

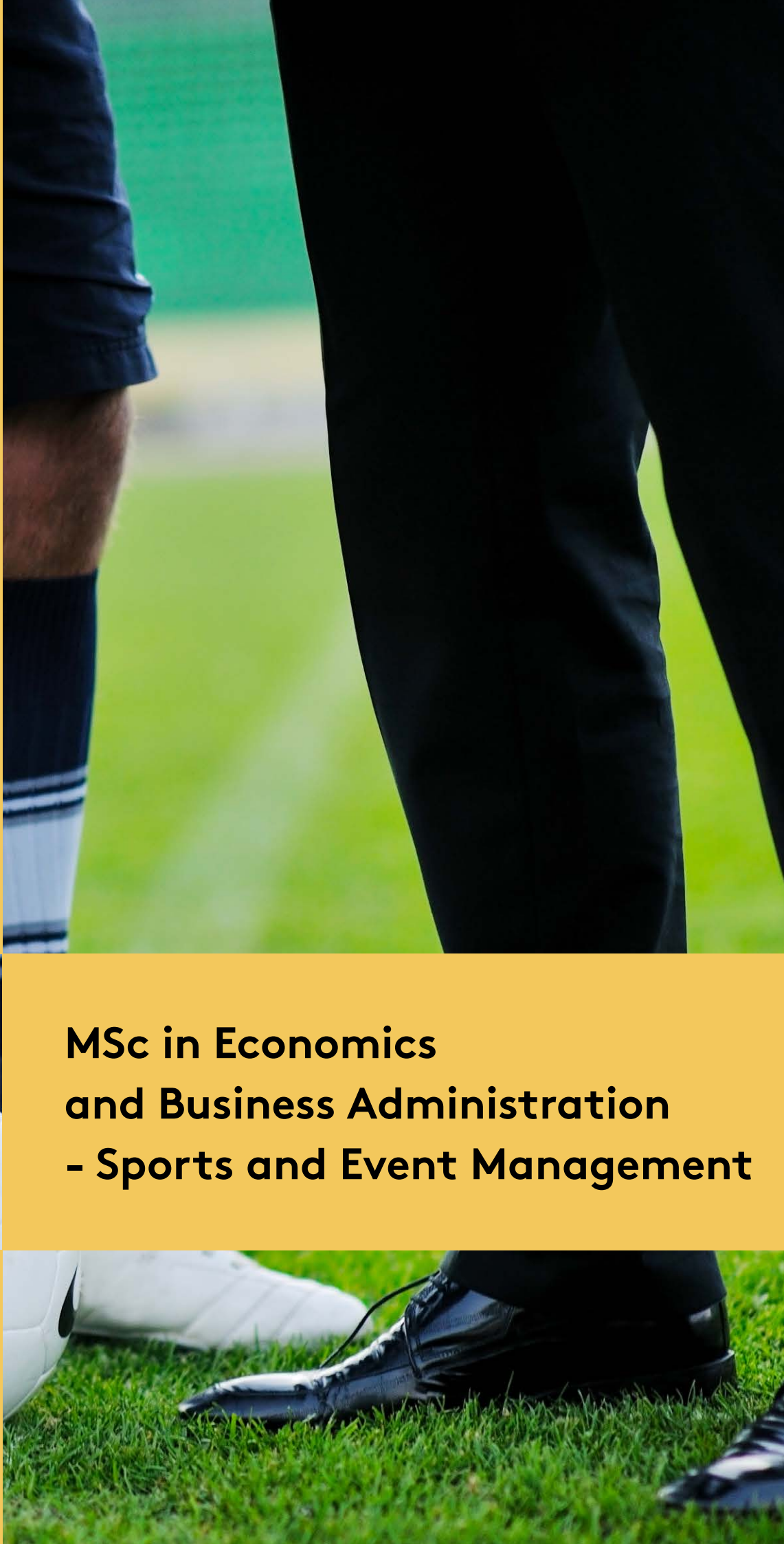
Cand.merc.

**MSc in Economics
and Business Administration
- Sports and Event Management**

SDU 

**Business and
Social Sciences**

sdu.dk/samka



Cand.merc. / Master of Science in Economics and Business Administration - Sports and Event Management

Profile

The MSc in Economics and Business Administration profile in Sports and Event Management provides you with competences on a high academic level within organization and marketing. The focus lies on issues that are especially relevant for companies in the sports and event sector. The profile is offered at Campus Esbjerg.

The profile concerns itself with the entertainment markets, and how they interact with the sports and event sector. Other marketing issues are strategy and competition as well as buyer behaviour. The organizational subjects are governance in sports and project management. In addition, you acquire methodological skills in quantitative as well as in qualitative research. Furthermore, you can choose between electives offered especially for this programme as well as electives from other master studies offered at Campus Esbjerg.

