

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>).

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: | | 8 |
| EXWR1-UC 7502 | Writing Workshop I | |
| 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: | | 8 |
| MATH1-UC 1172 | Statistical Methods | |
| MATH1-UC 1105 | Mathematical Reasoning | |
| MATH1-UC 1171 | Precalculus | |
| MATH-UA 121 | Calculus I | |
| <i>Social Sciences</i> | | |

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| 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 | |

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| TCSM1-UC 2330 | Sports Facility Management |
| TCSM1-UC 2425 | Financial Modeling in Sport |
| TCSM1-UC 2430 | Capital Markets & Investments in Sport |
| TCSM1-UC 2440 | Olympic Sport Governance |
| TCSM1-UC 2450 | Legal Skills Seminar |
| TCSM1-UC 2460 | Antitrust & Collective Bargaining |
| TCSM1-UC 2480 | Global Professional League Governance |
| TCSM1-UC 2500 | Sports Media Strategies |
| 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 |

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| TCSM1-UC 3920 | Sport Industry Thesis |
| TCSM1-UC 3955 | Sport Technology & Innovation |
| Total Credits | 128 |

- 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.
- 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.
- 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.

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 |

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| Elective I | | 3 |
| CORE UA 600s | Humanities III | 4 |
| SOC-UA 1 | Intro to Sociology | 4 |
| Credits | | 17 |
| 6th Semester/Term | | |
| TCSM1-UC 3850 | Internship | 3 |
| CORE UA 700s | Humanities IV | 4 |
| Elective II | | 3 |
| Elective III | | 3 |
| Elective IV | | 3 |
| Credits | | 16 |
| 7th Semester/Term | | |
| CORE UA Humanities V Elective | | 4 |
| TCSM1-UC 2640 | Ethical Issues in Sport | 3 |
| Elective V | | 3 |
| Elective VI | | 3 |
| Credits | | 13 |
| 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 | | 13 |
| 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/>).