

# SPORTS BUSINESS MAGMT. MA/GC (TCSB1-GC)

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## TCSB1-GC 1 Industry Orientation for Sports (0 Credits)

*Typically offered not typically offered*

Every industry has its own unique patterns of organizational behavior, distribution systems, supply analysis and other managerial challenges. This course examines the spectrum of entities that comprise the Hospitality, Tourism and Travel Industries through management analysis and economic impact of each tourism sector group. The class explores developing strategic partnerships, designing public-private interfaces, creating of management practices, and current hospitality and tourism trends and impacts. Use of senior-level industry experts will aid this overview of the worldwide hospitality and tourism industry.

**Grading:** GC SCPS Pass/Fail

**Repeatable for additional credit:** No

## TCSB1-GC 5 Industry & Business Principles (0 Credits)

*Typically offered not typically offered*

This course provides an overview of basic economic, accounting, and finance principles and concepts. Its purpose is to set the foundation upon which in-depth economic, accounting, and finance theory rests. Topics include basic supply and demand theory with price relationships, the concept of elasticity and market adjustments, the difference between macro and micro economics, international trade, exchange rates, the concept of a market economy, the role of the firm, business cycles, inflation, recession, basic financial mathematics, concept of leverage, debt and equity, and basic accounting and financial terminology. Also included are basic computer operations and financial calculator procedures.

**Grading:** GC SCPS Pass/Fail

**Repeatable for additional credit:** No

## TCSB1-GC 8 Communications & Critical Thinking (0 Credits)

*Typically offered not typically offered*

This workshop is designed to provide students with an overview of critical thinking and communications. The content will review the concepts of critical thinking by examining the evaluation and analytical skills in reading, writing, speaking and listening. Emphasis will be placed on the process of analyzing and organizing thinking before and during written and verbal communications.

**Grading:** GC SCPS Pass/Fail

**Repeatable for additional credit:** No

## TCSB1-GC 10 Career and Professional Development (0 Credits)

*Typically offered not typically offered*

An overview of the career process. Topics to be covered include: focusing professional skills and interests, writing effective resumes and cover letters, interviewing and networking techniques, conducting a job search, and managing career transitions.

**Grading:** GC SCPS Pass/Fail

**Repeatable for additional credit:** No

## TCSB1-GC 1010 Seminar in Sports Leadership (3 Credits)

*Typically offered occasionally*

Effective sports professionals must understand the goals of modern leadership and management strategies the dynamics of organizational behavior. The concepts of leadership versus management, the development of a working culture within an organization, and the formation of effective contemporary leadership and management techniques are the focus of this course. Issues such as managing diversity, transformational leadership, and modern management theory will be discussed in detail. Topics include: comparative management systems; effective communication, strategic decision-making, ethical dilemmas, individual and group motivational theory, team-building, and managing change in organizational settings. Prerequisite: None

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## TCSB1-GC 1040 Sports Law and Ethical Leadership (3 Credits)

*Typically offered Fall and Spring*

An exploration of the impact of the U.S. legal system on the sports industry and the ways that various substantive areas of law intersect with professional, Olympic and amateur sports. In this course, topics to be examined include: an overview of the U.S. legal system; contractual formation, interpretation and remedies; tort liability and risk management; reputational torts and athletes' right of publicity; legal protection for and exploitation of intellectual property rights; the legal authority of Commissioners in professional sport; how antitrust law has influenced the sports industry; labor relations and collective bargaining agreements; the agent-principal fiduciary relationship; regulation of agents; gender, race and other discrimination issues; civil rights legislation.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## TCSB1-GC 1050 Sports Finance and Economics (3 Credits)

