



Fakultät für Wirtschaftswissenschaften
Facoltà di Economia
Faculty of Economics and Management

Bachelor in

Tourism, Sport and Event Management

2026/27



At a glance

Bachelor class: L-18
ECTS credits: 180
Duration of the course: 3 years
Courses will be taught in: Italian,
German and English (trilingual)
Places available: 100 EU + 4 non-EU
Campus: Bruneck-Brunico, NOI
Techpark Bruneck-Brunico
Tuition fees: ca. € 1200 per year

Course description

In this study programme you will learn how to organise targeted events and to create and develop successful communication campaigns targeting a specific audience. Our international staff ensures that you get a comprehensive professional training that will make you a forward-looking expert in this sector.

The course is held at our **Campus in Bruneck-Brunico**, which regularly tops the ranking of Italian cities for its quality of life, according to the prestigious assessment by Il Sole 24 ORE. Bruneck-Brunico is located at the foot of Plan de Corones, one of the largest ski resorts in Europe.

Structure of the course

The first part of the course focuses on learning the basics of Business Management, Political Economy and Law. In the second part of the course, you are expected to define your study programme independently by choosing your specialist modules among those available in the field of Tourism, Sport and Event Management. The course will include theoretical and practical modules, in equal parts.

A specificity of this degree programme is the Tourism Management Club (tmc). Each year, a group of 15 students, on a rotating basis, manages a series of conferences hosting prominent speakers from the business world and academia who discuss current affairs and the latest developments in the tourism, sports and event management business.

Classes take place at the **Bruneck-Brunico campus** and at the NOI Techpark Bruneck-Brunico.

Study Plan - Bachelor in Tourism, Sport and Event Management

1st year

- 6 CP Introduction to Management
 - 12 CP Mathematics for Economists TSE
 - 6 CP M-1 Mathematics for Economists TSE
 - 6 CP M-2 Mathematics for Economists TSE
 - 6 CP Tourism and Sport Law
 - 8 CP Introduction to Accounting for TSE
 - 8 CP Micro and Macroeconomics
 - 8 CP Marketing
 - 6 CP Introduction to Tourism, Sport and Event Management
 - Foreign Language - Communication and Presentation Skills in Specialized Language
- (two of the following*)
- 3 CP German Foreign Language - Communication and Presentation Skills in Specialized Language
 - 3 CP Italian Foreign Language - Communication and Presentation Skills in Specialized Language
 - 3 CP English Foreign Language - Communication and Presentation Skills in Specialized Language

2nd year

- 6 CP Managerial Economics for TSE
- 6 CP Statistics for TSE
- 6 CP Managerial Accounting
- 8 CP Introduction to Finance
- 6 CP Foreign Language (Spanish or French)
- 12 CP Entrepreneurship and Leadership
 - 6 CP M-1 Strategic Management
 - 6 CP M-2 Organisational Behaviour and Leadership
- 1 Mandatory Course to be chosen among the Following - Group 1:
 - 6 CP Economics of Sport and Events
 - 6 CP Economics of Tourism and Destinations
- 1 Mandatory Course to be chosen among the Following - Group 2:
 - 6 CP Event Management and Planning
 - 6 CP Sport and Facility Management

3rd year

- 12 CP Business Law for TSE
 - 6 CP M-1 Foundations of Business Law
 - 6 CP M-2 Applied Business Law
- 4 CP Soft Skills and Problem Solving Abilities
 - 1 Mandatory Course to be chosen among the Following - Group 3:
 - 6 CP Experiential Tourism and Events: Food and Wine
 - 6 CP Sustainable Consumption in Tourism, Sport and Events
 - 1 Mandatory Course to be chosen among the Following - Group 4:
 - 6 CP Sport Marketing and Sponsorship
 - 6 CP Strategic Marketing for Tourism
 - 1 Mandatory Course to be chosen among the Following - Group 5:
 - 6 CP Current Issues in Sport Management
 - 6 CP Current Issues in Tourism Management
 - 1 Mandatory Course to be chosen among the Following - Group 6:
 - 6 CP Quantitative Methods in Management
 - 6 CP Data Management, Analysis and Security
- 6 CP Internship
- 12 CP Free Choice**
- 6 CP Final Thesis

* English, German, Italian Foreign Language - Communication and Presentation Skills in Specialized Language

Students cannot sit these exams in the language in which they sat their final exam at secondary school.

Students who graduated in a Ladin school in South Tyrol have to sit the English language exams and can choose between German or Italian for the others. They have to communicate their option to the Faculty Secretariat.

