

Bachelor in

Sport, Events and Hospitality

ZAGREB, CROATIA / OCTOBER 2027

Duration

3 years / 6 semesters

Total credits

180 ECTS
60 ECTS per year
30 ECTS per semester

Language

English

Delivery

Blended seminars and immersion blocks

Location

Zagreb, Croatia

Start date

October 2027

Full tuition fee

CHF 33,000
Total for all three years

Build your career at the intersection of sport, live events and hospitality.

The Bachelor in Sport, Events and Hospitality brings three connected industries into one business education. Learn how organisations attract audiences, create commercial value and deliver experiences that work for fans, guests and partners.

Study management, marketing, finance, governance, data and service design. Apply that knowledge through cases, practical projects and an industry placement, then bring your learning together in a capstone project and professional portfolio.

Your learning experience

- Business foundations across all three industries
- Event operations and guest-experience design
- Sponsorship, commercial rights and revenue management
- Data, digital tools and responsible AI use
- Industry placement and applied capstone project

Programme *details*

3 YEARS / 180 ECTS / SIX SEMESTERS

YEAR 1 — 60 ECTS

Semester 1 — 30 ECTS

- Foundations of Sport, Event & Hospitality Business
- Principles of Management & Organisational Behaviour
- Introduction to Data & Digital Literacy
- Economics for Experience Industries
- Academic & Research Skills I

Semester 2 — 30 ECTS

- Sport Governance & Global Sport Structures
- Event Operations & Logistics
- Hospitality Operations & Service Design
- Digital Marketing for Sport, Event & Hospitality
- Research Methods & Statistics

YEAR 2 — 60 ECTS

Semester 3 — 30 ECTS

- Sport Marketing, Sponsorship & Commercial Rights
- Women's Sport Development & Commercialization
- Guest Experience & Personalization Design
- Law, Contracts & Risk in Sport/Event/Hospitality
- Ethics, Data Privacy & Integrity

Semester 4 — 30 ECTS

- Sport & Event Data Analytics
- Major & Mega-Event Management
- Food & Beverage & Revenue Management
- Revenue & Financial Management for Experience Ventures
- Cross-Cultural Business Communication

YEAR 3 — 60 ECTS

Semester 5 — 30 ECTS

- Fan Experience & Live Event Design
- Entrepreneurship & New Venture Creation

Three electives - 18 ECTS

Choose from the elective pool below to shape your professional direction.

Semester 6 — 30 ECTS

Industry placement

Supervised workplace learning

Capstone project

Independent industry investigation

Applied practicum seminar

Reflection and professional portfolio

Elective pool

- Athlete Brand & Career Management
- Sport for Development & Social Impact
- Esports & Digital Event Business
- Crisis & Risk Management for Live Events
- Wellness & Bleisure Tourism
- Luxury & Premium Guest Experience

Elective availability is confirmed for each intake.

Career directions

Event operations · Venue hospitality
Sponsorship activation · Guest experience
Junior commercial and revenue analysis

Examples of potential first roles, not graduate employment claims.

Admissions and information

Upper-secondary education or equivalent, with appropriate English proficiency. Detailed entry requirements will be published separately.

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Study-trip charges and scholarship terms are stated separately from tuition.

Awarding arrangements and degree recognition remain subject to confirmation before enrolment.