

INTERNATIONAL BUSINESS MANAGEMENT (B.A.)



SPORTS MANAGEMENT

TEAM PLAYERS ARE WELCOME!

The sports world is a component of the leisure and entertainment sector that generates considerable revenue. It also adds value, for example through the creation of jobs for prospective sports managers. As sports become increasingly professionalized and commercialized, today's managers in sports organizations or related businesses require sound business management know-how more than ever before. Students who major in Sports Management at the University of Cooperative Education in Freiburg receive exactly that. The program comprehensively addresses aspects of the field like management instruments and tasks, characteristic organizational contests and the resulting areas of tension in sports management. Constant interaction with market and cooperation partners helps the cooperative program ensure up-to-date and effective interweaving of theory and practice. Students acquire and apply specialized theoretical, practical and application-oriented knowledge as listed below. Basic knowledge of sports science and educational issues enables students to understand and analyze the physiological, science-based training and pedagogical issues involved in sports. Finally, students also acquire the corresponding specialist knowledge they need in such contexts as: promoting good health, preventing injury/illness and rehab; organizing, coordinating and implementing mass and high-performance sporting activities; and the sporting goods industry.

Study Program Content:

- Introduction to Sports Economics
- Health Promotion, Prevention and Rehabilitation
- Sports Journalism and (Digital) Media, Sports Law
- Occupational Fields for Sports Managers
- Non-Profit-Organizations in Sports
- High Performance Sports Management
- Training and Exercise Science
- Sports Tourism and Sustainability
- National and International Sports Events
- Introduction to Sports Medicine
- Sports Marketing and Sponsoring
- Trends and Challenges in the Sports Business
- Organization and Marketing of Projects in the Sports Business
- Sports: Didactics and Practice
- Sales and Service in Sports



PETER GERSPACH

Graduate, Manager of the Freiburger Turnerschaft (gymnasts) von 1844 e. V.

“The studies at the University of Cooperative Education Freiburg excellently prepares graduates for world-of-work challenges. A win-win situation for students and their future employers.”

PRIVATE UNIVERSITY – INTERNATIONALLY RECOGNIZED DEGREE!

YOUR STUDIES AT ISBA IN FREIBURG

Degree: Bachelor of Arts (B.A.) in International Business Management

Core Specialisms: Event Management, Hotel Management, Real Estate Management, Marketing or Sports Management

Program Content: Business Administration, Economics, Social and Methodological Competences, Digitalization, Corporate Social Responsibility, Internationalization and Sustainability. Electives: Module Groups in Event Management, Hotel Management, Real Estate Management, Marketing or Sports Management

Flexible starting dates: July 1, October 1 and January 1

Study Duration: 6 Semesters

Prerequisites: High School/GCSE (general or vocational, minimum average 3.0 / C) or advanced technical college certificate; successful admission interview at ISBA in Freiburg, training/apprenticeship contract with a partner enterprise. For a cooperative education program of studies at ISBA in International Business Management, applicants must provide proof that their English language skills correspond to level B1 of the Common European Framework of Reference for Languages (CEFR). Instruction at ISBA is also given in the German and/or Spanish languages. Therefore, applicants must also demonstrate that they have attained a level corresponding to the CEFR level C1 in one of these two languages.

Costs: Initial registration fee: 250 EUR, Tuition: 580 EUR per month, Student services fee: 168 EUR per year (Status: 2022)

Application: Online at www.isba-freiburg.de/bewerbung

The University of Cooperative Education (ISBA— Internationale Studien- und Berufsakademie) is state recognized in accordance with the Saarland Cooperative Education University Law of March 27, 1996 (last revised on October 14, 2014.)

This state recognition was broadened by the Saarland State Chancellery to include our university in Freiburg.

Further in 2021, the study program “International Business Management “ with its core specialisms had its accreditation extended to 2028 by the AHPGS (German Accreditation Agency in Health and Social Sciences).

The state recognized Bachelor’s degree is principally a qualification for admission to a Master’s program in Germany and abroad. Note that for this, universities have their own admissions criteria you should enquire about. We will gladly answer your questions regarding your possible pursuit of a Master’s program.

PARTNER COMPANY SELECTION

Our company-student liaison team will gladly answer your questions about our corporate partners and upon request, help you in your search for a partner company.

You can reach a team member by phone at: +49 (0)761 791 999 – 70.

You will find an overview of our partner companies at: www.isba-freiburg.de/partnerunternehmen

PRACTICE ADMINISTRATION



PROF. DR. JÖRG SCHODER

Academic Head of Real Estate and Sports programs

PhD in Economics; MA in Geography; Extensive work at the Research Center Inter-Generational Contract in the Real Estate and Pension System areas; Previously, numerous years in interdisciplinary instruction and research at the universities of Freiburg, Salzburg and Mulhouse; Visiting scholar at Boston University (USA).

Accredited by:

