

International Sport Business Master Programme

training program

For students who start in the fall semester of 2026/2027



International Sport Business Master Programme

Valid: for students starting in semester 2026/2027/1

General information:

Supervisor: Zsolt Havran, Associate Professor

Training location: in Budapest

Working hours: full-time

Training language: english

Whether you are enrolled in dual training: no

Specialisations: No specialisations

Training and output requirements

1. Title of the Master's programme:

- a) in Hungarian: nemzetközi sportüzlet mesterképzési szak
- b) in English: international sport business master programme

2. The title of the certification:

- a) in Hungarian: okleveles közgazdász nemzetközi sportüzlet szakon
- b) in English: economist in international sport business

3. Classification of the Master's programme:

3.1. Training area: economic sciences

3.2. The level of qualification attainable in the Master's programme:

- Master's degree (magister, master of science abbreviated as MSc)
- according to ISCED 2011: 7
- according to the European framework: 7
- according to the Hungarian qualifications framework: 7

3.3. International Standard Classification of Education field of education code (ISCED-F 2013: 0413)

3.4. Degree orientation: balanced (60-70 percent)

4. Training duration, in semesters: 2 semesters

5. The number of credits to be completed for the Master's degree: 60 credit

6. Master's degree training objectives and professional competences:

6.1. Training objectives:

The master study programme in International Sport Business aims to train future leaders and specialists who are capable of substantiating and making complex sports business decisions in sports-related industries and organisations. The programme aims to provide students with a global and comprehensive understanding of the dynamically changing sports economy and the characteristics of professional and leisure sport. Its aim is to enable graduates to take into account the social and sustainability impact and role of sport in their future decisions. Graduates will be able to carry out data-driven complex sports economic analyses, with a focus on digitalisation and internationalisation. They will be able to work as managers, analysts, consultants, investors or entrepreneurs in organisations and companies in the sport ecosystem.

Graduates of the study programme are prepared to continue their studies at doctoral level.

6.2. Attained professional competences:

6.2.1. The graduates have

a) knowledge:

- broad knowledge of global and regional sport industry trends, contexts, challenges and opportunities;
- they have a comprehensive knowledge of the principles and institutional characteristics of the sports economy system and an understanding of the structure, operation and strategy of sport organisations in context;
- they have an in-depth understanding of the social and sustainability aspects of sport and their complexity;
- they name and provide a thorough overview of the functional areas of sports organisations, with emphasis on marketing, human resources, finance, business performance assessment and their interrelationships;
- they have a systemic overview of the determinants of sport consumption and ways of analysing them;
- they have a thorough overview of the specific role of professional athletes in the industry and the factors that influence their value;
- they have in-depth knowledge of the characteristics and value creation of (subjective) well-being and of professional and leisure sport and their interrelationships;
- they have comprehensive knowledge of the economic and social aspects of sporting events;
- they have comprehensive knowledge of the key steps in starting and running a sports business and the characteristics of internationalisation.

b) skills:

- they analyse in detail the processes in the sports industry and synthesise the specific contexts, taking into account the context of the field, with particular attention to their international character;

- they use a data-driven approach to identify and address the international challenges relevant to the sports economy, taking into account a complex social and policy context, and analyse them quantitatively and qualitatively;
- they effectively apply social and sustainability standards in the international management of sports organisations;
- they develop independent solutions to complex problems and decision-making situations that can be applied in practice, to perform comprehensive economic functions in a sports organisation;
- they identify the characteristics (motivations, attitudes) of sports consumers and use this information to prepare the business decisions necessary for the operation of the sports company;
- they illustrate the links between sport organisations and organisational units, both professional and leisure;
- they independently plan, analyse and break down activities into sub-tasks related to international sporting events and effectively manage these projects;
- they actively participate in the development of strategy, structure and operation of medium and large international sports enterprises, sports organisations or their organisational units, and – after gaining practical knowledge and experience – in value, performance and goal-oriented management;
- they create, develop, operate and manage sports companies, taking into account consumer, ownership and social value creation.

c) attitudes:

- their professional interest is to follow the dynamically changing environment of the industry, the emergence of technological innovations and to be open to the application of these digitalisation solutions;
- they strive for an objective and ethical approach in their professional problem solving;
- they represent the consumer-oriented operation of a sports company;
- they take the initiative to contribute to their own and their companies' social and individual well-being;
- they incorporate current and international developments in other fields of science;
- they are willing to compromise in their leadership role;
- they are critical of the real accountability of sporting events and sports organisations;
- they demand data-driven decision-making and take advantage of digitalisation;
- they consider it important to measure and evaluate data-based sporting and financial performance.

d) autonomy and responsibilities:

- they have a considerable degree of autonomy in interpreting and developing broad professional issues, and in expressing and justifying professional views;
- in line with their position, they take responsibility for conducting their business and their workplace in a fair, ethical and consumer-friendly manner;
- they propose tasks for companies related to leisure sport and well-being;
- they are capable of self-revision and are characterised by ethical behaviour;
- they initiate honest and professional communication;
- they take responsibility for their work and the sports organisation/team they manage;
- they have self-control in evaluating the work done;
- they initiate an interdisciplinary approach to analysis and practical problem solving.

7. The Master's programme's professional properties, the scientific fields and areas that the training is based on and their credit proportions:

7.1. Knowledge related to the economic and social value creation and operation of sports companies: 12-24 credits

7.2. Knowledge of sports economics in an international context: 12-24 credits

7.3. General business and management knowledge: 6-18 credits

7.4. Number of credits allocated for the preparation of the thesis or diploma work: 9 credits

7.5. Minimum credit value available for the free elective subjects: 3 credits

8. Internship requirements: -

9. Specific features that distinguish the training: -

10. For studies in a foreign language, the level of foreign language proficiency to be achieved: -

11. The knowledge on which the credit is based is based on a comparison of the knowledge and competences required by the credit transfer committee of the higher education institution for the completion of the studies, and the knowledge and competences acquired previously in the following areas:

11.1. The following courses accepted as prerequisites for admission to the master's program, without a preliminary credit recognition procedure and with full credit value:

- applied economics,
- human resource management,
- business administration and management,
- business informatics,
- commerce and marketing,
- international business economics,
- finance and accounting,
- tourism and catering,
- data science in business

Bachelor's degree courses.

11.2. Based on a comparison of the knowledge accepted as prerequisites for admission to the master's program and serving as the basis for credit determination, the bachelor's programs not listed in point 11.1. as well as those basic and master's degree programs, or programs under Act LXXX of 1993 on Higher Education, which are accepted by the CTC based on a comparison of the knowledge serving as the basis for credit determination (during the preliminary credit recognition procedure).

11.3. The **minimum number of credits** required for admission to the master's program is **30 credits**, based on a comparison of knowledge acquired through previous studies or equivalent non-formal, informal learning or work experience with the knowledge required for the program in the following areas:

- basic methodological knowledge (mathematics, statistics, informatics),
- economic knowledge (micro- and macroeconomics, international economics, environmental economics, economic theory, economic statistics, history of economic theory, economic modelling, economic policy, sectoral and functional economics, community economics) and
- social sciences knowledge (European Union, general and economic law, economic history, sociology, psychology)
 - a **total of 15 credits** from the above three areas (cannot be substituted),
- basic business knowledge (business economics, economic law, marketing, management and leadership, decision theory and methodology, business ethics, strategic planning, finance, accounting, controlling) **totalling 15 credits** (maximum 6 credits can be substituted).

Admission to the master's program requires that the applicant have **24 credits** in the above areas based on their previous studies.

Missing credits in the master's program must be earned in accordance with the study and examination regulations of the higher education institution.

