultural management have an equivalent place in

the curriculum. Educationally speaking, the combination of theoretical and practical elements encourages students to think and perform analytically, innovatively and creatively. This approach is what makes the Kufstein Model so valuable to student learning.

### PRACTICAL RELEVANCE & INTERNATIONALITY

Practical relevance in the curriculum is given in particular by the integrative case studies and projects, which are carried out in association with partners from the sciences and the sports, culture and event business. The program also boasts a strong international orientation. Numerous subject-matter courses are held in English and students also have the opportunity to intensively study another foreign language over three semesters. At the latest, students will put their language proficiency to good use when they participate in the International Week during the final year of the program. Taken together, these aspects ensure that students acquire the special qualifications demanded by the professions in the sports, culture and event management sector.

## FACTS

### ORGANIZATIONAL FORM

Part-time

### NUMBER OF STUDENT PLACES PER YEAR

24

### APPLICATION MODE

Online, including document upload

### DURATION

6 semesters

### ACADEMIC DEGREE

Bachelor of Arts in Business (B.A.)

### LANGUAGES OF INSTRUCTION

80% German, 20% English

### STUDY ABROAD

Supervised study trip abroad in the 5th semester

### STUDY FEES

Per semester: tuition € 363.36 (plus Austrian Student Union fee)

“Studying Sports, Culture & Event Management in the part-time format offers an excellent opportunity to link professional practice with academic competencies.”

Prof. (FH) Dr. Robert Kaspar  
Director of Studies



### Your contact:

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