*Typically offered Fall and Spring*

This course will analyze and evaluation economics, finance, and investment issues as applied to the sports industry. Among the areas to be discussed are analyzing consumers, teams, players, management, and venues in the context of local, regional and global economies; sports business cycles; substitution and complementary goods and services, and the effects of government, taxation and regulation, inflation; time and value of money, analysis of financial statements, capital budgeting, budgeting and forecasting for short and long term economic events, debt and equity management, project financing, risk management, investment strategies, working capital analysis, and financial modeling.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**TCSB1-GC 1060 Data, Decision Making and Analytics in Sports (3 Credits)***Typically offered Fall and Spring*

This is an in-person class in which students are expected to attend and participate weekly. The format of this course will be a blend of lectures, individual and group assignments, projects, and class discussions that will rely heavily on the preparedness, active participation, and thoughtful contributions of class members. It is important that each student demonstrates the motivation and willingness to fully engage in challenging and intellectual discourse while, at the same time, listening respectfully to others. NYUClasses is utilized to maximize engagement in between class meetings. Students should check NYUClasses regularly for updates and assignments. Grades are based on participation, three individual research projects, one group project, and a comprehensive exam. Research will be conducted outside of class hours. The group project consists of semester-long research in which students will need to arrange for periodic meetings with their groups outside of class time.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 1070 Advanced Special Project (3 Credits)***Typically offered occasionally*

This course is designed to synthesis knowledge gained throughout the program of study. The advanced special project is an individual undertaking and is expected to combine applied research methods and theoretical knowledge to focus on a relevant topical area. The project is to demonstrate mastery of a topical area covered in earlier graduate coursework. Prerequisites: Student must be in the final 12 credits of the program, completed Applied Research Methods – TCSB1-GC 1060, and received approval for the individual project from the Divisional Dean prior to registration.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** Yes**TCSB1-GC 1080 Foundations of Global Sport (3 Credits)**

A centennial overview of the history of sports as a global cultural phenomenon. Topics include the nature of leisure behavior; historical, ethical, social, and economic aspects of the sports industry; the terminology of sports; and the forces that have affected the growth of sports as a business. This course provides a critical context from which to proceed in learning and applying sports models, techniques and concepts in a variety of sports business practice areas.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 1090 Graduate Internship (3 Credits)***Typically offered Fall, Spring, and Summer terms*

This course provides students with limited industry experience an opportunity to work in a sports business or organization. Building a career requires appropriate industry work experience to strengthen the student's knowledge and skill formed in the classroom. Students are expected to complete a three hundred hour (300) work experience approved by the Tisch Center. Prerequisites: Completion of 21 credits, in good academic standing with the university (no academic or disciplinary action on record), a minimum GPA of 3.0

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2000 Consumer Behavior (3 Credits)***Typically offered Fall*

An examination of consumer behavior as it applies to sports. In this course, the topics to be examined include: analysis of types of customers including individual, organizational, buyer process, decision-making behaviors, market-specific influences, fan avidity, psychology of decision making; psychographics, segmentation, lifestyle spending, reference groups, influences and determinants. Prerequisite: None

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2005 Intellectual Property & Licensing (3 Credits)***Typically offered Fall and Spring*

An examination of the protection of intangible creations, whether inventions, discoveries, trade secrets, business concepts, artistic works, computer software, brand names, product designs, or celebrity image/persona. The primary legal systems that protect intellectual properties (patent, trademark, copyright and trade secret law) and the ability to license the use of each type of creation are essential aspects of sports business. The subjects to be examined in this course include: licensing organizations; developing strategies for intellectual property licensing; licensing negotiations; intellectual property licensing issues in sports; key licensing provisions; and license agreements. Various types of license agreements will be used and reviewed during the course. Prerequisite: Legal Issues – TCSB1-GC 1040

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2010 Sport Public Relations and New Media Strategies (3 Credits)***Typically offered Spring*

