

# UNIVERSITY OF NORTH TEXAS G. BRINT RYAN COLLEGE OF BUSINESS



## *MBA IN SPORT ENTERTAINMENT MANAGEMENT*

The MBA in Sport Entertainment Management is an intensive 18-month, full-time, cohort-style degree program. Classes are taught at the Frisco, TX UNT campus, and the MBA begins in the Fall semester of each academic year and ends the following Fall. Students accepted the program can expect strong industry interaction designed to enable graduates to become industry-ready and marketable. Taught by the world-class UNT Sport Entertainment faculty with the support of industry partners like the Dallas Cowboys, PGA America, and North Texas Speedway (to name a few), students will engage in a relevant, dynamic educational experience. Upon program completion, graduates will note that their knowledge of the unique business practices related to Sport Entertainment is broadened and they are prepared for back office positions and advancement in professional sports and related fields.

### **COURSE REQUIREMENTS**

#### **FALL (9 HOURS)**

- MKTG 5150 (3 hrs.) Marketing Management
- DSCI 5240 (3 hrs.) Data Mining
- RESM 5600 (3 hrs.) Sports in the Global Marketplace

#### **SPRING COURSES (9 HOURS)**

- DSCI 5180 (3 hrs.) Intro. to the Business Decision Process
- MKTG 5261 (3 hrs.) Corporate Partnerships in the Sport Entertainment Industry
- RESM 5530 (3 hrs.) Sport Law and Risk Management

#### **SUMMER COURSES (9 HOURS)**

- MGMT 5140 (3 hrs.) Organizational Behavior and Analysis
- FINA 5170 (3 hrs.) Financial Management
- BUSI 5190 (3 hrs.) Administrative Strategy

#### **FALL COURSES (9 HOURS)**

- ACCT 5130 (3 hrs.) Accounting for Management
- MGMT 5490 (3 hrs.) Consulting for the Sports Entertainment Industry
- MGMT 5401 (3 hrs.) Talent Management in the Sports Entertainment Industry

### **BACKGROUND COURSES/CONTENT**

Background content includes:

- » Micro and Macro Economics
- » Financial and Managerial Accounting
- » Business Law
- » Marketing
- » Calculus

Deficiencies can be completed through Ivy Software and Responsive.net. The Ryan College of Business Graduate Programs Office works with students to determine if background deficiency courses will be necessary.

### **READY TO APPLY? NEED TO GET ADVISED?**

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAM'S OFFICE  
AT [MBACOB@UNT.EDU](mailto:MBACOB@UNT.EDU) OR CALL 940-369-8977