Students who graduated in a language different from the three unibz official teaching languages must choose the two languages in which they intend to sit the language exams. They have to communicate their option to the Faculty Secretariat.

** Free Choice Courses

Students can choose free choice courses during their 2nd or 3rd year. Every year the Faculty publishes the list of free choice courses offered

Exchange programmes and internships

Currently, we offer exchange programmes with partner universities all over the world and we are part of a large network of collaboration with employers in Italy and abroad. This study programme involves a compulsory internship lasting a minimum of 150 hours.

Career opportunities

At the end of this 3-year course, you can apply for the positions of Head of Department, Junior Manager or become a freelance professional in the leisure and tourism industry, in hospitality, in sport clubs or in the management of sport events. You could also work for PR agencies and organisations who manage fairs and conferences. On the other hand, many students choose to continue to postgraduate study for a Master degree course in the same field or in Business Administration.

Well prepared and ready for the job market. On the website of AlmaLaurea you can check statistical data about graduates' satisfaction and their employability.



Bachelor in Tourism, Sport and Event Management

2026/27

Application and Admission

You can find all you need to know in order to apply and gain admission to this study programme by browsing through the information below.

Deadlines and important dates

Early Bird Application

Application: 02/03 - 28/04/2026 (by noon local time)

Language exams (online): 16/03/2026 (registration: 02 - 09/03/2026) and 16 - 17 and 20 - 21/04/2026 (registration: 24/03 - 08/04/2026)

Publication of ranking lists: by 27/05/2026

Payment of the 1st instalment of the tuition fees: by 05/06/2026 (by noon local time)

Enrolment: from 10/07 - 06/08/2026 (by noon local time)

Late Application (only for EU citizens)

Application: 28/05 - 08/07/2026 (by noon local time)

Language exams (online): 22 - 26/06/2026 (registration: 28/05 - 15/06/2026)

Publication of ranking lists: by 30/07/2026

Payment of the 1st instalment of the tuition fees: by 06/08/2026 (by noon local time)

Enrolment: from publication of the ranking list until 06/08/2026 (by noon local time)

Additional Application Session (only for EU citizens)

The Faculty can open additional application sessions for single study programmes in August and in September if there are available places. More information on additional sessions will be published in due course.

Preparatory courses and Freshers Days

Intensive language courses: 01 - 18/09/2026 (Monday to Friday, 6 h/day)

Mathematics pre-course: 21/09 - 09/10/2026

Freshers Days: 28 - 29/09/2026

1st semester

Classes: 28/09 - 23/12/2026

Exams (extraordinary session): 10 - 23/12/2026

Holidays: 24/12/2026 - 06/01/2027

Classes: 07 - 23/01/2027

Exams: 25/01 - 20/02/2027

2nd semester

Classes: 01/03 - 25/03/2027

Holidays: 26 - 29/03/2027

Classes: 30/03 - 12/06/2027

Exams (extraordinary session): 12 - 22/05/2027

Exams: 15/06 - 10/07/2027

Autumn session

Exams: 23/08 - 25/09/2027

Available places

EU citizens and citizens given parity of treatment

Early Bird Application: 80

Late Application: 20

Non-EU citizens (living abroad)

Early Bird Application: 4

Entry requirements

To gain admission to the programme you need one of the following qualifications:

- a secondary school leaving certificate (Italian system)
- equivalent qualification obtained abroad.

Foreign school leaving certificates are considered equivalent if obtained after 12 years of education. In this case, you furthermore must have attended at least the last two years in the foreign school system (e.g. Irish Leaving Certificate: it is not enough to attend one year and obtain the foreign certificate).

The Italian Ministry of Education, University and Research has set specific admission requirements for holders of certain certificates (e.g. American high school diplomas, British and Greek certificates). For more information: apply@unibz.it (Advisory Service).

To be admitted, you must fulfil the language requirements indicated in the section "Language requirements".

According to national regulations, simultaneous enrolment in a maximum of 2 programmes is possible (however, the two programmes must not belong to the same class, e.g., L-18/L-18 and must differ for at least 2/3 of the course contents).

Language requirements

The official teaching languages are German, Italian and English. Therefore, the following language requirements apply, otherwise you will be excluded from the admission procedure:

Entry level (to gain admission)

1st language: B2
2nd language: B2
3rd language: no level required

A B1 level in the third language is the minimum requirement for taking curricular examinations in that specific language.

Please note that if the first semester of your study programme is only taught in English and your third language is English, you will have to certify at least a B1 level in English by mid-January to be able to take all the curricular exams scheduled for the first semester.