This course will explore the various media activities and public relations processes in the sports business industry. Traditional public relations tools and strategies such as writing and distributing press releases, building relationships and working with various forms of media, and conducting interviews will be covered in detail, as well as sport PR strategies utilized in the digital age, including the strategic use of new media (e.g., websites, social media, streaming video, podcasts, etc.) and the use of new media in PR campaigns. Students will develop a strong understanding of several aspects of public relations, including the importance of developing strong relationships with the media, community, sponsors, and internal employees, and the importance of proactive crisis communication plans.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2015 The Business of Professional Sports (3 Credits)***Typically offered Fall and Spring*

Professional sports have evolved into a multi-billion dollar industry with complicated management and organizational systems that must balance multiple demands, including facility, players, and fans. This course will explore the business models and structures that define modern professional sports management, and analyze how professional sports franchises manage the daily dilemmas that accompany facility management, asset acquisition, and procurement. The topics to be examined in this course include: the effectiveness and efficiency of various business decisions; artificial scarcity and monopolistic tendencies; strategic planning and crisis management; and the impact of labor unions and economic events on a professional sports franchise's operations. Prerequisite: None

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**TCSB1-GC 2025 Intercollegiate Athletics (3 Credits)***Typically offered Fall and Spring*

College athletic departments differ according to institutional vision, conference affiliation, and NCAA classification. Most athletic programs are hierarchical or tiered structures with varied educational and business goals. In the absence of a common template or “best practices” model for institutions, the need for sound strategic planning and deliberate ongoing assessment is explored. In this course, the topics to be examined include: an examination of organizational models and management strategies of intercollegiate athletics departments, campus based governance, the impact of conference and NCAA affiliations, institutional and athletic department funding sources, mission and goal creation, strategic planning and assessment, personnel management, and creating structural efficiencies for daily program operations. Prerequisite: None

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2040 Sport Sponsorship and Sales (3 Credits)***Typically offered Spring*

This course will define and differentiate the roles of sales and marketing for sports organizations, as well as analyze the means and methods used to successfully sell, market and brand sports properties and events. The topics to be examined include sales management; ticket sales; sponsorship sales; sponsorship activation; athlete endorsements; joint marketing and promotion of sports properties and events; social media communications; traditional advertising; and innovative promotional and entertainment products for licensing and merchandising.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2045 Applied Sports Broadcasting Techniques (3 Credits)***Typically offered Fall and Spring*

This course provides historical context relating to the interrelationship between sports and the broadcast media; an examination of the fee structures from broadcast rights, which represent the majority of revenue earned by major sports entities and events; and an in-depth understanding of the current trends and issues affecting the sports broadcast industry such as over-the-top media services. In this course, students will develop an understanding of the various broadcasting models used by all forms of sports broadcast media, and will also gain hands-on experience creating their own digital broadcast media pieces, such as podcasts and vodcasts, and will develop strategies to integrate these media on websites, social media, and OTT streaming channels.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2050 Amateur Sports Governance (3 Credits)***Typically offered Fall*

The structure of amateur sports governance includes collegiate bodies and national and international federations. College sports governing bodies such as the National Collegiate Athletics Association and the Big East Conference play significant roles in creating philosophy statements, building brand image among the membership, establishing compliance structures, and administering coveted post-season championships. National and international sports federations develop and promote opportunities for amateur sports participation that can lead to area championships, world championships, and the Olympics. This course will focus on examining the role, impact, and power of organizations that govern and administer amateur sports. Among the topics to be examined are: historical analyses of national and international governing bodies, sports federations, and college athletics conferences; organizational missions and goals; political power; the growth and impact of profit-making business models; athlete access; and benchmark legislation. Prerequisite: None

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2055 Labor Relations and Contracts in Sports (3 Credits)***Typically offered Spring*

