

# Certificate programme European Handball Manager



In cooperation with the  
European Handball Federation

EUROPEAN HANDBALL  
FEDERATION

*“For a sustainable development in handball we need something like the European Handball Manager programme.”*

*Stefan Albrechtson, Managing Director, IK Sävehof - Sweden*



Attendance phases  
2016/2017  
31.10. - 04.11.2016  
09. - 13.01.2017  
30.05. - 02.06.2017



Deutsche  
Sporthochschule Köln  
German Sport University Cologne



## Relevance and aim of the course

The last few decades have placed heavy sporting and **economic demands** on handball organisations.

Handball coaches are in the enviable position of having many options for further training courses and qualifications open to them.

However, for managers of handball clubs, associations and leagues, nothing comparable exists on a national or international level.

That is where we come in!

The aim of the new and unique certificate programme of the European Handball Federation and the German Sport University Cologne is to provide the participants with a professional development course which meets modern market needs in this field.

*“In comparison to other certificates it offers handball-specific, tailor-made content including legal, economic, psychological, media and management aspects.”*

*Dr. Gerd Butzeck, General Manager, Forum Club Handball*



## Course structure & content

The programme consists of five **interdisciplinary modules**. Each module comprises theoretical and practical parts which are taught by experts from various fields including economics, law, communication and psychology.

### Module 1: Economic and legal requirements of team sport

- Economic features of team sport, value-added models in handball
- Special features of handball clubs, federations and leagues and the economic consequences thereof
- Sports law requirements

### Module 2: Team sport governance and handball management

- Team sport governance (European sport systems, sport politics and governance structures in European handball)
- Strategic handball management
- Employment law in sport

### Module 3: Sport marketing and sponsorship

- Sport sponsorship management and sponsorship law
- Management of team sport brands
- Consumer behaviour in the sport of handball



#### Module 4: Financing and licensing

- Accounting in sport corporations
- Controlling within professional handball sport organisations
- Licensing in handball
- Financial analysis of professional handball organisations and special forms of financing in sport

#### Module 5: Media and communication training

- Conflict management
- Journalistic production processes
- Medial strategies in the sport sector and media training

Participants attend the **part-time** certificate programme parallel to their jobs. The programme content is divided into self-study and attendance phases with 250 lesson units in total. It will be offered alternately in **German** (2015/16 intake) **and English** (2016/17 intake). The teaching is carried out by distinguished academics and handball experts.

The programme ends with a written and an oral examination. After the successful examinations the participants will receive the *European Handball Manager* certificate.





## Target group, participation & fees

The ***European Handball Manager*** targets executives in professional handball clubs, associations and leagues in Europe.

Applicants must:

- a) have a university degree **or**
- b) have worked for at least two years in professional handball after having completed a commercial traineeship or apprenticeship **or**
- c) have worked as a handball coach or have played professional handball for at least five years.

**Next intake for the English version of the European Handball Manager is 2016/2017.**

The attendance phases (13 days in total) take place at the German Sport University Cologne.

The programme fee is € 5,000. The maximum number of students accepted per year is 20.

**Application deadline is 30<sup>th</sup> April 2016!**



## Organisation & contact

### **Academic Management:**

Institute of Sport Economics and  
Sport Management

Dr. Stefan Walzel

Email: [walzel@dshs-koeln.de](mailto:walzel@dshs-koeln.de)

Phone: +49 221 4982 6093

### **Administration:**

Department of Further Education

Email: [weiterbildung@dshs-koeln.de](mailto:weiterbildung@dshs-koeln.de)

Phone: +49 221 4982 2130

Fax: +49 221 4982 7720

German Sport University Cologne

Am Sportpark Muengersdorf 6

50933 Cologne (Germany)

[www.dshs-koeln.de/ehm](http://www.dshs-koeln.de/ehm)