

INSTRUCTIONS

30 Jan 2019

MA in SPORT BUSINESS MANAGEMENT

PRE-READING MATERIAL FOR ENTRANCE EXAM 2019

Dear Applicant,

You will need to read the following pre-reading articles before you participate in the Entrance Exam for Master's degree Sport Business Management.

The two essays will be based on this reading material. This material will not be available for you during the Entrance Exam.

Pre-readings/ links for Sport Business Management Entrance EXAM 2019

1 The World of Games eSports. From Wild West to Mainstream. The Equity Research. 2018

The Goldman Sachs Group, Inc.

<https://www.goldmansachs.com/insights/pages/infographics/e-sports/report.pdf>

2 Preuss, Holger

The Contribution of the FIFA World Cup and the Olympic Games to Green Economy Sustainability,

Vol 5 (8)

2013

<https://doi:10.3390/su5083581>

<https://www.mdpi.com/2071-1050/5/8/3581/htm>

3 Deloitte Report: Rising starts. Football Money League.

2018

Deloitte

<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us-cb-deloitte-football-money-league-2018.pdf>