

## The University

The University of Applied Sciences Kaiserslautern is a modern university for applied sciences and design. Around 6,000 students and about 150 professors teach and conduct research in five departments at the Kaiserslautern Campus, the Zweibrücken Campus and the Pirmasens Campus. The Department of Business Administration offers five international, accredited and practice-oriented MBA programs at the Zweibrücken Campus: Motorsport-Management, Sport-Management, Innovation-Management, Marketing-Management, Intelligent Enterprise-Management and Sales Engineering. The close integration of theory and practice is ensured, among other things, by the non-university professional experience of the professors and by lecturers who are excellently qualified as experts in their respective fields and successfully active in the private sector, as well as by suitable didactic methods such as project work and case studies. The high-quality MBA programs, which are particularly welcome and recognized by employers, provide the ideal career development path for our graduates.

The classes of the MBA distance learning program Motorsport-Management take place at the Nürburgring. Alternatively, the lectures in the first two semesters can also be attended at the Zweibrücken and Augsburg locations.



← Our international, part-time MBA distance learning programs are all accredited and are characterized by their practical relevance.



## Classes at the legendary Nürburgring



At one of the world's most famous race tracks, in the excellently equipped training rooms of the Lotto Rheinland-Pfalz district office, directly opposite the pit lane and the start and finish line, students can experience the atmosphere of the Nürburgring up close.

The Nürburgring is the venue for a wide variety of motorsports and sporting events and the location of an industrial pool consisting of numerous well-known innovative companies. With the combination of business and science, the practical relevance and the opportunity for networking, the Nürburgring offers unique opportunities for students.

The student ID card also allows the use of the library of the Kaiserslautern University of Applied Sciences as well as colleges and universities close to your home.



**Contact information:**  
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University of Applied Sciences  
Program director  
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66482 Zweibrücken  
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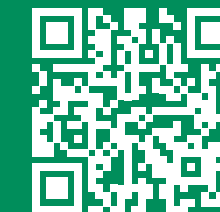
Further information on the program can be found at  
[www.hs-kl.de/mba-motorsport-management](http://www.hs-kl.de/mba-motorsport-management).

Information on **how to apply** can be obtained from the study organization ed-media:  
E-Mail: [info@ed-media.org](mailto:info@ed-media.org)  
Phone: +49 (0)631-3724-5506

Registration and general **information about distance learning:**  
Zentrum für Fernstudien im Hochschulverbund – zfh

E-Mail: [fernstudium@zfh.de](mailto:fernstudium@zfh.de)  
Phone: + 49 (0)261-91538-0  
Website: [www.zfh.de](http://www.zfh.de)

[www.hs-kl.de](http://www.hs-kl.de)



Stand: Wintersemester 2021/2022

## MBA Motorsport- Management Master of Business Administration

[www.hs-kl.de](http://www.hs-kl.de)



# MBA Motorsport-Management

## Master of Business Administration

This education program in Motorsport-Management is very important for all people having a passion in Motorsports so that they could acquire the necessary skills which allows them to go into the motorsport industry and built their career in it.

This program is designed to prepare graduates for careers in the different roles of Motorsport Management

To successfully take on a management role in Motorsport involves having a fundamental understanding of how this unique sector works.

Understanding the different roles of:

- teams,
- manufacturers,
- drivers,
- event and series promoters,
- national and international associations

and how they all interact are key components of this sector and as such, form an important part of the program.

To be successful in motorsports, a comprehensive knowledge of the structure and the processes and procedures relevant in this top sport is required on the various levels between the teams, manufacturers and drivers on the one side, the series organizers on the second side and the umbrella and world associations on the third side of this triangle. A very important competence requirement, which presupposes the interaction of the most diverse areas, is the selection and man-agement of employees. Sporting success is always the result of the sum of the individual performances of all team members.

In addition to in-depth business knowledge and detailed specialist knowledge of the motorsport scene, the MBA distance learning program in Motorsport Management also provides key qualifications in the areas of marketing and human resources management. Furthermore, sponsoring, organization of major events, driver marketing, contract law and team management in motorsports are part of the study content. The interdisciplinary qualification opens up a wide range of fields of work in national and international motorsport, event management, the automotive supply industry, the two-wheel sector and within a motorsport team.

„At the Nürburgring, students are up close to motorsport action - an ideal place to bring science and practice together.“

Course Director Prof. Dr. Bettina Reuter



# The distance learning program

The MBA distance learning program offers you the opportunity to participate in a part-time education program leading to a state-recognized university degree. A combination of self-study and class-room instruction in small groups to deepen the learning content on 3 to 4 weekends per semester, offer very good conditions for your successful completion. Take advantage of this opportunity for your professional development!