An in-depth examination of the role of paid, professional team sport athlete in the national sports economy and legal system, as well as a critical examination of contractual relations in the sports industry. The topics covered include: the rise of free agency and its impact on team competitiveness in the various sports; collectively bargained for rights of limited free agency and salary arbitration; the development of the role of the player agent and the agent’s dual legal and ethical obligations to the client and players’ union; the acceptance of player salary restraints in the various sports in exchange for fixed salary participation (salary caps); the creation of revenue sharing mechanisms (luxury taxes) and the strategies used by teams in a variety of sports to create lasting success inside a salary capped system. The types of contracts to be examined include player contracts and bonus provisions; coaching contracts; media rights contracts and endorsement contracts.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2060 Digital Media (3 Credits)***Typically offered Spring*

An examination of the digital frameworks for producing and distributing sports products to consumers on a global scale and the implications of the new sources of revenue on the sports industry. The rise of digital media is changing the traditional business model of sports entities requiring new divisions to advance their economic interests. The topics to be covered include: the nature, origin, and ownership of sports and entertainment products; the structure and scope of fee-based sports distribution models; developing technology that allows sports entities to reach a global audience; fan development across cultures and different technological platforms; and the preparedness of various sports to adapt to the life cycle of new media distribution. Prerequisite: None

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**TCSB1-GC 2065 Sports Contracts (3 Credits)***Typically offered Fall*

A critical examination of contractual relations in the sports industry using a Socratic dialogue format and drawing upon appellate court decisions and a variety of real-world contracts from the sports industry. The topics will include examination of key strategic responses by teams and leagues including salary caps, revenue sharing; luxury taxes and theories of free agency, entering player and coaching talent cost management. Types of contracts to be examined include: player contracts and bonus provisions; coaching contracts; media rights contracts and endorsement contracts.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2070 Basketball Analytics (3 Credits)**

Basketball Analytics takes a deep dive into the world of data, statistics, and decision making in the National Basketball Association (NBA). Utilizing data made available through the NBA and other publicly available resources, students will learn to use analytics to answer the right questions, and provide best practice solutions through critical thinking. Students will also be introduced to basic statistical principles, statistical programming, as well as data visualization, and texts on the importance of analytics both in and out of the sports context. The course will be taught through a combination of lectures, class discussion, group presentations and guest speakers. Students are required to read assignments from the texts as well as additional sources provided by the professor. Students must attend class prepared to engage in discussions; have, articulate and defend a point of view; and ask questions and provide comments based on their reading."

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2080 Digital Media (3 Credits)***Typically offered not typically offered*

An examination of the digital frameworks for producing and distributing sports products to consumers on a global scale and the implications of the new sources of revenue on the sports industry. The rise of digital media is changing the traditional business model of sports entities requiring new divisions to advance their economic interests. The topics to be covered include: the nature, origin, and ownership of sports and entertainment products; the structure and scope of fee-based sports distribution models; developing technology that allows sports entities to reach a global audience; fan development across cultures and different technological platforms; and the preparedness of various sports to adapt to the life cycle of new media distribution.

**Learning Objectives:**

- By the end of the semester, students should be able to:
  - Contrast and compare the alignment of the sports product to the various digital frameworks.
  - Understand the interrelationship and conflict between sports properties and the sports media.
  - Measure the effectiveness to which sports entities engage in global digital distribution technology.
  - Assess the impact of global distribution on the economic value of current broadcast distribution agreements and broadcast partners.
  - Comprehend the interests and expectations of fans in multi-platform engagement including the role of fantasy gaming and virtual reality.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2085 Digital Sports Media & Marketing (3 Credits)***Typically offered occasionally*

Over the last 15 to 20 years, digital media and marketing has become one of the biggest, most dynamic and fastest growing parts of the sports industry. Digital is affecting every part of the sports business, often in profound and unanticipated ways. From an academic standpoint, this means digital is fully intertwined and complementary with the other key disciplines associated with sports: marketing, sponsorship, events, public relations, finance, etc. This course is intended for students who are eager to delve into the digital side of sports, learn about the historical context, latest trends, best practices and issues, and become more knowledgeable about and fluent in one of the most exciting and appealing parts of the business.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2090 Applied Sports Business Intelligence (3 Credits)***Typically offered Fall*

