

SPORT MANAGEMENT (BS)

Department Website (<https://www.sps.nyu.edu/homepage/academics/bachelors-degrees/bs-in-sports-management.html>)

NYSED: 08384 HEGIS: 0599.00 CIP: 52.9999

Program Description

This degree prepares students for exciting careers in the multibillion-dollar international business of sports. Students are equipped with the professional expertise necessary to lead and promote sports organizations, develop and manage arenas and stadiums, and produce major sporting and entertainment events. In this program, students:

- Acquire essential industry knowledge and leadership skills in analytics, entrepreneurship, finance, law, marketing and media, and special events, both in and out of the classroom.
- Gain hands-on experience through internships and industry events in New York City and around the globe.
- Build a valuable portfolio of professional experience and an extensive network within the industry—before you graduate, and ahead of your peers.
- Create meaningful consumer experiences, develop new business opportunities, and maximize the boundless potential of this thriving sector.

Admissions

New York University's Office of Undergraduate Admissions supports the application process for all undergraduate programs at NYU. For additional information about undergraduate admissions, including application requirements, see [How to Apply](https://www.nyu.edu/admissions/undergraduate-admissions/how-to-apply.html) (<https://www.nyu.edu/admissions/undergraduate-admissions/how-to-apply.html>).

Program Requirements

The program requires the completion of 128 credits, comprised of the following:

Course	Title	Credits
Liberal Arts Requirements		
<i>Writing</i>		
Select two of the following:		
EXWR1-UC 7502	Writing Workshop I	8
EXWR1-UC 7503	Writing Workshop II	
WREX-UF 101	Writing as Exploration	
WRCI-UF 102	Writing as Critical Inquiry	
<i>Mathematics</i>		
Select two of the following:		
MATH1-UC 1172	Statistical Methods	8
MATH1-UC 1105	Mathematical Reasoning	
MATH1-UC 1171	Precalculus	
MATH-UA 121	Calculus I	
<i>Social Sciences</i>		

Select twenty (20) credits in the Social Sciences ¹	20
ECON1-UC 301 Intro to Macroeconomics	
ECON1-UC 302 Intro to Microeconomics	
ECON-UA 1 Introduction to Macroeconomics	
ECI-UF 101 Principles of Macroeconomics	
PSYCH-UA 1 Intro to Psychology	
SOC-UA 1 Intro to Sociology	
TCSM1-UC 2650 Sociology of Sport	
<i>Natural Sciences</i>	
Select one of the following:	4
ENVST-UA 101 Environment & Society	
ENVST-UA 100 Environmental Systems Science	
Other Physical Science	
Other Life Science	
<i>Humanities</i>	
Select twenty (20) credits in the Humanities ²	20
TCSM1-UC 2550 HOW BASKETBALL CAN SAVE THE WORLD An Exploration of Society, Politics, Culture/Commerce Through/game	
CORE-UA 000 Foreign Language (Select One)	
CORE-UA 400s Texts and Ideas (Select one)	
CORE-UA 500s Cultures and Contexts (select one)	
CORE-UA 700s Expressive Cultures (select one)	
Major Requirements	
TCSM1-UC 1000 Introduction to Sports Management	3
TCSM1-UC 1010 Organizations in Sports	3
TCSM1-UC 1015 Sport Business Practicum	1
TCSM1-UC 1050 Foundations in Sport Entrepreneurship	3
TCSM1-UC 1055 Research Methods	3
TCSM1-UC 1060 Applied Research	3
TCSM1-UC 1071 Strategies for Academic Success	0
TCSM1-UC 1130 Financial Management & Accounting in Sport	3
TCSM1-UC 1350 Senior Seminar in Leadership	3
TCSM1-UC 2100 Public Relations in Sport	3
TCSM1-UC 2320 Sports Law	3
TCSM1-UC 2355 Revenue Generation in Sport	3
TCSM1-UC 2640 Ethical Issues in Sport	3
TCSM1-UC 3660 Sport Marketing	3
TCSM1-UC 3850 Internship	3
Free Electives	
Students may take any nine courses of their choice from the options below. Students may take up to two NYUSPS Real World courses to fulfill the elective requirements. ³	28
TCSM1-UC 1020 Consumer Behavior	
TCSM1-UC 1080 Advanced Seminar in Sports Management	
TCSM1-UC 2010 Internship II	
TCSM1-UC 2020 Global Studies	
TCSM1-UC 2120 Sport Media Storytelling	

