

MSc Business, Sports and Events Management

Study in the country where global sport events live and breathe. Home to over 40 international sports federations including FIFA, the International Olympic Committee, UEFA and UCI, Switzerland is the perfect location to study the 1 year MSc in Business, Sports & Event Management.

With world-class events on your doorstep, real-world cases, field trips and a curriculum built on business strategy, branding, digital engagement, event management, and innovations in sports, you will graduate ready to engage with the dynamic global sport ecosystem.

Campus



Zurich

Why Choose this Programme?

- Combines strategic business foundations with sport and event industry specifics and experiential learning.
- Learn in Zurich – a global business, sports and events capital.
- Join one of the fastest growing sectors worldwide and shape the next generation of shared experiences.

Diverse Career Opportunities

Graduates of the MSc Business, Sports and Event Management are positioned firmly at the crossroads of business, sport and events, preparing you to work for an international federation, a professional team, a global brand, a major event organizer, or to launch your own venture.

Programme Highlights

- 1 year intensive Masters with applied and experiential focus
- Access to major sports and events venues
- Digital trends including fan engagement, and experience design
- Global cohort and faculty providing a rich network

Entry Requirements:

- Bachelor degree in any discipline
- English B2/IELTS 6.0 or equivalent

Intake

from 16 November 2026

What You Will Study

1st Semester // 6 months on campus

Global Sport Business

Sport Marketing: Engaging the Modern Fan

Sport Event Management

Leadership in Business

International Human Resource Management

Marketing and Branding in a Digital Society

Strategic Business Management

Research Methods

2nd Semester // 6 months on or off-campus

Masters Sports and/or Events Research Project

Awarded in partnership with

(subject to validation)