Exit level (to graduate)

1st language: C1
2nd language: C1
3rd language: B2

The levels of the Common European Framework of Reference apply.

Your first language is the language in which you have the highest level of proficiency (B2 or C1). Your third language is instead the language in which you are weaker (or in which you are an absolute beginner).

You can demonstrate your language proficiency (in the section “upload language certificates” and/or “enrol for language exams”) after you have created an application in the section “create/manage applications”. The certification is mandatory for the first and second language, for the third language it is recommended (from B1 onwards).

- In case your final certificate has been awarded by an **Italian** public institution, you need to submit a self-declaration.
- In case your final certificate has been awarded by a **foreign** public institution, you need to upload diploma scanned copy of the original.

You can demonstrate language proficiency through:

1. **the main teaching language in your final high school year** if German, Italian or English (recognised as C1) (Latin upper secondary schools: recognised as B2 in German and Italian). **Foreign qualifications:** If the main teaching language is not clearly stated on your high school diploma, please also upload a letter/document issued by your high school stating the medium of instruction.
2. **a bachelor or master degree** in Italian, German or English (recognised as C1). unibz graduates must upload the language certificates obtained and/or declare that they have passed language exams at the unibz Language Centre (B2, B2+ or C1). **Foreign qualifications:** If the teaching language is not clearly stated on your University degree, please also upload a letter/document issued by your University stating the medium of instruction during your studies.
3. **a recognised language certificate** (see the list of recognised certificates) If you cannot upload the certificates, you can send them by e-mail as PDF files or deliver them in person to the Language Centre by the application deadline (see “Deadlines” section).
4. **language exams organised by the unibz Language Centre.** You can register for these exams online through the application portal (in the section “enrol for language exams”) after you have filled out your application in the section “create/manage applications”. The

registration periods are indicated in the "Deadlines" section. If you start your application outside a language exams registration period, you must return to the portal during one of the periods indicated above in order to register for an exam. Information regarding the structure of the language proficiency exams, their duration, their administration, and typical processing time for the publication of the results can be found on the following webpage.

Please note that you can only register for **B2 level exams**.

For information on studying in three languages also visit the following page.

Secondary schools in a foreign country/Bi- or multilingual schools

If the foreign language proficiency levels (for German, Italian, or English) are explicitly indicated on the diploma of graduation according to the Common European Framework of Reference (i.e., B1, B2 or C1), and if all four language abilities (reading, listening, speaking, writing) have been assessed, then the indicated levels will be accepted as a proof of proficiency for the second and/or third language.

Please upload your school leaving certificate to the application portal in the section "upload language certificates" under the respective language. The Language Centre will decide on its recognition.

Third language/Intensive language courses in September

If you have already acquired a language certificate in the third teaching language, please upload it to the portal. If you are not able to certify your language competence in the third language and you are admitted to unibz, you will have to take a placement test. You will receive further information about the test by e-mail. Based on the result of the placement test, you will be assigned to a certain learning path so that you will be able to reach level B2 as soon as possible.

If you are an absolute beginner in the third language, or if you have a level below B2, you may attend a three-week intensive language course during the pre-semester session in September in order to start the learning path.

The dates of the extensive courses are indicated in the "Deadlines" section. Beginner courses (A1) will be offered exclusively during the pre-semester intensive course session in September will no longer be offered during the academic year. Therefore, absolute beginners should start their learning path for the third language by attending the intensive courses in September.

There will be extensive courses (4 hours per week) during the semesters and intensive courses (6 hours per day) during the time between semesters.

The language courses offered by the Language Centre are **free of charge** and aim to help the students reach the following target levels in the third language:

- B1 level by the end of the 1st year;
- B2 level by the end of the 2nd year.

Online application

Your application must be submitted online through the Application Portal. The deadlines are

indicated in the “Deadlines” section.

- You need to create an account and upload a valid ID card or passport (front/back). Please note: if your document is invalid, incomplete or unreadable, you will be excluded from the admission procedure;
- Fill in the online form and upload the attachments listed under “Admission procedure”;
- If you gained your qualification abroad, you must also upload the diploma of your qualification: if you are not yet in possession of the diploma, you’ll need to upload it upon enrolment;
- Complete and submit the online application by the deadline. Once the application has been sent, it cannot be modified. Filled-in forms which have not been sent correctly will not be taken into consideration.

Please note: Mendacious declarations will be criminally prosecuted and will result in the automatic exclusion from the ranking list.

EU-Citizens and equivalent

You might apply for more than one study programme. If you are excluded in the first session, you might apply again in the second one.

