

# SPORTS BUSINESS (MS)

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

**NYSED:** 27870 **HEGIS:** 0599.00 **CIP:** 52.9999

## Program Description

Unlike traditional MBA programs, the master's curriculum for the Master of Science in Sports Business integrates business theory with industry-specific analysis and insight that are immediately applicable in the sports professional's working environment. This 36-credit full- or part-time degree program consists of a sequence of six core courses, the choice of five electives in various areas of professional expertise, and one capstone course.

Before the start of formal classes, Tisch Institute students will participate in a school-wide orientation session and a department-specific orientation.

The general core, comprised of six courses, explores key aspects of the industry, including sports law, sports finance and economics, in addition to digital media and marketing.

While core courses provide a broad overview of the industry, electives allow you to investigate the area of greatest interest to you. After completing the core courses, you may specialize in any of the elective offerings such as Professional and Collegiate Sports Operations, Sports Marketing and Sales, Revenue Strategies and Analytics, or Planning and Development of Major Sporting Events. Also, all students have the opportunity to pursue an internship for academic credit, which provides you with industry experience or the opportunity to expand your expertise into another area of the field.

Finally, the Sports Business Capstone course is the final required course for all students. If you have relevant work experience, you may be eligible to waive a core or elective course with departmental approval. Waivers permit you to take additional courses in selected areas; they do not reduce the number of credits required for the degree.

## 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
<b>Core Requirements</b>		
TCSB1-GC 1040	Sports Law and Ethical Leadership	3
TCSB1-GC 1050	Sports Finance and Economics	3
TCSB1-GC 1060	Data, Decision Making and Analytics in Sports	3
TCSB1-GC 1080	Foundations of Global Sport	3
TCSB1-GC 2085	Digital Sports Media & Marketing	3

TCSB1-GC 2160 The Science of Fandom 3

### Electives

Select 15 credits from the following program courses or courses from 15 other NYU SPS graduate programs with adviser approval:

TCSB1-GC 1010	Seminar in Sports Leadership
TCSB1-GC 2010	Sport Public Relations and New Media Strategies
TCSB1-GC 2015	The Business of Professional Sports
TCSB1-GC 2025	Intercollegiate Athletics
TCSB1-GC 2040	Sport Sponsorship and Sales
TCSB1-GC 2045	Applied Sports Broadcasting Techniques
TCSB1-GC 2055	Labor Relations and Contracts in Sports
TCSB1-GC 2090	Applied Sports Business Intelligence
TCSB1-GC 2975	Baseball Analytics
TCSB1-GC 2050	Amateur Sports Governance
TCSB1-GC 2070	Basketball Analytics
TCSB1-GC 2130	Revenue Strategies & Pricing
TCSB1-GC 2095	Fundamentals of Sports Analytics
TCSB1-GC 2140	Planning & Development of Major Sporting Events
TCSB1-GC 2150	The Business of eSports
TCSB1-GC 3045	Seminar in Global Sport
TCSB1-GC 2190	Sport Business Thesis I
TCSB1-GC 2195	Sport Business Thesis II
TCSB1-GC 2180	Global Sport Immersion
TCSB1-GC 1090	Graduate Internship
RWLD1-GC 3050	SPS Real World
TCSB1-GC 2005	Intellectual Property & Licensing
TCSB1-GC 2170	International Sports Law
TCSB1-GC 3900	Independent Study in Sports

### Capstone

TCSB1-GC 3000 Sports Business Capstone 3

**Total Credits** 36

## Sample Plan of Study

Course	Title	Credits
<b>1st Semester/Term</b>		
TCSB1-GC 1040	Sports Law and Ethical Leadership	3
TCSB1-GC 1080	Foundations of Global Sport	3
TCSB1-GC 1060	Data, Decision Making and Analytics in Sports	3
<b>Credits</b>		<b>9</b>
<b>2nd Semester/Term</b>		
TCSB1-GC 1050	Sports Finance and Economics	3
TCSB1-GC 2085	Digital Sports Media & Marketing	3
TCSB1-GC 2160	The Science of Fandom	3
<b>Credits</b>		<b>9</b>
<b>3rd Semester/Term</b>		
TCSB1-GC 1090	Graduate Internship	3
<b>Credits</b>		<b>3</b>
<b>4th Semester/Term</b>		
TCSB1-GC 2040	Sport Sponsorship and Sales	3
TCSB1-GC 2005	Intellectual Property & Licensing	3
TCSB1-GC 2015	The Business of Professional Sports	3
<b>Credits</b>		<b>9</b>
<b>5th Semester/Term</b>		
TCSB1-GC 3000	Sports Business Capstone	3
TCSB1-GC 2150	The Business of eSports	3
<b>Credits</b>		<b>6</b>
<b>Total Credits</b>		<b>36</b>

## 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. Apply the foundational concepts of sports law.
3. Apply the foundational concepts of sports media and marketing.
4. Apply the foundational concepts of sports finance, economics, and accounting.
5. Apply the knowledge gained from diverse curricular experiences to address sports business issues.
6. Demonstrate the ability to source, integrate, and analyze data and information.
7. Integrate objective analysis with subjective judgment into decision-making processes in a balanced manner.
8. Demonstrate empathy for stakeholders and an understanding of their needs and requirements.
9. 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 pag (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>)e (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>).