

PROFESSIONAL SOCCER PROGRAM IN GERMANY & MASTER'S DEGREE IN BUSINESS DEVELOPMENT



SPORTBUSINESS CAMPUS

Continue your Soccer passion and study where the heart of sport beats.

THE PERFECT COMBINATION OF STUDYING AND PLAYING SOCCER

BECOME THE BEST SOCCER PLAYER YOU CAN BE

- daily training under Bundesliga player development protocols
- up to 8 professional sessions (individual and team) a week with professional coaches
- be part of a German Soccer club and compete in the league system. It doesn't matter how good your level is – we'll find the right club for you



EARN YOUR MASTERS DEGREE IN BUSINESS WITH A FOCUS ON SPORTS

- study in the VIP boxes and function rooms of various Bundesliga clubs in small groups
- Build a unique network while enjoying lessons with great lecturer from the sport business
- your Master's degree is tailored to the training and competition plan

HAVE LIFELONG EXPERIENCE IN THE CENTER OF EUROPE - ERFURT

- Live in the Soccer academy with 24/7 care, board and lodging
- Grow your personality: Get your coaching license or german language certificates



STUDYING WHERE THE HEART OF SOCCER BEATS

Kathrin Lehmann is the founder and managing director of the SPORTBUSINESS CAMPUS. As the academic director of the international Master's degree, you are in close contact with her. She knows what it means to combine sports and studies in a foreign country. She is a former top athlete in two sports (Soccer and ice hockey), she has played all over the world and studied in four different countries. Kathrin Lehmann is also very familiar with the US sports system, she won the Big12 with Oklahoma State University and was named MVP Defens. As a professional Soccer player, she played in Switzerland, Sweden and Germany, where she won the German Championships with Bayern Munich, among others. As an ice hockey player, she played more than 240 times for Switzerland, took part in 10 World Championships and two Olympic Games. Kathrin Lehmann has already accompanied more than 600 students to their degrees and into the business world. She won one of the highest prizes for innovative teaching and is very familiar with career planning in connection with the passion for sports and education.

KATHRIN LEHMANN

CEO SPORTBUSINESS CAMPUS GmbH, academic director at International Sportbusiness Campus, former hockey and Soccer national player for Switzerland



TRAIN WHERE THE HEART OF SOCCER BEATS

Sebastian Raß is the master mind behind the INTERNATIONAL SPORTBUSINESS CAMPUS. He brought together the best players on the market from the sport study sector and the soccer development sector to form this unique combination of studying a Master's of Arts and Soccer program. Everything is tailored to the requirements of the students. He's a successful entrepreneur in the sports business. He founded plenty of companies in the last 15 years, among them the Deutsches Fußball Internat, the most successful private Soccer academy in Germany, with its unique combination of boardinghouse, private school and soccer club. Sebastian is an expert entrepreneur and will be one of your lecturers in this module. Aside from his business competence, he's also an UEFA-A licensed coach with a lot of experience on the pitch. He's the role model of the combination of the business and soccer world. He'll be in charge for the quality management of your programs and ensures your unique experience as a student at the INTERNATIONAL SPORTBUSINESS CAMPUS.

SEBASTIAN RASS

Entrepreneur, Founder, Degreed Sport Manager,
UEFA-A-License Holder



LIVE WHERE THE HEART OF SOCCER BEATS

Torsten Traub is the co-founder and managing director of the Soccer Academy Arnstadt. As the soccer director of the INTERNATIONAL SPORTBUSINESS CAMPUS, you will place your individual soccer development in his hands. He's former professional soccer player and manager of a 2nd and 3rd Bundesliga club. He has played in more than 350 professional games for clubs like SSV Reutlingen, FC St. Pauli, FC Rot-Weiss Erfurt and FC Augsburg. During his active career, he completed a degree in sport economics. After his professional soccer career, he became the manager of FC Rot-Weiss Erfurt for nearly 8 years. After this experience, he decided to concentrate on the development of young soccer player and is now one co-founder of the Soccer Academy in Arnstadt, where you will train and live. Because of his proficiency in the soccer world, he is the best mentor for you in this fieldr, he and his team of professional coaches will help you to become the best soccer player you can be. Benefit from his skills in the world of soccer and enjoy your time at the Soccer Academy Arnstadt.

TORSTEN TRAUB

Founder and managing director of the Soccer Academy Arnstadt



SOCCER ACADEMY ARNSTADT

YOUR BASE TO KICK START YOUR SOCCER CAREER

TRAINING AND COMPETITION

We are here to develop you to the best player you can be. The normal weekly schedule consists of daily training under Bundesliga player development protocols in the mornings and evenings. Friendly matches of the academy team against professional academies or with your own German club team, which can be Rot-Weiss Erfurt, Carl-Zeiss Jena, SV 09 Arnstadt e.V. and other teams in the region.