Considered as equivalent are:

1. Citizens from Norway, Iceland, Liechtenstein, Switzerland, San Marino and the Vatican City State;
2. Non-EU citizens with a valid permit to stay in Italy (see article 39, paragraph 5 of decree no. 286 of 25.07.1998: “**permesso di soggiorno**” (residence permit) for work, family reasons, political or humanitarian asylum, religious reasons). In this case, you apply directly to the University as described above and must submit a copy of your valid permit to stay. A permit to stay for study reasons or a visa for tourism is **not** sufficient. If the permit has expired, you must attach a renewal request.

Please note that if you do not upload the permit in the application portal, you will be automatically considered a non-EU citizen living abroad and therefore subject to the admission procedure through the Italian authorities in your country of origin.

Non-EU-Citizens (living outside of Italy)

Only one application period is offered. After the deadline it is not possible to apply anymore. Application fee: € 50. The fee is an administration fee and is non-refundable.

Once the ranking list has been published, if you have gained admission, secure it by paying the first instalment and then start your visa application on the University portal. The application on University is mandatory, otherwise you will not be allowed to enrol. On University you can apply for one study programme only.

Admission procedure

The admission procedure is based on the following criteria:

1. **the grade average in your last two high-school-years available** (the last two if the final year is already available, the two years prior to the final year if the last one is not available)

yet) (max 30 points).

For those years, the candidates provide one mark for each of the following 4 subject areas:

1) Language (any, including modern and ancient)

2) Mathematics

3) Humanities and Social sciences (e.g., History, Philosophy, Politics, Sociology, Economics, Law)

4) Natural and Technical sciences (e.g., Physics, Chemistry, Biology, Geography, Environmental Studies, Informatics)

For the same years, the candidates provide 2 more marks for other subjects belonging to the subject areas 1, 3 or 4.

If no subject can be assigned to one of the subject areas 1-4, the grade of a subject from another subject area can be used instead.

Grades for conduct (Beträgen, condotta), religion, physical education and subjects from the field of performing arts (e.g., instrumental music, singing, drama/theatre) and subjects closely related to the hospitality sector (e.g. cuisine and related areas, restaurant and bar service and enology area, etc.) are not taken into consideration.

2. language proficiency of a higher level than the one required for admission, assigned as follows (max. 3 bonus points):

– C1+C1+ at least B2 = 3 points

– C1+C1+B1 = 2.5 points

– C1+C1 = 2 points

– at least B2+B2+B2 = 1 points

– at least B2+B2+B1 = 0.5 points

To get additional points, language certificates recognised by the Language Centre of unibz will be taken into consideration as well as language exams taken at the Language Centre, provided that a course for the requested level is offered.

The evaluation of the criteria mentioned above will result in a maximum of 33 points. Applicants have to reach at least 21/33 points to be admitted to the programme. The final score will be rounded up or down.

In the event of equal scores, applicants with a higher grade average will be given priority. If scores are still equal, the younger applicant will be given priority.

In the application portal, you shall:

- Insert, using self-declaration, your grades for the above mentioned subjects of your last two years of high school*. **Please note:** Mendacious declarations will be penalised by criminal penalties and will result in the automatic exclusion. (Secondary schools in Germany: please insert the grades of the “Jahreszeugnis” – should this not be available, insert the average marks of the two “Halbjahreszeugnisse” – with decimal place). **In the event of self-declared years being concluded abroad, a copy of the relevant school report cards must be uploaded in the portal;**
- Upload the official translation of your school report cards into Italian, German or English if needed;
- Upload optionally language certificates as described in point 2 under the analogous menu point.

(*) If you do not provide the grades for your last two years of secondary school, the Admission Committee will assign a final score, which corresponds to a “sufficient merit” for the high school year, for which you have not provided a school report/self-declaration. If you have attended a school whose system differs substantially from the Italian system and you do not have the reports with the final grades of your last two years of study of your secondary school, the Admission Committee reserves the right to evaluate the possible final reports of the secondary school that refer to years different from the last two years. If you are already in possession of a university degree, the Admission Committee will consider the average grades of the university exams.

Preparatory course in mathematics and test

Before the start of the first semester, the faculty offers a preparatory course in mathematics. At the end of that course all new students will have to sit a compulsory test. In case of a negative result or non-participation in the test, additional study achievements (OFA) will be assigned. Further detailed information about the course, the test and the OFA will be provided in time by the faculty via e-mail.

Ranking lists

The Admission Committee will only evaluate the documents uploaded in the portal by the application deadline. The ranking lists with the admitted students will be published here and are only valid for the respective academic year.

