



Certificate programme European Handball Manager



EUROPEAN HANDBALL
FEDERATION

"Whoever works as a handball professional and is passionate about promoting our sport should attend this programme."

*Sinisa Ostojic, Managing Director of the SEHA-Gazprom League, Croatia
Graduate of the European Handball Manager 2016/2017*




ORGANISATION & CONTACT

In cooperation with the

TARGET GROUP, PARTICIPATION & FEES

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

Applicants must:

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

Attendance phases in 2018/19



All attendance phases usually take place at the German Sport University Cologne. As Germany is hosting the Men's World Championship in 2019, the programme location was adjusted as shown above. The programme fee is € 5,000. The maximum number of participants accepted per year is 20.

Application deadline: 30th April 2018

ACADEMIC MANAGEMENT

Institute of Sport Economics and Sport Management
Dr. Stefan Walzel
Email: walzel@dshs-koeln.de
Phone: +49 221 4982 6093

ADMINISTRATION

Department of Further Education
Email: 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

"In comparison to other certificate programmes, the European Handball Manager offers handball-specific, tailor-made content including legal, economic, psychological, media and management aspects."

Dr. Gerd Butzeck, managing director, Forum Club Handball e.V.



"Interdisciplinary and pioneering: The European Handball Manager is playing a significant role in the sustainable development of handball."

*Emmanuelle Bru
Handball manager, France
Graduate of the European
Handball Manager 2015/2016*

Join us for our next intake! During the **Men's World Championship 2019**, a part of our programme will take place in Berlin!

For further information on admission, exams, attendance phases or for the application form please visit
www.dshs-koeln.de/ehm



Deutsche
Sporthochschule Köln
German Sport University Cologne



“Due to the intensive exchange in this programme, I can say that we have benefited greatly from the lecturers’ expertise and have learned a lot from the best practice contributions given by the participants themselves.”

*Päivi Mitrinen, Secretary General of the Finnish Handball Association
Graduate of the European Handball Manager 2016/2017*

“This certificate programme will give all handball professionals the skills to make a difference in our sport.”

*Joost Ooms, handball manager, Netherlands
Graduate of the European Handball Manager 2016/2017*

“The EHM is a state-of-the-art programme taught by inspiring lecturers with years of expertise in their field. It’s an absolute must for anyone considering a future in handball management.”

*Nadica Dimovska, sport manager, Macedonia
Graduate of the European Handball Manager 2016/2017 and recipient of the certificate of honour*

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 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.

The graduates of the EHM 2016/2017 particularly appreciated...

the high-level expertise of the teaching staff

1,3*

the up-to-date methods and content

1,9*

the positive learning environment

1,7*

*mean value of the graduates’ evaluation results
1=very good, 2=good, 3=satisfactory, 4=sufficient, 5=poor

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
- Strategic handball management
- Labour 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
- Relationship management in sports

MODULE 4: Financing and licensing

- Accounting of sport corporations
- Controlling of 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

- Journalistic production processes
- Media strategies in the sport sector and media training
- Media law and personality rights

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 English (2018/2019 intake) and German (2019/2020 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.