

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

All applicants to the School of Professional Studies (SPS) are required to submit the general application requirements (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/general-graduate-admissions-criteria.html>), which include:

- Application Fee
- College/University Transcripts
- Résumé
- Statement of Purpose
- Degree Requirements
- Recommendations
- Kira Talent Assessment
- Degree-Specific Requirements
- English Language Assessment
- Pearson Versant English Placement Test
- International Transcript Evaluation
- International Student Visa Requirements

See degree specific application requirements (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/graduate-programs.html>) for instructions specific to this program.

Program Requirements

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

Course	Title	Credits
Core Requirements		
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	
TCSB1- GC 3090	Internship II	
Capstone		
TCSB1-GC 3000	Sports Business Capstone	3
Total Credits		36

Focus Areas

Students will be advised to complete 3 elective courses in their chosen category. Focus areas are composed of elective courses, which are bundled to help you make decisions about the right course of study for your goals and objectives.

Sports Law

For students who are interested in exploring a career in labor relations, intellectual property and licensing, NIL (Name, Image, and Likeness), and risk management for a professional team, league, or sports property, the sports law focus area offers the following courses:

*Sports Law (Core Course)

- Labor Relations and Contracts in Sports
- International Sports Law
- Intellectual Property & Licensing
- Amateur Sports Governance

Integrated Sports Marketing Communication

For students interested in a career that will be focused around social media, advertising, journalism, and marketing research via communication platforms, the following courses are available:

*Science of Fandom (Core Course)

*Digital Sports Media and Marketing (Core Course)

- Sales and Sponsorship
- Applied Sports Business Intelligence
- Sports Public Relations and New Media

Global Sport

For students interested in exploring careers in an international sport context, such as global consulting strategies or mega sporting events, the following courses are available:

- Foundations of Global Sport Management (Core Course)
- Global Sport Business
- Global Field Intensive
- Olympic and Global Events

- Internship
- Independent Study

Sports Media

For students interested in a career as a public relations manager, sports analyst, or social media coordinator, the following courses are available:

*Digital Sports Media and Marketing (Core Course)

- Applied Sports Broadcasting Techniques
- Sports Sponsorship and Sales
- Sports Public Relations and New Media
- Applied Sports Business Intelligence
- Internship

Sports Operations

For students interested in careers in sports facility management; sports operations management; or sports event coordination, planning, and design the following courses are available:

- Business of Professional Sports
- Intercollegiate Athletics
- Planning and Development of Major Sporting Events
- Olympic and Global Events
- Internship
- Independent Study

Sports Analytics

If you are interested in exploring a career in athletic player performance, sports business performance, and sports customer relationship management (CRM) the following courses may be of interest:

*Data, Decision Making, and Analytics (Core Course)

- Baseball Analytics
- Gridiron Analytics
- Basketball Analytics
- Fundamentals of Analytics
- Revenue Strategies and Pricing
- Applied Sports Business Intelligence
- Internship

Sports Leadership and Finance

For students interested in a career as a financial advisor or business analyst or in pursuing a job in corporate strategy or front office management for a professional team, league, or sports property, the following courses are available:

*Sports Finance and Economics (Core Course)

- Capital Markets and Investments for a Sports Enterprise
- Financial Modeling for a Sports Enterprise
- Seminar in Sports Leadership
- Internship
- Independent Study

Sports Technology

For students interested in careers in sports data analysis, sports video analysis, and sports new media strategies (Virtual Reality (VR)/ Augmented Reality (AR)), the following courses should be considered:

- Sports Technology and Innovation
- Sports Entrepreneurship
- Business of eSports
- Internship
- Independent Study

Applied Sports Research

For students interested in careers involving consumer and market research for sports, sports data science, and sports strategy management, the applied sports research focus area offers the following courses:

*Data, Decision Making, and Analytics (Core Course)

- Applied Sports Business Intelligence
- Sports Business Thesis I
- Sports Business Thesis II
- Internship
- Independent Study

eSports Management

For students interested in sports sales, operations, event planning, and social media as well as coordinating roles within the eSports enterprise, the following courses are available:

- Business of eSports
- Culture of eSports
- Internship
- Independent Study

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
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
Credits		9
2nd Semester/Term		
TCSB1-GC 1050	Sports Finance and Economics	3
TCSB1-GC 2085	Digital Sports Media & Marketing	3
TCSB1-GC 2160	The Science of Fandom	3
Credits		9
3rd Semester/Term		
TCSB1-GC 1090	Graduate Internship	3
Credits		3
4th Semester/Term		
TCSB1-GC 2040	Sport Sponsorship and Sales	3
TCSB1-GC 2005	Intellectual Property & Licensing	3
TCSB1-GC 2015	The Business of Professional Sports	3
Credits		9
5th Semester/Term		
TCSB1-GC 3000	Sports Business Capstone	3

TCSB1-GC 2150	The Business of eSports	3
Credits		6
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. 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 page (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>).