

# Full-time MBA

## SPORTS BUSINESS CONCENTRATION

Sports enterprises include leagues and teams, mega-events, collegiate and interscholastic athletics, 24/7 media, sponsorship partners, technology-advanced venues, worldwide fan bases, legal and financial groups, consulting firms, entertainment organizations, retailers and manufacturers, and all the firms that support and facilitate elite and everyday sports activities.

As opportunities and risks continue to escalate and spread across the globe, sports businesses require dynamic, complex, analytics-based approaches to finance, operations, and marketing. With a Full-time MBA concentration in sports business, you will develop unique strengths to meet the challenges of this fast-paced, in-demand industry.

### Required Courses

You must complete the following required courses (9 credit hours) plus at least two electives (6 credit hours) to earn the concentration in sports business. Additional electives are available to expand your knowledge in other key areas of the concentration, or to support the areas of focus you choose as requirements.

#### Innovation in Sports Business

Investigates the nature and dynamics of innovation in sports-related industries, including fan engagement, digital and social media, sponsorship, advances in ticket sales and pricing, emerging technologies, revitalizing facilities, and community embeddedness. With an emphasis on methods that drive business innovation and creative strategies to address opportunities and issues, you will build the expertise and skills to generate and apply innovative solutions within the sports industry.

#### Sports Business Analytics

Explores how sports have evolved by using analytics insights, focusing on how technology and data have led teams and other sports businesses to perform more efficiently than ever before. The course focuses on applications in sports contexts, but you will develop and apply analytical skills that are useful in nearly every career. Sports Business Analytics leverages storytelling and logic to strengthen your understanding and interest in both sports and numbers as cornerstones for sports business analysts.

#### Sports Business and Industry Dynamics

Examines the role, nature and dynamics of sports business both across sports industries and for conventional businesses. Through exposure to leading-edge thought, methods, and practices in sports business and analytical exercises and projects in strategic and operational decision-making, you will learn about sports markets and consumers, organizations and leagues, business models, the value chain of sports stakeholders, the influential roles of media and entertainment, the power of sports branding, the development of partnerships and sponsorships, key strategies in finance and marketing, the creation and delivery of exceptional events, and other relevant topics.

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### Required Electives

*(choose 6 credits from this list)*

**MKT 591:** Special/Emerging Topics in Sports Business

**MKT 591:** Consultative Projects in Sports Business

**MKT 591:** Customer Centric Research & Analytics

**MKT 591:** Creating Digital Experiences:  
Interruption to Engagement

**SLB 513:** Sports Law and Business

**CIS 545:** Managing Enterprise System

**CIS 580:** Emerging Technologies in IT

**CIS 510:** Business Process and Workflow Analysis

**CIS 540:** Enterprise Information Security and Controls

### Optional Electives

**SCM 515:** Decision Models for Supply Chain

**SCM 591:** Services in Supply Chain (Prerequisite: SCM 515)

**SCM 591:** Consulting in Business

**SCM 587:** Project Management

**MGT 594:** Venture Capital Experience

**MKT 520:** Co-Creating Value and Innovating Through Services

**MKT 540:** Branding and Customer Markets

**MKT 550:** Creating the Future: Product Service Innovation

**SLB 510:** Amateur Sports Law and Business

**SLB 512:** Professional Sports Law and Business

**SCM 520:** Strategic Procurement

**SCM 521:** Supplier Management & Negotiations  
(Prerequisite: SCM 520)

**SCM 551:** Operations Planning and Execution  
(Prerequisite: SCM 515)

**MGT 591:** IAP Consulting Project

**MKT 555:** B2B: Capturing Value Through Products, Services  
and Customer Solutions

**FIN 520:** Valuation Techniques

**FIN 540:** Advanced Financial Management

**FIN 560:** International Financial Management

### Career Paths

- Marketing strategy
- Revenue and planning
- Digital strategy and analytics
- Business strategy
- Partnership activation
- Brand marketing

### Notable Employers

- Arizona Diamondbacks
- ESPN
- Fiesta Bowl
- Madison Square Garden
- NCAA
- Nike Inc.
- Sacramento Kings
- San Francisco Giants