



**MBA  
SPORTS MANAGEMENT CONCENTRATION  
(33 Hours)**

**2024-2025**

This degree equips students with the framework for managing in major, minor, collegiate, relational, high school, and youth levels and encompasses concepts in events, facilities, sponsorships, tourism, promotion, as well as legal and ethical issues specific to sports. The program integrates essential business courses to offer a practical foundation for careers in all levels of sports, or with sports marketing firms, sports agencies, and other sports organizations. Graduates of this degree are skilled in:

- Utilizing best practices and industry standards relating to leadership in a sports setting.
- Applying strong critical thinking, decision-making, presentation, and writing skills.
- Understanding and applying business fundamentals to the management of sports organizations.
- Articulating an ethical personal leadership philosophy for compliance with sports law and other management challenges specific to the field of sports.
- Effectively organizing, interpreting, and presenting new information in sports.

**CURRICULUM**

**Core Courses (21 Hours):**

MBUS 614	Data Visualization & Storytelling	(3)
MBUS 618	Integrated Marketing	(3)
MBUS 628	Purpose Driven Leadership in the Global Economy	(3)
MBUS 638	Interpersonal Communication in the Workplace	(3)
MBUS 655	Organizational Development and Change	(3)
MBUS 664	Strategic Planning and Implementation	(3)
MBUS 700	Applied Capstone in the Workplace	(3)

**Sports Management (12 Hours):**

MBUS 683	Organizational Behavior in Sports	(3)
MBUS 685	Economics of Sports and Events	(3)
MBUS 684	Sports Communication	(3)
MBUS 687	Revenue Generation in Sports and Events	(3)