12. Degree thesis/ Dissertation

The aim of the dissertation is to certify the student's knowledge and expertise in a chosen topic, scientific data collection, systematization, analysis and processing related to the chosen topic, discussion of the chosen phenomenon or problem, hypothesis creation, problem solving, analysis of alternative hypotheses, analysis and in refuting the counter-arguments, in a coherent, consistent, language-oriented written explanation of his thoughts, views, positions, statements.

13. Type of Degree thesis

- a) research thesis
- b) project thesis

14. Requirements for the issue of a final certificate

The University will issue a final certificate to the student who has obtained

- to the student who has fulfilled the requirements contained in the study and examination regulations and
- obtained the required credits

15. Conditions for admission to the final examination

Joint conditions for admission to the final exam:

- a) obtaining a final certificate,
- b) submission of the dissertation by the deadline,
- c) evaluation of the dissertation with a grade other than „fail”,
- d) registration for the final exam by the deadline,
- e) the student has no overdue payment debt to the University for the given training,
- f) accounted for with assets owned by the University (borrowed books, sports equipment, etc.).

A student who has not fulfilled any of the provisions of the points a)-f) cannot be admitted to the final examination.

16. Parts of the final exam

The final exam consists of an oral defence of the thesis work.

17. Determining the result of the final exam

The arithmetic mean of the following two grades, rounded to two decimal places:

- a) the grade given to the thesis by the reviewer (s) - determined with a five-point qualification - in case of several reviewers the average of the marks of the reviews is rounded to two decimal places, and
- b) the grade obtained for the defense of the dissertation, for the answers to the questions related to the dissertation - established with a five-level qualification.

18. Components of diploma qualification, method of calculation

The result of the diploma is the arithmetic mean of the following two digits, rounded to two decimal places:

- a) the credit-weighted average of the marks of the compulsory and compulsory elective subjects (if the student has taken more than the compulsory elective subjects, then all the subjects taken) in the amount of credits prescribed in the curriculum, and
- b) the result (grade) of the final examination.

19. Conditions for issuing a diploma

A prerequisite for the award of a diploma certifying the completion of higher education studies is the successful completion of the final examination.

MNNEP25ABP - International Sport Business master programme in Budapest, in English, full time training Curriculum for 2026/27/1 fall semester for beginning students

Subject Code	Subject Name	Type	Number of hours per semester week		Credits	Evaluation	Fall or Spring Semester	2026/27 Academic year		Credit	Course leader	Institute	Requirement		Equivalent subject		PSO
			Lecture	Seminar				Fall	Spring				Code	Name	Code	Name	
Core courses								27	12	39							
Knowledge of the economic and social value creation and management of sport enterprises								18		18							
VALL044NAMB	Value Drivers in International Sport Business	C	2	2	6	ex	Fall	6			Zsolt Havran	Institute of Entrepreneurship and Innovation					yes
VALL046NAMB	International Sports Marketing and Consumer Behaviour	C	2	2	6	pg	Fall	6			Attila Kajos	Institute of Entrepreneurship and Innovation					yes
VALL047NAMB	Value Creation of Leisure Sports	C	1	3	6	pg	Fall	6			Ágnes Szabó	Institute of Entrepreneurship and Innovation					yes
Knowledge of the international context of sport economics								6	12	18							
VALL045NAMB	Sport Business Development in International Environment	C	0	4	6	pg	Fall	6			Miklós Kozma	Institute of Entrepreneurship and Innovation					yes
OPDO076NAMB	Responsible International Sports Operations	C	2	2	6	pg	Spring		6		Attila Szathmári	Institute of Operations and Decision Sciences					yes
VALL048NAMB	Progressive Challenges in International Sport Business	C	1	3	6	pg	Spring		6		Zsolt Havran	Institute of Entrepreneurship and Innovation					yes
General business and management knowledge field								3		3							
VEZ0097NAMB	Skill Seminar	C	0	2	3	pg	Fall	3			Péter Móricz	Institute of Strategy and Management					yes
Compulsory Elective									6	6							
General business and management knowledge field									6	6							
OPDO079NAMB	Decision Making Skills	CE	0	4	6	pg	Spring		6		Richárd Szántó	Institute of Operations and Decision Sciences					yes
OPDO073NAMB	Fundamentals of Supply Chain Management	CE	2	2	6	ex	Spring		6		Zsófia Jámor	Institute of Operations and Decision Sciences					yes
VEZ0098NAMB	Project Management	CE	2	2	6	ex	Spring		6		Bálint Blaskovics	Institute of Strategy and Management					yes
VALL049NAMB	Design Thinking in Innovation	CE	2	2	6	pg	Spring		6		Éva Pintér	Institute of Entrepreneurship and Innovation					yes
ADIN222NAMB	Intelligence Systems	CE	0	4	6	pg	Spring		6		Betsabé Perez Garrido	Institute of Data Analytics and Information Systems					no
SZAM086NAMB	Management Accounting in Practice	CE	0	4	6	pg	Spring		6		Kíra Martin	Institute of Accounting and Law					yes
Thesis								3	6	9							
TARS160NAMB	Thesis Seminar	C	1	1	3	pg	Fall	3			Zsolt Havran	Institute of Entrepreneurship and Innovation					yes
	Thesis Writing	C	0	3	6	pg	Spring		6		Zsolt Havran	Institute of Entrepreneurship and Innovation					yes