The underlying foundation of sports business activities should be market research. This course provides students with knowledge and hands-on application of research techniques and concepts useful in measuring the effectiveness of a decision; the ability to collect and analyze the information necessary to determine the market segments and consumer behavior patterns; and an understanding of allowing for accountability and cost-efficient marketing. Topics to be examined include the effectiveness of advertising, estimating market potential, ROI of marketing campaigns, understanding advanced data analysis including cluster analysis for segmentation and factor analysis, translating findings into business strategies, and forecasting.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2095 Fundamentals of Sports Analytics (3 Credits)**

This course is an examination of analytical tools and techniques used in the Sports Business. This course provides the groundwork for fundamental principles and key methodologies that can be applied to any sports analytics problem. The course begins by outlining the significance of complementing human insight with quantitative methods in the analysis of everyday sports. We will delve into the quantitative aspects by taking a structured approach to the use of big data and develop a systematic observation strategy. Students will learn to identify critical parameters for different sports based on guidelines, understand how to analyze and interpret patterns applying various measurement techniques, conduct statistical analyses, quantify objective relationships in the data to meaningfully increase the predictive power of forecasting tools, model various what-if scenarios, and master the art of calculating odds. The course concludes with a simulation game that will allow students to put their learning into practice, drawing on the insights from this course.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**TCSB1-GC 2100 Financial Analysis (3 Credits)***Typically offered Fall and Spring*

An examination of financial statements and processes that establish fiscal responsibility and accountability in the sports industry. Analyzing the financial background of a business provides insights about operating and strategic decisions. In this course, the subjects to be examined include: time value of money, analysis of financial statements, capital budgeting, budgeting and forecasting for short and long term economic events, debt and equity management, project financing, risk management, investment strategies, working capital analysis, and financial modeling. Prerequisite: None

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2120 Investment Analysis (3 Credits)***Typically offered Fall and Spring*

Investment decisions confronting the owner and operator of a facility at each step of the development and operation process involves issues or financing techniques used to construct sports facilities, sports facility development, and current economic policies and conditions. The focus will be on analyzing the complete financial cycle investing in a sports facility from programming, planning and financing to operations, renovation and divestment or replacement. In this course, the subjects to be examined include: benefits and detriments of public\private facility partnerships, ancillary real estate development, municipal bond market, capital markets and facility investments, the relationship between operating partners and facility developers and college and secondary sports facility development. Prerequisite: Financial Analysis – TCSB1-GC 2100

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2130 Revenue Strategies & Pricing (3 Credits)***Typically offered Fall and Spring*

An examination of revenue management practices in the sports industry to understand the demand levels for certain products and the spending capabilities of sports consumers. Revenue management involves the implementation of pricing policies and strategies in order to allocate the right product and capacity to the right customer at the right price at the right time. In this course, the subjects to be examined include: levels of customer price sensitivity; the impact of economic conditions and other external factors; macro and micro competition for competing products; the effectiveness of existing pricing strategies; price value creation; financial models of revenue generation; strategic and variable pricing; the impact of non-cash facilities and events and the explosion of secondary markets for sports consumption. Prerequisite: Financial Analysis – TCSB1-GC 2100

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2140 Planning & Development of Major Sporting Events (3 Credits)***Typically offered Fall and Spring*

This course explores major sporting event preparation and planning in today's complex global environment. Discussion of the techniques for selecting and evaluating particular sites and modeling techniques for forecasting demand and supply in specific markets will be conducted. The development and use of action timelines is an integral part of this course. Topics include: the integrated development process of public and sports specific infrastructures; sources of funding; types of development including nonprofit sponsorships; partnerships; organizational development including volunteer staffing; factors influencing success; and potential local obstacles. Evaluating and selecting particular sites in specific markets, creating action timelines, and managing the budget process become increasingly important as the scale and prevalence of sporting events continues to grow. This course will explore the challenges involved in major sporting event planning and development from conception of the event to post event analysis. Topics to be examined include: public-private partnerships and sports specific infrastructures; sources of revenue and funding; the importance of sponsorships; various event partnerships; organizational development including security, volunteer staffing; risk management, requests for proposals, and local obstacles and opportunities. Prerequisite: None

