

International Sports Business Master's Programme (English, full-time) - Oral Admission Exam Requirements for the 2026A Central Admission Procedure

Name of the Master's Programme	International Sports Business
Type of Exam	Oral
Name of the Exam	Admission Interview for the International Sports Business Master's Programme
Duration of the Exam	15–30 minutes
Mode of the Exam	online
Short Description of the Exam	At the beginning of the exam, we ask you to give a short introduction and explain your main motivation for wanting to study this programme. In the professional part of the exam, you will need to demonstrate your management knowledge and how you think about complex sports business issues
Tools Allowed During the Exam	None
Recommended Literature	Westerbeek, H., & Karg, A. (2022). International sport business: current issues, future directions. Routledge.
Exam Topics	Management analyzation tools, international sports organizations, major challenges, social impact, trends, etc
Sample Questions / Example Tasks	In your opinion, how should FIFA select the location for the next World Cup? What factors would you consider?