MNNESP25ABP - International Sport Business master programme in Budapest, in English, full time training Curriculum for 2026/27/1 fall semester for beginning students

Subject Code	Subject Name	Type	Number of hours per semester week		Credits	Evaluation	Fall or Spring Semester	2026/27 Academic year		Credit	Course leader	Institute	Requirement		Equivalent subject		PSO
			Lecture	Seminar				Fall	Spring				Code	Name	Code	Name	
Elective courses* (6 credits)									6	6							
IOK0001NABB	Hungarian Language SHI I.*	E/C	0	4	3	pg	Fall	3			Judit Magyar	Centre of Foreign Language Education and Research					
IOK0004NABB	Hungarian Language SHI II.*	E/C	0	4	3	ex	Spring		3		Judit Magyar	Centre of Foreign Language Education and Research					
	Elective courses	E					Fall, Spring		6								
Total credits								30	30	60							

Remarks

Type: C=compulsory courses, CE=core elective courses, E=elective (optional) courses

Methods of assessment: ex=exam (exam at the end of the semester, but other forms of assessment are possible during the semester), pg=grade based on the practical assignments given during the course of the semester, s=signature

A subject that can be completed in a preferential study order (PSO) on the basis of Section 92 of the Study and Examination Regulation (SER)

*From master elective subjects, including physical education announced at the Corvinus University of Budapest, 6 credits in total. Hungarian Language is a compulsory subject for the students participating in the Stipendium Hungaricum scholarship program in the first two semesters.

Physical education

Students wishing to take part in sport can take one semester without paying a fee and the following semesters the students can only take physical education with the payment of a specified fee.

Foreign language

For more information on language instruction and language requirements, please visit the following link:<https://www.uni-corvinus.hu/post/hir/important-information-on-the-compulsory-language-test/?lang=en>

Curriculum

It is recommended to include the subjects in the schedule according to the sample curriculum. The student may deviate from this, taking into account:

1. the pre-study order,
2. semester of announcing subjects
3. Completion of an average of 30 credits per semester
4. In addition to the compulsory subjects, students may take elective subjects from the offer of elective subjects (see Neptun) as well as foreign languages.
5. A minimum of 2/3 of the required amount of credit must be completed at Corvinus University.

* Hungarian Language is a compulsory subject for the students participating in the Stipendium Hungaricum scholarship program in the first two semesters.

The detailed rules related to the admission of the subjects and the completion of the subjects are included in the Study and Examination Regulations!