TCSM1-UC 2330	Sports Facility Management	TCSM1-UC 3920	Sport Industry Thesis
TCSM1-UC 2425	Financial Modeling in Sport	TCSM1-UC 3955	Sport Technology & Innovation
TCSM1-UC 2430	Capital Markets & Investments in Sport	Total Credits	
TCSM1-UC 2440	Olympic Sport Governance	128	
TCSM1-UC 2450	Legal Skills Seminar		
TCSM1-UC 2460	Antitrust & Collective Bargaining	<p>¹ Students are required to take 20 credits (5 courses) in the Social Sciences. Students are welcome to take any course shown above to fulfill this requirement. Please note, the Sociology of Sport course is topical, and therefore can be repeated for credit.</p>	
TCSM1-UC 2480	Global Professional League Governance	<p>² Students are required to take 20 credits (5 courses) in the Humanities. Students are welcome to take any course listed above to fulfill this requirement. Note: Foreign language courses are not required to fulfill this requirement; however, students are encouraged to take a foreign language if they plan to study abroad. Keep in mind that requirements for NYU Global Internships indicate an intermediate level in a foreign language for certain countries.</p>	
TCSM1-UC 2500	Sports Media Strategies	<p>³ In addition, TCSM1-UC 2550 HOW BASKETBALL CAN SAVE THE WORLD An Exploration of Society, Politics, Culture/Commerce Through/game and TCSM1-UC 2650 Sociology of Sport can be taken as electives if not taken to fulfill liberal arts requirements. Further, electives from outside the program can be taken to fulfill an elective if related to sport management and approved by an academic adviser.</p>	
TCSM1-UC 2520	Digital Media & Marketing in Sport		
TCSM1-UC 2530	Sport & Entertainment Packaging		
TCSM1-UC 2540	Intellectual Property & Licensing		
TCSM1-UC 2550	HOW BASKETBALL CAN SAVE THE WORLD An Exploration of Society, Politics, Culture/Commerce Through/game		
TCSM1-UC 2560	The Psychology of Fandom		
TCSM1-UC 2650	Sociology of Sport		
TCSM1-UC 3010	Foundations in Sport Analytics		
TCSM1-UC 3020	Marketing Research & Analytics		
TCSM1-UC 3030	Advanced Sport Business Analytics		
TCSM1-UC 3100	Sport Broadcasting		
TCSM1-UC 3120	From Field to Screen: Making the Sport Film		
TCSM1-UC 3300	Entrepreneurship I: Incubator Phase		
TCSM1-UC 3310	Entrepreneurship II: Accelerator Phase		
TCSM1-UC 3320	Entrepreneurship III: Iteration & Prototyping		
TCSM1-UC 3410	Sport Event Planning & Operations		
TCSM1-UC 3420	Live Sport Event Management		
TCSM1-UC 3430	Sports Tourism & Mega Events		
TCSM1-UC 3700	Sport Sponsorship Strategies		
TCSM1-UC 3900	Independent Study		
TCSM1-UC 3910	Business of eSports		

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
TCSM1-UC 1000	Introduction to Sports Management	3
TCSM1-UC 1010	Organizations in Sports	3
TCSM1-UC 1071	Strategies for Academic Success	0
WREX-UF 101	Writing as Exploration	4
PSYCH-UA 1	Intro to Psychology	4
CORE-UA 200s	Natural Science 1	4
Credits		18
2nd Semester/Term		
TCSM1-UC 1015	Sport Business Practicum	1
TCSM1-UC 2550	HOW BASKETBALL CAN SAVE THE WORLD An Exploration of Society, Politics, Culture/Commerce Through/game	4
WRCI-UF 102	Writing as Critical Inquiry	4
ECON-UA 1	Introduction to Macroeconomics	4
MATH1-UC 1105	Mathematical Reasoning	4
Credits		17
3rd Semester/Term		
TCSM1-UC 1130	Financial Management & Accounting in Sport	3
TCSM1-UC 2100	Public Relations in Sport	3
TCSM1-UC 1055	Research Methods	3
MATH1-UC 1172	Statistical Methods	4
ECON1-UC 302	Intro to Microeconomics	4
Credits		17
4th Semester/Term		
TCSM1-UC 1060	Applied Research	3
TCSM1-UC 2355	Revenue Generation in Sport	3
TCSM1-UC 1050	Foundations in Sport Entrepreneurship	3
TCSM1-UC 2650	Sociology of Sport	4
CORE-UA 500s	Humanities II	4
Credits		17
5th Semester/Term		
TCSM1-UC 2320	Sports Law	3
TCSM1-UC 3660	Sport Marketing	3

Elective I		
CORE UA 600s	Humanities III	3
SOC-UA 1	Intro to Sociology	4
	Credits	4
6th Semester/Term		
TCSM1-UC 3850	Internship	3
CORE UA 700s	Humanities IV	4
Elective II		3
Elective III		3
Elective IV		3
	Credits	17
7th Semester/Term		
CORE UA Humanities V Elective		4
TCSM1-UC 2640	Ethical Issues in Sport	3
Elective V		3
Elective VI		3
	Credits	3
8th Semester/Term		
TCSM1-UC 1350	Senior Seminar in Leadership	3
Elective VII		3
Elective VIII		3
Elective IX		3
TCSM1-UC 3900	Independent Study	1
	Credits	1
	Total Credits	128

School of Professional Studies Policies

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

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Articulate the history, evolution, role, and current structure of the global sport business and culture.
2. Apply the foundational concepts of sport law, ethics, leadership, and entrepreneurship.
3. Apply the foundational concepts of sport marketing, media, public relations, and research.
4. Apply the foundational concepts of sport finance and accounting, revenue generation, events, tourism, and facilities.
5. Apply the knowledge gained from diverse curricular experiences to address sport management 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. Exhibit strategic thinking and effective communication to benefit society and stakeholders.
10. Demonstrate the ability to integrate and apply classroom knowledge in the sport industry environment.

Policies

NYU Policies

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