Secure your admission and enrolment

If you have been admitted to more than one study programme, you can secure your admission for a maximum of 2 programmes by paying the designated rate twice.

1. Choose the study programme and pay the fees (to secure your admission) in the application portal.

The deadlines are indicated in the “Deadlines” section.

If you do not meet this deadline, you will automatically be excluded and the next applicant in the ranking list will be admitted.

For EU citizens and citizens given parity of treatment only: any remaining places of the early bird application, will be offered in the late application.

Please note: Paying university fees does not confer student status, which is only obtained by enrolling. If you pay but do not enrol, you are not entitled to a refund unless you do not pass your secondary school final exam or, in the event of non-EU applicants living abroad, you do not obtain the necessary documents for enrolment from the Italian authorities in your country.

2. Enrol online in the application portal.

The deadlines are indicated in the “Deadlines” section.

Enrolment is recommended as early as possible, so you have the possibility to upload incomplete documents before the deadline.

If you do not meet the enrolment deadline, you will be excluded and the next applicant in the ranking list will be admitted.

Students intending to transfer from another Italian University to unibz have to submit to the Student Office - at the beginning of the academic year - a copy of the transfer application presented at the university of provenance.

3. If you have a foreign secondary school qualification, during enrolment you need to upload these documents:

- your secondary school diploma
- an official translation of the diploma into Italian (not necessary for diplomas issued in German or English)

Depending on the foreign education system your qualification belongs to, you must also upload:

a) EU countries, Switzerland, Norway, Iceland, Liechtenstein, International Baccalaureate, European Baccalaureate:

- Statement of **Correspondence** of your secondary school diploma, to be downloaded from the ARDI – Automatic Recognition Database – Italy

b) non-EU countries that are signatories to the Lisbon Convention:

- Statement of **Correspondence** of your secondary school diploma, to be downloaded from the ARDI – Automatic Recognition Database – Italy **and**
- Statement of **Verification** of your secondary school diploma, issued by the Italian Information Centre on Academic Mobility and Equivalence (CIMEA)

c) non-EU countries that are not signatories of the Lisbon Convention:

- Statement of **Comparability** of your secondary school diploma, issued by the Italian Information Centre on Academic Mobility and Equivalences (CIMEA) **and**
- Statement of **Verification** of your secondary school diploma, issued by the Italian Information Centre on Academic Mobility and Equivalence (CIMEA)

unibz performs the necessary checks on your foreign qualification and in case of doubt reserves the right to request additional documents.

Please note that if you do not possess a valid admission qualification, you can be excluded with Rector's decree even after enrolment.

If you are a non-EU citizen living abroad:

Once you are eligible for admission (check the ranking lists) and have also applied on University, the Italian Authorities in your own country will issue you the entry visa for studies/university. This will allow to enrol for the study programme that you have applied for.

According to Italian law, within 8 working days of your arrival in Italy, you must have applied for the residence permit: as soon as you arrive, get in touch with the Advisory Service and you will be given the necessary information for starting the procedure.

Once you will obtain your residence permit (permesso di soggiorno), you have to hand it in at the Student Office personally or via e-mail.

Tuition fees

Fees amount to € 1200

- **1st instalment (€ 600):** includes the revenue stamp of € 16.
- **2nd instalment (€ 600):** must be paid by March of the following year

Delayed payment of the second instalment will result in a fine being levied. If you have not paid the tuition fees, you will be unable to take exams and will not be able to transfer to other universities or other study programmes.

If you drop out of a programme, interrupt your studies or are excluded from studies, you are not entitled to reimbursement of the fees.

Exemption from the tuition fees is granted to:

- Students with a disability recognized under article 3, paragraph 1, of Law No 104/1992, or with a disability up to or exceeding 66%: the disability certificate, issued by the health authorities, must be handed in at the beginning of the academic year.
- Foreign students who have been granted a scholarship from the Italian government.

Students who benefit from a scholarship granted by the Autonomous Province of Bozen-Bolzano are entitled to receive a refund of the tuition fees.

Recognition of credit points from previous studies

Credit points from previous university studies can only be recognised **after enrolment** if the exams taken at the university of provenance are equivalent in content to those offered at unibz.

The Advisory Service provides support regarding your choice of study. In many cases a simple call or a short request is enough to get the relevant information (Tel. +39 0471 012100).

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Advisory Service

Universitätsplatz 1 - piazza
Università, 1
Italy - 39100, Bozen-Bolzano
Tel +39 0471 012100
apply@unibz.it

Opening Hours

Tuesdays: 14:00-16:00
Thursdays: 10:00-12:00

Alternatively, you may call us
throughout the week or book an
online appointment