The morning training generally consists of technical training in small groups to allow you a lot of repetitions to increase your technical skills. The evening sessions are in large groups and concentrate on tactics if you train in the academy. Alternatively, you can also train with your own club in the evenings.

Additional sessions include strength and coordination training, cognitive training, flexibility and speed training. These sessions are quite intense and are often as demanding on the cognitive as they are on the physical systems.

The coaching staff consists of highly qualified, German Federation licensed coaches that have demonstrated expertise in Bundesliga protocols for the development of young players.

With three grass and two artificial turf fields, the fitness center and the stadium, we're optimally equipped to train under professional conditions. Both training centers are located close to each other and can be reached on foot within a few minutes.



YOUR LIFE IN A BEAUTIFUL AREA

The Soccer Academy is in the center of Arnstadt. The district town of about 25.000 inhabitants offers not only sports activities but also cultural diversion. The closeness to the state capital Erfurt, about 20 kilometers away and easy to reach by public transport, offers further leisure opportunities. With an attractive old town and a modern city center, the state capital invites you to linger or store, as well as to visit a museum or theater. It is based in the center of Germany and your gateway to explore Europe.

If you are looking for recreation in nature, not only the Ilm district with its sights is an appealing destination but the Thuringian Forest can be reached quickly as well. The vacation region has numerous cycling and hiking trails, ski slopes and events for winter sports fans.



LOVELY CITY



BEAUTIFUL ROOMS

YOUR HOME - BOARDING SCHOOL

The heart of the Soccer Academy, besides the training fields, is the boarding house, which offers a small piece of home with its spacious facility. On more than 5000 square meters, there are 37 boarding rooms (which are divided into single and double rooms), teaching and learning rooms, rooms for leisure activities, a dining hall, a small restaurant with a bar and a beautiful outdoor area.

The boarding house is located within walking distance to the training ground „Am Obertunk“ and the Jahn Stadium. The furnished rooms are bright, very homelike and offer space for a bed, desk and a closet. Each room has its own small entrance area and a bathroom including a shower.

Catering is provided by our in-house kitchen, which cooks fresh and athlete-friendly meals every day. Breakfast, lunch and dinner are completely covered, as well as packed lunches for longer trips!

The boarding school also hosts a physiotherapy facility for optimal medical care, which can be used by the Soccer Academy. The boarding students are assisted by qualified educators and social supervisors, ensuring 24/7 supervision.

MAKE THE BEST OF YOUR STAY USE OUR OFFERS FOR YOUR PERSONAL EXPERIENCE

TAKE YOUR OPPOTUNITY TO LEARN GERMAN

- Learning a new language is discovering a new world and will increase your career opportunities
- you don't only learn vocabulary and grammar, but at least as much about other countries and their cultures
- Foreign languages give you access to people of other countries and promote social interaction



BECOME A SOCCER COACH AND GET YOUR FIRST COACHING LICENSES

- get to know the other side of the game and expand your expertise in soccer
- Use your coaching license to earn money and gain experience
- be one step ahead of your competitors on the job market with this additional qualification

GET WORK EXPERIENCE PARALLEL TO YOUR STUDIES THANKS TO EXCITING INTERNSHIPS

- earn your own money while studying
- gain your first work experience while studying
- get to know different well-known companies and improve your CV



GROW WHERE THE HEART OF SOCCER BEATS

A Master's degree devoted to excellence - to build the future of Soccer. Created for people, who aspire a career in soccer - either as player or as manager. ISBC offers a professional Master in Business development/General Management with a special focus on Sports Management. This study course provides all the necessary tools to succeed in this passionate and dynamic industry. The graduate programs offer an economic education in combination with great knowledge transfer in the field of sport. It offers you the chance to gain an extensive knowledge of key strategies such as Governance, Law in Soccer, Stadium Operations, sustainable sport brands, Digital Transformation, Sponsorship and many more topics that are fundamental to enter the complex Soccer industry. Our course is a perfect fit for anyone wanting to start a career in this field,. Even if you end up working in another field, our degree is just as valuable, because it's more fun to read balance sheets from Manchester United than it is to read that of a telecommunication company. Our slogan „studying where the heart of Soccer beats“ is lived in many ways: the in-person classes often take place in the VIP lounges and staff facilities of various Bundesliga clubs. In addition to that, a module in the General Management study program is taught abroad – e. g. in Manchester. All students complete at least one weekend at the partner campus in Munich, in Berlin or another top sports location.

