

GLOBAL SPORT (MS)

Department Website (<https://www.sps.nyu.edu/homepage/academics/masters-degrees/ms-in-global-sport.html>)

NYSED: 39920 HEGIS: 0599.00 CIP: 52.9999

Program Description

The Master of Science in Global Sport offered by the NYU SPS Preston Robert Tisch Institute for Global Sport is a 36-credit, low-residency master's degree program that is completed in just 12 months, beginning in September of each year. This global sports management degree is designed for busy professionals from around the world. It offers the convenience of online study with the ability to network in person. It is an online sports management degree that requires only four 1-week residencies in New York City and at NYU global locations. Students in the program acquire comprehensive knowledge and critical skills in key facets of sports business, with a focus on leadership in an international context. Courses familiarize students with sports digital media and marketing; sports analytics; event planning and promotion for global sports events; international sports law; and sports finance, economics, and revenue strategies.

The program purpose is to create a graduate degree that is designed to equip students with the requisite skills to compete in the global sports industry. Such skills include, but are not limited to, a strong understanding of the unique differences between cultures and the business implications of these differences, the role that sports play in a global society, a demonstration of ethical leadership abilities, and the ability to apply critical thinking and analytic skills to complex global sports business issues. Over the last decade, the globalization of the sports industry has created a market opportunity to provide students with a more tailored view of the global sports ecosystem.

Admissions

Admission to master's programs at the NYU School of Professional Studies requires the completion of a U.S. bachelor's degree or its international equivalent. Admissions decisions are made through a holistic review process. Visit the SPS Admissions website (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/graduate-programs.html>) for detailed application requirements and deadlines.

Program Requirements

The program requires the completion of 36 credits, comprised of the following:

Course	Title	Credits
Major Requirements		
GLSP1-GC 1000	Foundations of Global Sport Management	3
GLSP1-GC 1005	The Science of Fandom	3
TCSB1-GC 2085	Digital Sports Media & Marketing	3
GLSP1-GC 1010	Sports Finance and Economics I	1.5
GLSP1-GC 1015	Sports Finance and Economics II	1.5
GLSP1-GC 1020	The Olympics and Global Events	3
GLSP1-GC 1025	Globalization of Sport	3
TCSB1-GC 1040	Sports Law and Ethical Leadership	3
GLSP1-GC 1030	International Sports Law	3

GLSP1-GC 1035	Revenue Strategies	3
GLSP1-GC 1040	Sports Analytics	3

Seminar

GLSP1-GC 1045	Seminar in Sports Leadership	3
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Capstone

GLSP1-GC 3000	Capstone in Global Sport	3
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Total Credits		36
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Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
GLSP1-GC 1000	Foundations of Global Sport Management	3
TCSB1-GC 2085	Digital Sports Media & Marketing	3
GLSP1-GC 1005	The Science of Fandom	3
TCSB1-GC 1040	Sports Law and Ethical Leadership	3
Credits		12
2nd Semester/Term		
GLSP1-GC 1025	Globalization of Sport	3
Credits		3
3rd Semester/Term		
GLSP1-GC 1010	Sports Finance and Economics I	1.5
GLSP1-GC 1015	Sports Finance and Economics II	1.5
GLSP1-GC 1035	Revenue Strategies	3
GLSP1-GC 1020	The Olympics and Global Events	3
GLSP1-GC 1030	International Sports Law	3
Credits		12
4th Semester/Term		
GLSP1-GC 1040	Sports Analytics	3
GLSP1-GC 1045	Seminar in Sports Leadership	3
GLSP1-GC 3000	Capstone in Global Sport	3
Credits		9
Total Credits		36

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Articulate the history, evolution, role, and current structure of the global sports business and culture.
2. Develop fundamental knowledge in sports business functional areas:
 - a. Apply the foundational concepts of sports law.
 - b. Apply the foundational concepts of sports media and marketing.
 - c. Apply the foundational concepts of sports finance, economics, and accounting.
3. Apply the knowledge gained from diverse cultural experiences to address global sports business issues.
4. Demonstrate the ability to source, integrate, and analyze data and information.
5. Integrate objective analysis with subjective judgment into decision-making processes in a balanced manner.
6. Demonstrate empathy for stakeholders and an understanding of their needs and requirements.
7. Design a plan that employs strategic thinking and effective communication to benefit society and stakeholders.

Policies

NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

School of Professional Studies Policies

Additional academic policies can be found on the School of Professional Studies academic policy page (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>)e (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>).