

Certificate programme

European Handball Manager

NEW: Module for Sporting Directors

In cooperation with the
European Handball Federation



"The programme is incredibly valuable, offering comprehensive theoretical and practical insights across all areas of managing handball. The network you build within the handball community is truly priceless."

Tamás Szabó, former Manager of international Relations
Győri ETO KC, Graduate European Handball Manager 2018/19



Deutsche
Sporthochschule Köln
German Sport University Cologne



"The European Handball Manager was an excellent start to get a sound knowledge of the sport business for becoming a sport manager after my professional career."

Hannah Fogelström, Manager National Teams Swedish Handball Federation,
Graduate of the European Handball Manager 2018/19

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 2024/25 particularly appreciated ...

networking and informal learning

1.1*

positive learning environment

1.2*

high-level of expertise of lecturers

1.5*

*mean value of the graduates' evaluation results

1 = very good, 2 = good, 3 = satisfactory, 4 = sufficient, 5 = poor



"The EHF Handball Manager course allowed me to deepen my knowledge of all aspects of modern sports management. Its practical approach and the quality of the lecturers make it an essential tool for any professional looking to improve the organisation and development of their club."

Juan Andreu Candau, Manager of Balonmano Proin Sevilla,
Graduate of the European Handball Manager 2024/25

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: Fundamentals of team sports management

- Economic features of team sports and values added business models in handball
- Specific features of handball clubs, federations and leagues and the economic consequences
- Good governance and fundamentals of sports law

Module 2: Managing sport performance in handball

- Strategic handball management
- Managing sports teams
- Leadership in team sports
- Labour law in sports

NEW

Module 3: Sport marketing and sponsorship

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



“An unique programme that offers you valuable knowledge to successfully manage a handball organisation and gives you access to the handball manager network.”

Eduarda Amorim, World Handball Player 2014,
Graduate of the European Handball Manager 2022/23

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 (2026/27 intake) and German (2027/28 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.



"I learned a lot by taking this programme that I can use for my daily work. The learning atmosphere was incredibly good and it helps to extent your network for you future career."

Joakim Hykkerud, Marketing & Sponsorship Manager Norway Cup,
Graduate of the European Handball Manager 2024/25

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 2026/27

26th - 30th
Oct 2026

01st - 05th
Feb 2027

07th - 11th
Jun 2027

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: 30th April 2026

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

Organisation & contact

Academic management and administration

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"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.