Requirements for the Master of Arts in Business Development with a special focus on Sports Management:

Bachelor Degree with 180 ECTS (or international equivalent) from a university that is acknowledged in Germany. There is no specific grade point average needed (we'll help you to check your degree).

FACTS



International and State-recognized Master of Arts (Steinbeis Hochschule)



12 Basic Modules & 5 Specialized Modules



120 ECTS



24 Months
Start in August 2023



37,500.00 Euro per year
Payment Plans available

APPLY
NOW!

YOUR EXPERIENCE ON AND OFF THE PITCH

A SAMPLE WEEK IN GERMANY



MONDAY

09am – 10am Individual training: Soccer skills
01pm – 03pm German class
04pm – 05pm Individual training at the gym
06pm – 10pm Trip to Erfurt free time

TUESDAY

09am – 10am Individual training: Soccer skills
01pm – 03pm German class
06pm – 08pm Team Training

WEDNESDAY

08am – 09am Individual training: Soccer skills
10am – 05pm Internship
06pm – 08pm Team Training

THURSDAY

08am – 09am Individual training: Soccer skills
10am – 05pm Internship
06pm – 08pm Team Training

FRIDAY/SATURDAY

08am – 09am Individual training: Soccer skills
10am – 05pm Internship
06pm – 08pm Team Training

SUNDAY

Game day Official match
Experience the nightlife with the team after a victory

YOUR PERSONAL DEVELOPMENT PLAN CAN BE DESIGNED INDIVIDUALLY

The study sessions of the modules normally take place once a month. They are perfectly matched on your monthly schedule and consider the time you need for learning, personal experience, training and games.

The number of training sessions with the club will depend on the league your club is playing in. Usually, there will be two to three training session with the club during the week.

There will be enough time for internships or oaid work. In addition to this, you could also take German language classes or a coaching education program to achieve your first coaching license.

The study sessions and homework time will smoothly be build into your weekly schedule. You will have enough time to study and prepare yourself for the study sessions.

FEEDBACK AND REVIEW

WHAT GRADUATES AND PARTNERS SAY ABOUT SBC



“

The close connection to the Bundesliga in terms of content and location make the study program unique and special. Each attendance phase is a new and exciting experience at the same time. At the SPORTBUSINESS CAMPUS, stories are written that remain in your head as memories.

Neele Rheinländer
Master Student

“

I study at SBC because I can no longer actively participate in competitive sports due to an injury, but SBC gives me back a piece of what I am missing thanks to the cumulative expertise of the instructors, fellow students, and the unique location.

Pascal Vorderbrügge
Bachelor Student



“

The fact that the degrees are state-recognized makes the training completely rounded off - which is why, after having already completed my Bachelor's degree in Sports Economics, I decided to pursue a Master's degree in General Management at the SPORTBUSINESS CAMPUS.

Nadine Keßler
FIFA World Soccer Player 2014



PLAY SOCCER IN THE GERMAN CLUB SYSTEM & EARN YOUR MASTERS DEGREE



ALL INCLUSIVE

We offer you board and lodging, soccer training, 24/7 assistance and the Master's degree in one package.

TRAIN AND STUDY PROFESSIONALLY

The perfect combination of sports and education. Daily training with professional coaches on the pitch and studying with sport management experts during the module phase.

NETWORK AND EXCLUSIVITY

The course is limited to 20 students per year with an exclusive assistance to every student. You will be part of the SBC alumni with more than 600 graduates working in essential positions in the sport world.

ENGLISH AS LANGUAGE

The lectures are taught in English. We also offer you the opportunity to learn or improve your German skills.

THEORY AND PRACTICE

Use your time at the university to gain work experience. We offer you to work with us or our partners as an intern – you can transfer what you learn in your studies to practice.

STUDYING IN STADIUMS

Many classes will take place in the VIP lounges and facilities of various Bundesliga clubs. Envision yourself studying in the heart of the soccer business in Germany.

VISIT THE MOTHER COUNTRY OF SOCCER

There is no other league that dominates the global marketing of soccer like the premier league. We'll travel to England and look around backstage at the big clubs and TV stations.



TRAIN PROFESSIONALLY



STUDYING IN STADIUMS

THE HEART OF YOUR STUDIES

12 BASIC MODULES

5 SPECIALIZED MODULES

ECONOMICS

Deep dive into Managerial Economics and the principles of sports industry.

LAW

Principles of Law and the legal framework and fields of activity for executives in sports.

PROJECT MANAGEMENT & ORGANISATION

Methods of Project Planning and Management. How to build an organizational culture.

ENTREPRENEURSHIP

Principles of Entrepreneurship and Innovation Management. How to build up a start-up in sports.