The profile runs over 2 years divided into eight quarters. The courses use a combination of project work, group work and lectures. The group of students in the courses is normally a size allowing interaction with the professor lecturing as well as discussions among the students. This enlarges the size of the active vocabulary which you can later use in discussing issues related to these fields as a part of your job.

Why choose Sports and Event management?

- The profile in Sports and Event Management focuses on managing companies in the Sports and Event Sector. This sector is growing and not many people have specific knowledge about this sector on a high academic level enabling them to tackle complex problems. This implies excellent career opportunities.
- The courses in the study programme in Sports and Event Management combine theory and practice to ensure a solid theoretical basis and tools readily employable in your first job.
- In Sports and Event Management you develop project management skills. These are highly demanded by enterprises because there is a lack of people possessing such skills.

- The Esbjerg campus of the University of Southern Denmark is close to the city centre, which offers cultural, sporting and leisure activities, and a lively nightlife.
- The size of Esbjerg Campus is beneficial for your professional development. A limited number of students ensure a close student-professor relationship.
- You broaden your horizon because you meet and cooperate with students from other cultures as well as from other studies.

Elective Courses

SECOND AUTUMN – 30 ECTS

15 ECTS may be in the form of a project-oriented study in an organization

Examples of elective courses:

- Regional Effects of Sports and other Events, 7.5 ECTS
- Social Media Networks and Marketing Communication, 7.5 ECTS
- Green Business, 7.5 ECTS
- Brand Management, 7.5 ECTS

Changes in elective courses can occur.

Entry requirements

A complete undergraduate degree in Economics and Business Administration. The programme must include 75 ECTS courses covering the disciplines within economics and business administration. In particular, each of the following subjects must be included with at least 5 ECTS: Microeconomics or Managerial Economics, Accounting, Corporate Finance, Marketing, Organizational Theory, Statistics, Additional methods for analysis of data (qualitative and/or quantitative. Collection of data may be a small part of this).

If your degree is not from a university, you must also have 5 ECTS Theory of Science and/or Scientific Methodology and Methods from a university.

When applying, please enclose course descriptions: Aim of the course, main topics, year's workload/ECTS and literature as a minimum.

Restriction on number of places

Please note that there is a restricted number of places.

Language requirements

A good standard of English is required because teaching at the University typically involves student participation, class discussion and student presentations.

A minimum IELTS score of 6.5, a TOEFL score of 88 or a minimum CAE score of C is required.

If you as an EU/EEA citizen can document this level of English by way of secondary school diploma, you may be exempted from the English language test (minimum 210 full hours of English language classes at high school level are required).

PLEASE NOTE: The University of Southern Denmark has access to the IELTS Verification Service; therefore, we accept the IELTS test results/score in copy. TOEFL is only accepted in original sent directly from the test centre or the educational testing service (ETS) before the registration deadline.

This programme is accredited by ACE Denmark.

Programme overview

Study start 1st September.

7. & 8. quarter	Master's Thesis 30 ECTS	
5. & 6. quarter	Electives 30 ECTS	
4. quarter	Sports Governance 7,5 ECTS	Seminar in Sports and Events 7,5 ECTS
3. quarter	Strategy and Competition 7,5 ECTS	Quantitative Market Research Methods 7,5 ECTS
2. quarter	Consumer Behaviour 7,5 ECTS	Project Management 7,5 ECTS
1. quarter	Entertainment Markets and Business 7,5 ECTS	Methodology of the Social Sciences and Qualitative Methods 7,5 ECTS



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Further information

This programme is offered at the University of Southern Denmark, Esbjerg

The International Office
Niels Bohrs Vej 9
DK-6700 Esbjerg
Phone: +45 6550 1103
E-mail: studieservice-es@sdu.dk

Tuition Fees

International applicants from countries outside the EU/EEA has to pay tuition fee for a full Master's Degree (2 years) (120 ECTS) EUR 17,000.

For students participating in an exchange programme - tuition fees will not be charged. For students not participating in an exchange programme or in a bilateral agreement - tuition fees will be charged.

Registration deadlines

Study starting 1 September:

EU/EEA citizens 1 March

Non-EU/EEA citizens 1 February

Study starting 1 February:

EU/EEA citizens 15 October

Non-EU/EEA citizens 1 September

Application Fee

Please be aware that Non-EU/EEA citizens are required to pay an application fee of 100 euros when applying for admission to programmes. The application will not be processed before your payment has been received.

Programme homepage:

www.sdu.dk/sportandevent

Jesper

M.Sc. Sports and Event Management

"The Master degree in Sports and Event Management at this educational level seems unique, and it enables me to work with my passion in music and sport events professionally - both during my studies and for my future career. The location in Esbjerg had initially little influence on my choice of education, but has shown to have great advantages. It is a relatively small milieu, which shortens the distance to the university administration as well as the local business environment."



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