

M.A. Strategic Sports Management

ISM – Bond University

ISM
INTERNATIONAL
SCHOOL OF MANAGEMENT
University of Applied Sciences



German-Australian double degree

ISM students who opt for this program at Bond University spend their first two semesters at the ISM campus, followed by two semesters at Bond University. Here, you can study in modern lecture rooms and libraries, and there are several restaurants, cafés and bars within walking distance of the campus. Students who have achieved all the necessary credits for study and examinations are awarded a Master of Arts in Strategic Sports Management from ISM, and an additional degree in the program of their choice from Bond University. Through the ISM double degree program, you acquire two master's degrees within two years plus master's thesis.

Additional degrees available at Bond University

- Master of Business (Non-Specialization)
- Master of Management (Non-Specialisation)
- Master of Financial Management (Non-Specialisation)

Study language

Lectures are held in English both at ISM and at Bond University.



Additional degree “Master of Business” specializing in International Business

3rd semester

- Managing Strategic Change
- Managerial Finance
- Doing Business Globally
- Specialisation option

4th semester

- Analysis and Application
- International Financial Management
- International Trade

Additional degree “Master of Business” specializing in Marketing

3rd semester

- Managerial Finance
- Managing Strategic Change
- Customer Analysis
- Elective Option

4th semester

- Analysis and Application
- Communication Strategies
- Internet and Social Media Marketing

Additional degree “Master of Business” - Non-Specialization

3rd semester

- Managerial Finance
- Managing Strategic Change
- 2x Elective Credit

4th semester

- Analysis and Application
- 2x Elective Credit

Additional degree “Master of Business Administration”

3rd semester

- Effective Decision Making
- Motivation and Organisation
- Managerial Economics
- Marketing for Managers
- Accounting for Managers
- Financial Decision Making

4th semester

- Project Innovation and Change

5th semester

- Data Analytics for Decision Making
- Strategic Insight
- MBA Capstone

Please note that courses and the course structure itself are subject to change by the international partner university.

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