

Certificate programme

# European Handball Manager

In cooperation with the  
European Handball Federation



***“I can absolutely recommend the EHM course. I have already implemented some of the things I learnt into my club.”***

Mads Fredriksen  
Managing Director, Elverum Handball,  
Graduate of the European Handball  
Manager 2020/21



Deutsche  
Sporthochschule Köln  
German Sport University Cologne



*"In between theory and practical examples from our sport, we had a lot interesting discussions with the professors and the group. I can highly recommend the European Handball programme!"*

Mia Boesen, Event Manger at the Danish Handball Association  
Graduate of the European Handball Manager 2016/17

## Relevance & aim of the programme

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 2018/2019 particularly appreciated...

the high-level expertise of the teaching staff

1,1\*

the up-to-date methods and content

1,4\*

the positive learning environment

1,1\*

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



*"For my daily work as a sports director, I mainly learned to develop strategies."*

Viktor Szilagyi, Managing Director, THW Kiel  
Graduate of the European Handball Manager 2017/18

## 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
- Leadership in sport

### Module 3: Sport marketing and sponsorship

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



*“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 Mitrunen, Secretary General of the Finish Handball Association  
Graduate of the European Handball Manager 2016/2017

## 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
- Medial strategies in the sport sector and media training
- Medial 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 (2022/23 intake) and German (2023/24 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.






*“A worthwhile investment in the future development of every handball club.”*

Jennifer Kettemann, Managing Director Rhein-Neckar Löwen  
Graduate of the European Handball Manager 2017/18

## 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 2022/23



All attendance phases take place at the German Sport University Cologne. The programme fee is € 5,000. The maximum number of participants accepted per year is 20.

**Application deadline: 30<sup>th</sup> April 2022**

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

# European Handball Manager awarding of certificates

Jean Brihault | EHF Honorary President



## Organisation & contact

### Academic Management and Administration

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

Fax: +49 221 4982 8140

German Sport University Cologne  
Am Sportpark Muengersdorf 6  
50933 Cologne (Germany)

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