

		SEMESTER											
		1		2		3		4		5		6	
		WHS	ECTS	WHS	ECTS	WHS	ECTS	WHS	ECTS	WHS	ECTS	WHS	ECTS
LECTURES													
EVENTS, SPORT & CULTURE	Sport Sciences I, II, III	2	4	2	4	2	4						
	Cultural Sciences I, II, III	2	4	2	4	2	4						
	Sports Management I, II	2	4	2	4								
	Cultural Management I, II	2	4	2	4								
	Event Management	2	2										
EVENTS, SPORT & CULTURE INTERDISCIPLINARY	Event Law & Risk Management			1	1								
	Creative Industries*					1	1						
	Orchestrating the Event Participant Experience					1	2						
	Event Engineering					1	1						
	Destination Management*					1	1						
	Product Development & Innovation											1	2
	Mega-Events in Sports & Culture*											2	2
	Meetings, Congresses, Incentives & Events*											2	2
Sustainability in Sports, Culture & Event Management*											1	2	
BUSINESS ADMINISTRATION	Business Administration	2	2										
	Human Resource Management	1	1										
	Financial Accounting	2	2										
	Economics			2	2								
	Financing & Investment			2	2								
	Law			2	2								
	Marketing			2	2								
	Controlling					2	2						
	Market Research					2	2						
	Applied Marketing Concepts*											2	2
	Applied Financial Concepts & Funding*											2	2
	Entrepreneurship											1	1
Business Ethics & Corporate Governance*											1	1	
EXCHANGE SEMESTER	Exchange Semester Coaching									2	2		
	Business Studies									4	7		
	Electives: Sports, Culture & Event Management									8	14		
	Language & Area Studies									4	7		
SOCIAL COMPETENCIES	English for Event Managers I, II	2	2	1	1								
	2 nd Foreign Language I, II, II	3	3	3	3	3	3						
	Team & Conflict Management	2	2										
	Project & Quality Management					2	2						
	Presentation Techniques & Moderation					1	1						
	Intercultural Seminar & Area Studies*					1	1						
BUSINESS TRANSFER	Integrative Case Studies I, II					3	6					3	6
	Bachelor Seminar I, II							1	6			1	6
	Practical Training							1	24				
	Elective											1	2
WEEKLY HOURS PER SEMESTER (WHS)		22		22		22		2		18		18	
ECTS CREDITS**		30		30		30		30		30		30	

* Lectures held in English
 ** ECTS: European credit transfer system, amount of work for students per lecture

Feb. 2011

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

BACHELOR DEGREE PROGRAM



HIGHLIGHTS

- >> Full-time degree program with a semester abroad at one of 150 partner universities
- >> 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



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

"My studies have prepared me well for my professional career. The international orientation of the program gave me the chance to develop a network consisting of many different people and institutions, and this network has already proven itself very useful."

Florian Kogler, BA - Graduate SKVM 09



SPORTS, CULTURE & EVENT MANAGEMENT >> SKVM

FULL-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 go to study abroad 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

Full-time

NUMBER OF STUDENT PLACES PER YEAR

46

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

Professional internship (4th semester); study abroad (5th semester)

STUDY FEES

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



"We continually set new trends in research and practice in sports, culture and event management. The increasing number of professionally successful graduates reinforces our innovative approach."

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



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