

SPORT MANAGEMENT (MINOR)

Program Description

New York City is home to major sport properties, including professional sport leagues and teams, and marketing and management firms like Octagon and CSM Sport & Entertainment. In addition to major facilities like the Barclays Center and Madison Square Garden, there are also sport non-profits, minor league teams, sport event management firms, high school, parks and recreation, and other organizations in the industry. The minor in Sport Management provides a foundation in the business aspects of sport. In addition to required coursework in sports management, students take electives from specialization areas that deepen their knowledge base and understanding of these industries.

Please note: these minors are only open to SPS, Steinhardt, and Gallatin students. To declare the minor, students should consult the advising team at tisch.institute@nyu.edu.

Program Requirements

All students must complete TCSM1-UC 1000 Introduction to Sport Management and select an area of specialization for this minor.

Course	Title	Credits
Required Courses		
TCSM1-UC 1000	Introduction to Sports Management	3
<i>Required Specialization Course</i>		
		3
<i>Specialization Electives</i>		
		9
Total Credits		15

Specialization: Marketing

Students complete courses in marketing. Required Courses (2): TCSM1-UC 1000 Introduction to Sport Management and TCSM1-UC 3660 Sport Marketing. Students then select three (3) professional electives from the elective list.

Course	Title	Credits
Required Courses		
TCSM1-UC 1000	Introduction to Sports Management	3
Specialization: Marketing		
<i>Required Specialization Course:</i>		
TCSM1-UC 3660	Sport Marketing	3
<i>Electives</i>		
Select three of the following:		
		9
TCSM1-UC 2520	Digital Media & Marketing in Sport	
TCSM1-UC 3020	Marketing Research & Analytics	
TCSM1-UC 2530	Sport & Entertainment Packaging	
TCSM1-UC 3700	Sport Sponsorship Strategies	
TCSM1-UC 2560	The Psychology of Fandom	

TCSM1-UC 1020	Consumer Behavior
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Total Credits 15

Specialization: Analytics

Students complete courses in research and analytics. Required Courses (2): TCSM1-UC 1000 Introduction to Sport Management and TCSM1-UC 1055 Research Methods. Students then select three (3) professional electives from the list.

Course	Title	Credits
Required Courses		
TCSM1-UC 1000	Introduction to Sports Management	3
Specialization: Analytics		
<i>Required Specialization Course:</i>		
TCSM1-UC 1055	Research Methods	3
<i>Electives</i>		
Select three of the following:		
		9
TCSM1-UC 1060	Applied Research	
TCSM1-UC 3010	Foundations in Sport Analytics	
TCSM1-UC 3020	Marketing Research & Analytics	
TCSM1-UC 3030	Advanced Sport Business Analytics	
Total Credits		15

Specialization: Entrepreneurship

Students complete courses in entrepreneurship. Required Courses (2): TCSM1-UC 1000 Introduction to Sport Management and TCSM1-UC 1050 Foundations of Entrepreneurship. Students then select three (3) professional electives from the elective list.

Course	Title	Credits
Required Courses		
TCSM1-UC 1000	Introduction to Sports Management	3
Specialization: Entrepreneurship		
<i>Required Specialization Course:</i>		
TCSM1-UC 1050	Foundations in Sport Entrepreneurship	3
<i>Electives</i>		
Select three of the following:		
		9
TCSM1-UC 3300	Entrepreneurship I: Incubator Phase	
TCSM1-UC 3310	Entrepreneurship II: Accelerator Phase	
TCSM1-UC 3320	Entrepreneurship III: Iteration & Prototyping	
Total Credits		15

Specialization: Law

Students complete courses in sport law. Required Courses (2): TCSM1-UC 1000 Introduction to Sport Management and TCSM1-UC 2320 Sport Law. Students then select three (3) professional electives from the elective list.

Course	Title	Credits
Required Courses		
TCSM1-UC 1000	Introduction to Sports Management	3
Specialization: Law		
<i>Required Specialization Course:</i>		
TCSM1-UC 2320	Sports Law	3
<i>Electives</i>		
Select three of the following:		9
TCSM1-UC 2450	Legal Skills Seminar	
TCSM1-UC 2460	Antitrust & Collective Bargaining	
TCSM1-UC 2540	Intellectual Property & Licensing	
TCSM1-UC 2440	Olympic Sport Governance	
Total Credits		15

Specialization: Media

Students complete courses in media. Required Courses (2): TCSM1-UC 1000 Introduction to Sport Management and TCSM1-UC 2100 Public Relations. Students then select three (3) professional electives from the elective list.

Course	Title	Credits
Required Courses		
TCSM1-UC 1000	Introduction to Sports Management	3
Specialization: Media		
<i>Required Specialization Course:</i>		
TCSM1-UC 2100	Public Relations in Sport	3
<i>Electives</i>		
Select three of the following:		9
TCSM1-UC 2120	Sport Media Storytelling	
TCSM1-UC 2500	Sports Media Strategies	
TCSM1-UC 2520	Digital Media & Marketing in Sport	
TCSM1-UC 3120	From Field to Screen: Making the Sport Film	
TCSM1-UC 3100	Sport Broadcasting	
Total Credits		15

Specialization: Management

Students complete courses in management and governance. Required Courses (2): TCSM1-UC 1000 Introduction to Sport Management and TCSM1-UC 1010 Organizations in Sports. Students then select three (3) professional electives from the elective list.

Course	Title	Credits
Required Courses		
TCSM1-UC 1000	Introduction to Sports Management	3
Specialization: Management		
<i>Required Specialization Course:</i>		

TCSM1-UC 1010	Organizations in Sports	3
<i>Electives</i>		
Select three of the following:		9
TCSM1-UC 2480	Global Professional League Governance	
TCSM1-UC 2320	Sports Law	
TCSM1-UC 2450	Legal Skills Seminar	
TCSM1-UC 2440	Olympic Sport Governance	
TCSM1-UC 3910	Business of eSports	
TCSM1-UC 2330	Sports Facility Management	
TCSM1-UC 3410	Sport Event Planning & Operations	
Total Credits		15

Specialization: Finance

Students complete courses in finance. Required Courses (2): TCSM1-UC 1000 Introduction to Sport Management and TCSM1-UC 1130 Financial Management and Accounting. Students then select three (3) professional electives from the elective list.

Course	Title	Credits
Required Courses		
TCSM1-UC 1000	Introduction to Sports Management	3
Specialization: Finance		
<i>Required Specialization Course:</i>		
TCSM1-UC 1130	Financial Management & Accounting in Sport	3
<i>Electives</i>		
Select three of the following:		9
TCSM1-UC 2425	Financial Modeling in Sport	
TCSM1-UC 2355	Revenue Generation in Sport	
TCSM1-UC 2430	Capital Markets & Investments in Sport	
TCSM1-UC 3010	Foundations in Sport Analytics	
Total Credits		15

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/undergraduate/professional-studies/academic-policies/>).