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**TCSB1-GC 2150 The Business of eSports (3 Credits)**

The meteoric rise of eSports has been an exciting development in Sports Business. Beginning with the history of video gaming, this course will provide students with a detailed understanding of how eSports has evolved enabling them to analyze the current ecosystem and identify the potential that it has for future growth and development. This course will examine the different modalities for play, media platforms for hosting/streaming, types of competition and the organization of teams and entities. Students will become familiar with the unique fandom of eSports, the differences from traditional sports in revenue potential, and how the organization and institutionalization of a counter-culture has created a global phenomenon that is changing the way we think about sports. The debate of eSports being classified as a "sport" will also be discussed. Aspects of the culture of competitive gaming will be explored such as diversity, inclusiveness and sportsmanship, and students will have an opportunity to attend eSportsing events as part of the curriculum.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**TCSB1-GC 2160 The Science of Fandom (3 Credits)**

This course delivers an in-depth foundation of the aspects of the sports fan as a special category of consumer by providing students with an understanding of the underpinnings of fans' perspectives, attitudes, affinities, and even reactions to their favorite teams' successes and failures. This course begins with establishing the difference between typical consumer behavior for products and services to the sports service industry. We will delve into the science of fandom by exploring the psychology, sociology and neuroscience of fandom, review relevant academic literature pertaining to theories of social group dynamics and humans' innate drive towards community. We will also explore the psychological framework for fandom. Students will learn about fan behaviors and their economic motivations along with implications for sports economics, pricing models, ticketing packages, etc. Students will put their learning into practice through a case study where students will develop a product offering for a sports team, drawing on the insights from this course.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**TCSB1-GC 2170 International Sports Law (3 Credits)**

In this course, students will examine the relationship between domestic, European and international law, and sports rules, regulations and governance structures. Topics discussed will include: the differences between international and global sports law; the concept of Lex Sportiva; the legal and regulatory framework of international sports organizations; European, U.S. and other countries' models of sport; legal issues relating to FIFA and the global governance of football; competition, antitrust and labor relations issues; the processes by which doping, eligibility, disciplinary, commercial and other disputes in sport are resolved; international issues in the regulation of doping in sport; the roles of the World Anti-Doping Agency and the Court of Arbitration for Sport; the legal and regulatory sources of athletes' rights; players' agents and intermediaries; intellectual and industrial property rights in sports; protection and monetization of players' image rights; legal issues related to sponsorship, endorsements, and bidding on and hosting mega sporting events; sports broadcasting and new media rights; and emerging issues in international sports law.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**TCSB1-GC 2180 Global Sport Immersion (3 Credits)**

This course concentrates on global issues in sport. Problems and characteristics specific to the international aspect of the sport industry will be examined. By the end of the course students will develop a comprehensive understanding of the forces influencing international sport and the associated aspects relating to the destination. Students will also improve their own diversity self-awareness as they explore how their identity is impacted by interacting with another culture, race, social class, sport, gender, and other key concepts related to international interfacing. Students will also examine cultural differences based on the destination's history, lived expression, and how the sport is conducted by the host location. Lastly, students will explore global systems by applying tools and knowledge of contemporary issues related to social and economic trends and how they shape a people's culture and identity.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**TCSB1-GC 2190 Sport Business Thesis I (3 Credits)**