MARKET ANALYSIS

Market Researches and Competition Analysis in the dynamic sports industry.

STRATEGY

Business, Management and Corporate Strategy combined with Growth and Globalization Strategies.

MARKETING

Principles of Marketing and Sales Management. Using new media and marketing innovation.

ACCOUNTING AND CORPORATE FINANCE

Financial Reporting and Finance in sports. Principles of Corporate Finance.

PROCUREMENT, PRODUCTION AND LOGISTICS

Production Management and Future Logistic Management in Artificial Intelligence.

INTERNATIONAL MANAGEMENT

Principles of foreign trade, cross-cultural and international Management.

LEADERSHIP AND COMPETENCIES I

Leadership in Management and Development of Competencies.

LEADERSHIP & COMPETENCIES II

Leadership and organizational behavior, human resource management, how to build a Soccer team.

**SPORT & EVENT MANAGEMENT**

Advanced methods of event planning in sports. Events as objectives and strategy plan.

SPORTMARKETING

Marketing Management and practical corporate management in sports.

SPORTSCOMMUNICATION

Communication as a strategic tool in the soccer business. How to interact with stakeholders, fans and players

SPORTS AND DEVELOPMENT

Sustainable development of society in, around and with sports. The power of sports for economics.

INTERNATIONAL SPORTS MANAGEMENT

Visiting England the mother country of Soccer. The journey brings insights into the big English Soccer clubs like Manchester City, Manchester United or Liverpool and the TV Station BBC.

FIRST-CLASS GUEST SPEAKERS

EXCITING FIRESIDE EVENINGS



Sebastian Raß
Managing Director



Kathrin Lehmann
Managing Director



German Schulz
Head of Brand
Management



Dimitrij Valiachmetov
Managing Director



Lars Mrosko
Head of Junior Scouting



Nadine Kessler
Head of Women's Soccer



Jurek Rohrberg
Reporter



Thomas Zeller
Director Marketing



Clemens Zulehner
Professional Coach



Diego Benaglio
Torwart



Alexander Schlüter
Chief Moderator



Michael Meier
Head of Young Talent
Center



Markus Löw
German National Team
Manager



Gerd Voss
Head of Sports Communi-
cation



Tim Jost
Head of Sponsoring



Patrick Lippek
Fan Support

This is a selection from many possible lecturers you could meet.

A highlight at the International Sportbusiness Campus (ISBC) are the so called "Fireside Evenings" during the attendance phases in Wolfsburg, Arnstadt, Berlin or other locations. The study and training groups come together and listen to the stories and know-how of the lecturers and special guests in a relaxed atmosphere, which allows an intimate discussion of interesting topics. The exchange of thoughts among students and professors brings participants closer together and strengthens the team spirit on the entire campus. This is followed by a high-profile guest speaker, who'll give exciting insights into his/her profession – a Q&A session will complete the relaxed and special atmosphere.

In addition, there is always the possibility of talking to the guest speaker personally afterwards, allowing you to create a your own network. The "Fireside Evenings" are an integral part of the International Sportbusiness Campus (ISBC) and underlines the philosophy to study where the heart of sport beats. Some examples of the great guest at the "Fireside Evenings" are : Pierre Littbarski (World Cup Winner 1990), Klaus Allofs (ex pro and Bundesliga Manager), Helmut Hack (Präsident SpVgg Greuther Fürth), Christian Seifert (former CEO of DFL) and many more...

„TALENT WINS GAMES, BUT TEAMWORK AND INTELLIGENCE WIN CHAMPIONSHIPS.“

Michael Jordan



EASY CONTACT, UNIQUE ADVICE YOU HAVE THE QUESTIONS, WE HAVE THE ANSWERS

**APPLY
NOW!**

KICK-OFF YOUR CAREER IN SOCCER BUSINESS

Did you know that the sports industry is expanding and needs new professionals prepared to take advantage of opportunities? Don't miss your chance to be one of them! We have limited spots, so Apply Now and enter the World of Soccer!

We offer various consulting services:

STUDY ADVISORY

Phone:

+49 89 452 48 48 2

Mail:

info@sportbusinesscampus.de

Web:

www.international-sbc.com

**„EDUCATION IS THE PASSPORT TO THE FUTURE,
FOR TOMORROW BELONGS TO THOSE WHO PRE-
PARE FOR IT TODAY.“**

Malcom X



SPORTBUSINESS CAMPUS GMBH

Schwanthalerstraße 100
80336 München
Deutschland

Phone: +49 89 452 48 48 2

Mail: info@sportbusinesscampus.de

www.international-sbc.de



SPORTBUSINESS
CAMPUS