

Your Guide to the
MBA/MS in
Sport & Entertainment Management



*Database Marketing Analyst • Corporate Partnerships Manager • Premium Sales Account Executive
Marketing Director • Public Relations Coordinator • Events Coordinator
Business Development Manager • Assistant Director of Donor Relations • Analytics Coordinator*



UNIVERSITY of
SOUTH FLORIDA
Muma College of Business

Why a Master's Degree in Sport & Entertainment Management?

Every student who comes to graduate school for career advancement should leave with a job in hand. This program immerses students in learning experiences, helping to create leaders on the field and in the front office. The ultimate result? A nearly 100-percent, job-placement rate for all sport and entertainment management graduates, and we expect similar success for future classes. Students shouldn't have to mortgage their futures to attend graduate school – the guaranteed fellowship position in year two provides every student with a tuition waiver, stipend and health insurance.

Second-year students visit London each year in the fall for a global trip, as well as Los Angeles in the spring to gain experience outside the Tampa Bay market. Students in the program are also an integral part of special events such as the USF Esports Summit, a unique conference dedicated to the growing, billion dollar esports industry; the Bolts & Bulls Golf Tournament, a golf fundraiser for the program; that features the Tampa Bay Lightning roster; and the Sport & Entertainment Analytics Conference powered by Ticketmaster, a platform to discuss the important role of analytics in the global sport and entertainment industry.

About the Program

Made possible by a partnership with the Tampa Bay Lightning, the dual-degree MBA/MS in Sport & Entertainment Management emphasizes the business fundamentals of sport: management, marketing, finance, analytics, creativity and innovation. Alongside 15+ sport and entertainment industry partners, the yearlong fellowship program provides real-world experience in the sport and entertainment industry while integrating two years of classroom lessons. Graduating students are prepared to advance their careers in the sport and entertainment industry.



“Coming from Greece, the sport & entertainment management program provided me a family atmosphere. The faculty truly cares about every student. Real-world experience during my two years here resulted in securing a job in New York City immediately following graduation.”

- Angelos Paschalis '15 MBA/MS

Coursework

Foundation Courses

The following courses provide background in several functional areas in order to prepare for more advanced studies and are to be completed before entering the program. Students with a recent undergraduate degree or coursework in business may be able to waive some or all of these courses.

- **QMB 6603** - Operations Management and Quality Enhancement (2 credit hours)
- **ISM 6021** - Management Information Systems (2 credit hours)
- **ACG 6026** - Accounting Concepts for Managers (3 credit hours)
- **QMB 6305** - Managerial Decision Analysis (2 credit hours)
- **FIN 6406** - Financial Management (2 credit hours)
- **MAR 6815** - Marketing Management (2 credit hours)
- **ECO 6005** - Introduction to Economic Concepts for Managers (3 credit hours)

MBA Core Requirements (15 Credit Hours)

- **MAN 6055** - Organizational Behavior and Leadership (3 credit hours)
- **GEB 6445** - Social, Ethical and Legal Systems (3 credit hours)
- **GEB 6215** - Communication Skills for Managers (3 credit hours)
- **FIN 6465** - Financial Statement Analysis (3 credit hours)
- **QMB 6358** - Data Analytics for Business (3 credit hours)

In addition to the 15 credits of core requirements, all students are required to complete a 3 credit hour MBA capstone: GEB 6895 Integrated Business Applications.

Sport & Entertainment Management Concentration

- **GBE 6226** - Leadership Speaker Series (1 credit hour)
- **SPB 6406** - Sport & Entertainment Law (3 credit hours)
- **SPB 6719** - Sport & Entertainment Marketing Strategy (3 credit hours)
- **SPB 6706** - Sport Business Analytics (3 credit hours)
- **SPB 6816** - Contemporary Issues in Sport & Entertainment Management (3 credit hours)
- **SPB 6816** - Issues in Sport (3 credit hours)
- **SPB 6116** - Sport & Entertainment Finance (3 credit hours)
- **SPB 6735** - Global Environment of Sport (3 credit hours)
- **SPB 6715** - Sales and Fundraising in the Sport Industry (3 credit hours)
- **SPB 6608** - Issues in the American Sport Industry (3 credit hours)
- **SPB 6807** - Social Media in Sport (3 credit hours)
- **SPB 6946** - Internship in Sport & Entertainment Management (3 credit hours)*
- **SPB 6946** - Internship in Sport & Entertainment Management II (3 credit hours)*

*fulfilled by residency

The fellowship is designed to serve as a co-op program for second-year graduate students attending classes two days per week and working three days per week for a sport or entertainment organization in the greater Tampa Bay area, including the Tampa Bay Lightning, Tampa Bay Rays, Seminole Hard Rock Casino, USF Athletics Advent Health, and Fanatics, among others.

The concept was first envisioned by former CEO Tod Leiweke of the Tampa Bay Lightning. According to Leiweke, "Students are not placed merely in an intern role, but instead become true residents and internal consultants at the Lightning, helping our business become better each day and preparing them to become the next great leaders in the sport and entertainment industry."



Admission Requirements

The USF MBA Admission Committee uses a portfolio approach and the strength of each applicant is determined based on the entire application. In addition to the university's admissions requirements, candidates must submit the following to be considered for admission into the MBA program:

- Official transcripts for all university/collegiate level institutions attended
- Valid GMAT or GRE score*
- Statement of purpose and introductory video
- Resume
- Three reference letters

*A waiver of the GMAT/GRE requirement may be requested when a candidate meets one or more of the following criteria:

- A 3.50 cumulative undergraduate GPA from either USF, a Preeminent university in Florida, or an AAU institution; or
- a minimum 3 years professional or managerial work experience; or
- an active professional license or certification of significant merit.

Financial Assistance

USF and the Muma College of Business offer a number of scholarships, graduate teaching assistantships, tutoring opportunities, and Student Excellence Grants to Tampa students. Please visit the USF Financial Aid website at usf.edu/financialaid for other sources of financial assistance.

How to Apply

Applications are submitted online at grad.usf.edu and are evaluated as they are received. Selected candidates will be invited for an on-campus interview. Non-USF transcripts must be submitted with application.

Application deadlines are:

Application Deadline

Fall Priority Deadline: December 31

Fall Standard Deadline: March 1

Please contact International Services at global.usf.edu/is for more information on international requirements.



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Our college is accredited by:



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