The Sports Business Thesis I course is designed for students to synthesize knowledge gained throughout their program of study at SPS and complete an independent research study under the close supervision of the course instructor. Under the guidance of a faculty member, students will use skills honed in all courses leading up to the master's thesis research project, which is expected to combine research, writing, and analytical methods, to demonstrate expertise within a specific area covered in earlier graduate coursework. Students will be expected to conduct a research study over the course of two semesters and make a clear, educated final recommendation on how to solve, address or advance a key issue or problem within the sports business industry. Personal and colleague-influenced analysis and production along with a demonstration of theoretical and practical knowledge are keys to the finished project. The thesis should contribute new knowledge to the existing work and research surrounding the industry issue or problem. The thesis, delivered in an extended written report along with a timed presentation, brings together the range of learning interest and outcomes accrued over the duration of study within the M.S. in Sports Business degree. Specifically, in the Sports Business Thesis I course, students will develop their thesis topic idea, conduct a thorough literature review on the topic, and develop a methodological plan for their research, including applying for IRB approval if necessary. In Sports Business Thesis I, the student will write a draft of Chapters 1, 2, and 3 of their thesis. The student will complete the remainder of the thesis in the Sports Business Thesis II course.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**TCSB1-GC 2195 Sport Business Thesis II (3 Credits)**

The Sports Business Thesis II course is designed for students to synthesize knowledge gained throughout their program of study at SPS and complete an independent research study under the close supervision of the course instructor. Under the guidance of a faculty member, students will use skills honed in all courses leading up to the master's thesis research project, which is expected to combine research, writing, and analytical methods, to demonstrate expertise within a specific area covered in earlier graduate coursework. Students will be expected to conduct a research study over the course of two semesters and make a clear, educated final recommendation on how to solve, address or advance a key issue or problem within the sports business industry. Personal and colleague-influenced analysis and production along with a demonstration of theoretical and practical knowledge are keys to the finished project. The thesis should contribute new knowledge to the existing work and research surrounding the industry issue or problem. The thesis, delivered in an extended written report along with a timed presentation, brings together the range of learning interest and outcomes accrued over the duration of study within the M.S. in Sports Business degree. Specifically, in the Sports Business Thesis II course, students will collect their data, analyze it, and determine the results of their study. In Sports Business Thesis II, the student will write Chapters 4 and 5 of their thesis and will finalize all thesis chapters in order to submit the final thesis at the end of the semester.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**TCSB1-GC 2975 Baseball Analytics (3 Credits)**

This course explores some aspects of the \$10+ billion industry of Major League Baseball (MLB). The course focuses on using information, data, and technology to address contemporary issues of running an MLB team, with a special focus on baseball operations. Additionally, it discusses MLB's business model and compares it to that of other professional sports. The course examines the economic value associated with winning and losing teams and its implication on the dollar value of players. Furthermore, it discusses the implications of free agency, the amateur draft, sourcing of international players, and the player development system, on a team's business operations and finances. Finally, the course explores contemporary issues such as team-owned regional sports networks and their impact on the sport.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**TCSB1-GC 3000 Sports Business Capstone (3 Credits)**

*Typically offered Fall and Spring*

The Sports Business Capstone requires students to conduct a comprehensive research project within a specific time frame and according to specific guidelines. The topics assigned will reflect current trends within the industry. The project is expected to combine applied research methods and theoretical knowledge to focus on a relevant topical area. Students' work on the capstone project will be evaluated by faculty, administrators, and industry executives.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**TCSB1-GC 3010 Consulting Strategies (3 Credits)**

*Typically offered Fall and Spring*

This course will focus on understanding the roles and responsibilities of consultants, both internal and external. By examining models, approaches, and best practices used by industry consulting professionals, students will understand the process for conducting a consulting project. Topics to be covered include: preparing a proposal, diagnosing organizational culture, contracting with a client, managing client communications, assessing and accessing resources, developing the deliverables, monitoring progress, reporting results, achieving engagement closure, and re-contracting. Students will conduct a consulting project, from contracting to presentation of results, working in teams with appropriate clients under the guidance of a faculty member. Prerequisite: Student must be in their final 12 credits of the program, Applied Research Methods – TCSB1-GC 1060.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**TCSB1-GC 3020 New York Jets Real World (3 Credits)**