### Teaching methods

The mix of different teaching media, such as written documents, e-learning and face-to-face online seminars as well as didactic learning aids in the form of case studies, exercises and knowledge forums on our learning platform Moodle guarantees efficient learning success. You can count on intensive support and a supportive working atmosphere.

### Practical orientation

As a student, you will be supported by a team of professors and motorsport experts. By working closely with teams, race directions, different series and promoters, you will have a wide range of opportunities to gain practical experience. Benefit from the unique combination of theory and practice!

### Internationality

A 4-day Master's Thesis seminar abroad, forward-looking content, and English-language courses give you the confidence to make international appearances. So far, our MBA students have already been able to start building an international network in Dubai, Budapest, Dublin and New York. Meet the demands of the global market!

### Degree

The distance learning program concludes with the academic degree Master of Business Administration (MBA). The Master's degree includes the right to doctorate, according to the doctoral regulations of the respective university.

„The relationship of the MBA Motorsport program to practice is guaranteed by lecturers and guest lectures from motorsport, industry and business.“

Prof. Dr. Ing. Jürgen Brauckmann



„It was an honor for me to give the students an insight into the background to involvement in racing from the perspective of Rowe-Mineralöl GmbH at the launch of the new courses at the Nürburgring. “

Geschäftsführer Dipl.-Ing. Michael Zehe

## MBA Motorsport-Management

### All facts at a glance

1. Term	ECTS   UE	3. Term	ECTS   UE
Management Framework	10   16*	Organization in Motorsport	5   14*
Communication & Soft Skills for Executives	5   10*	Human Resources, Teammanagement, [...]	5   14*
Marketing Strategies and Policies	5   10*	Marketing in Motorsport	10   20*
<b>Sum</b>	<b>20   36*</b>	<b>Sum</b>	<b>20   48*</b>
2. Term	ECTS   UE	4. Term	ECTS   UE
Performance and Financial Management	10   22*	Master's Thesis incl. Colloquium**	26   0*
Marketing: Market Research and Customer Management	5   10*	International Master's Thesis Seminar***	4   32*
Management: Economics & Quantitative Analyses	5   10*	<b>Sum</b>	<b>30   32*</b>
<b>Sum</b>	<b>20   42*</b>		

\* UE = Lesson (45 minutes)

\*\* Academic thesis with a processing period of four months. The thesis is to be written on a theoretical or practical topic. This is followed by an oral defense of the master's thesis before a panel of experts.

\*\*\* The mandatory International Master's Thesis Seminar takes the form of a 4-day out-of-campus event.

Further information on the modules can be viewed at [mba.bw.hs-kl.de](http://mba.bw.hs-kl.de).

#### Cost of studies:

- 1st to 4th semester: 2,100 € per semester
- Not included is the student fee (approx. 103 € per semester), costs for the repetition of exams, the expenses for the Master's thesis seminar and, if the standard period of study is exceeded, a cost of €800 from the 6th semester onwards.

## Explanations and contact details

### General Admission Requirements

#### With first degree:

- Completed studies at a college, university or equivalent (minimum grade of 2.5 or Grade C. If final grade is lower than 2.5 or Grade C, eligibility for Master's programs must be verified.)
- At least one year of professional experience after the first university degree.

#### Without first degree:

- University entrance qualification according to state law.
- At least three years of professional activity that is related to the course of study.
- Qualifying examination of the business administration department. In order to meet the requirements at university level, the ed-media institute at the Zweibrücken location offers a one-semester in-service preparatory course. Participants are taught by university professors.

### Speciality

The program can also be taken as a certificate program or modular.

### Application

- Apply online at [www.zfh.de/anmeldung](http://www.zfh.de/anmeldung) to the Zentrum für Fernstudien im Hochschulverbund.
- The last application deadline for the winter semester is July 15, for the summer semester January 15 of each year.
- It is possible to start a full course of study in both the winter and summer semesters.
- Information on how to apply can be obtained from the study organization ed-media:  
E-Mail: [info@ed-media.org](mailto:info@ed-media.org), Phone: +49 (0)631-3724-5506

### Contact details

Hochschule Kaiserslautern  
Fachbereich Betriebswirtschaft  
Amerikastr. 1 | 66482 Zweibrücken

For questions about the MBA Motorsport-Management program:

E-Mail: [mba-motor@hs-kl.de](mailto:mba-motor@hs-kl.de)

Further information on the study program is available at

[www.hs-kl.de/mba-motorsport-management](http://www.hs-kl.de/mba-motorsport-management).