NYUSPS is a school committed to offering world-class courses in applied professional studies across multiple disciplines. Students are grounded in theory then asked to apply those theories to specific professional practice areas. New York Jets "Real World" puts the "applied" notion of student learning to the acid test. In this course, students will not apply their knowledge to an academic assignment but to real world business problems for a real world business. The New York Jets, a multi-faceted A-list sports property, have opened up their organization, assigning students real world problems for which they need actionable solutions. On the first day of class Jets will present a brief, outlining a problem in a multi-disciplinary SPS business practice area(s) (e.g. Marketing, Media, Finance, Human Resources, Real Estate, Leadership, Hospitality, etc.) Students will work in multi-disciplinary teams in fluid consultation and communication with Jets executives and SPS faculty to research, prepare, and present their solution on the final day of class. Selected ideas/solutions will be chosen by the Jets to be implemented, concretely, into their business practice.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**TCSB1-GC 3040 Seminar in Sports Law (3 Credits)**

*Typically offered Spring*

An exploration of the impact of the legal system on the sports industry particularly the sources of legal authority, development and recognition of property rights in sports and the substantive principles of contract law. The application of the antitrust laws on sports entities has transformed the structures of sports business. The subjects to be examined in this course include: free agency, the draft, salary caps and the sale of broadcast rights; labor and employment issues; liability related to facility operation, the agent-principal fiduciary relationship; legal protection for intellectual property rights, discrimination including civil rights legislation and gender and race equality, Title IX and the Americans with Disabilities Act (ADA).

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**TCSB1-GC 3045 Seminar in Global Sport (3 Credits)**

In an ever-expanding global industry, effective sports professionals need to understand ongoing and changing trends from a global perspective. This course includes content designed to help students understand the significance of globalization, develop an appreciation for and deep understanding of multiple cultures from the context of sport, and considerations that must be made for any sport organization operating in a global environment. Additionally, students will be exposed to current and emerging trends in the sports industry and will be called upon to utilize strong critical thinking and analytical skills in order to understand, evaluate, and analyze global issues and current and emerging trends in the sports industry.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**TCSB1-GC 3090 Internship II (3 Credits)**

*Typically offered not typically offered*

This course is an additional opportunity to apply classroom knowledge in a business setting over a 10 to 14-week period for graduate students who have successfully completed Internship I – TCSB1-GC 1090. Admission to the internship depends on availability and approval from the cooperating employer and academic department. Prerequisite: Completion of Internship I TCSB1-GC 1090.

**Grading:** GC SCPS Pass/Fail

**Repeatable for additional credit:** No

**TCSB1-GC 3200 Champions (2 Credits)**

This is a course at the intersection of leadership and sports. It draws on the experiences of successful sports industry business leaders, star athletes, and coaches through conversations with Jonathan Tisch, co-owner of the NY Giants of the NFL and two-time Superbowl winning quarterback Eli Manning. These conversations will be analyzed and discussed in virtual meetings and assignments. Champions will cover topics ranging from the importance of team chemistry, the link between winning on the field and success in the executive suite. The course will address issues such as: aligning an organization/team around a common goal; building and sustaining a winning organizational culture; and race and gender issues in sport.

**Grading:** GC SCPS Pass/Fail

**Repeatable for additional credit:** No

**TCSB1-GC 3900 Independent Study in Sports (3 Credits)**

*Typically offered Fall, Spring, and Summer terms*

Provides the opportunity to work with a faculty member on a well-defined specific topic via independent study. Approved topics should be extensions of existing courses previously taken or areas in which no courses are offered. Independent research is intended to extend the student's knowledge in an area in which his or her interest is more specialized than the norm. Requires prior approval of an appropriate academic adviser as to the topic of study. Prerequisite: Divisional Dean approval needed. Applied Research Methods TCSB1-GC 1060

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No