

POWER YOUR FUTURE

NEW COLLEGE AT FRISCO

UNT

M.B.A. with a focus in **SPORT, ENTERTAINMENT AND EVENT MANAGEMENT**

Are you ready to be a business leader in the sports industry? An M.B.A. in Business Studies with a focus in Sport, Entertainment and Event Management could be your ticket to the top. Take courses at UNT's New College at Frisco and you'll be in the middle of the action where top sports organizations are nearby including the Dallas Cowboys World Headquarters - *The Star* and venues for FC Dallas soccer, Dallas Stars, Frisco RoughRiders baseball, Texas Legends basketball, Allen Americans hockey and Dallas Griffins rugby in Allen.

The degree program, a joint offering from the College of Business and the Department of Kinesiology, Health Promotion and Recreation, will help you master the business side of the sports industry — from finance to marketing to event operations — and take your career to the next level. Because you'll be at ground zero for sports, the program may offer the opportunity for internships and class projects with the big-name sports organizations that will give you the competitive edge. Learn more about the M.B.A. in business studies.

COURSE REQUIREMENTS

CORE COURSES (18 HOURS)

- ACCT 5130 (3 hrs.) Accounting for Management
- DSCI 5180 (3 hrs.) Intro to the Business Decision Process
- FINA 5170 (3 hrs.) Financial Management
- MKTG 5150 (3 hrs.) Marketing Management
- MGMT 5140 (3 hrs.) Organizational Behavior and Analysis
- BUSI 5190 (3 hrs.) Administrative Strategy (last semester)

CONCENTRATION COURSES (15 HOURS SELECT FROM)

- RESM 5060 (3 hrs.) Areas and Facilities for Rec. and Sport
- RESM 5520 (3 hrs.) Strategic Marketing for Sports & Event Org.
- RESM 5530 (3 hrs.) Sport Law and Risk Management
- RESM 5600 (3 hrs.) Sport in the Global Marketplace
- RESM 5610 (3 hrs.) Sport, Ent. & Events in the 21st C. City
- RESM 5900 (3 hrs.) Sports Data Analytics
- RESM 5900 (3 hrs.) Sports Revenue Generation and Sales

DECISION SCIENCE COURSE (3 HOURS)

Select one course from the following:

- DSCI 5240 (3 hrs.) Data Mining
- DSCI 5350 (3 hrs.) Big Data Analytics
- DSCI 5360 (3 hrs.) Data Visualization for Analytics



QUESTIONS OR READY TO APPLY?

Contact a staff member in the College of Business Graduate Program's Office. MBACOB@unt.edu / 940-369-8977

BACKGROUND COURSES/CONTENT

The College of Business Graduate Programs Office works with students to determine if background deficiency courses will be necessary. Background content might include Financial and Managerial Accounting, Business Information Systems, Statistics, Business Law, Finance, Marketing, Micro and Macro Economics, Operations Management and Calculus. Deficiencies can be completed via traditional academic coursework or through Ivy Software. Ivy Software delivers self-paced online learning modules that provide the needed background content without the formally enrolling in courses at UNT. For more information go to cob.unt.edu/ivysoftware.

UNT
EST. 1890

MBA in Business Studies in Sports, Entertainment and Event Management

Course Number		Course Name	Proposed Schedule of Course Offerings		
			FRISCO		
			Fall	Spring	Summer
MBA CORE COURSES (18 hours)					
ACCT	5130	Accounting for Management	16W	8W1 (Online)	
DSCI	5180	Introduction to the Business Decision Process	8W1 (Online)	16W	5W1 (Online)
FINA	5170	Financial Management	8W1 (Online)	16W	5W1 (Online)
MGMT	5140	Organizational Behavior and Analysis	16W	16W	3W1/5W1 (Online)
MKTG	5150	Marketing Management	16W	8WK 1 & 2 (Online)	10WK (Online)
BUSI	5190	Administrative Strategy (This course is taken in your last term)	8W1 (Online)	8W1 (Online)	5W2 (Online)
CONCENTRATION COURSES (15 hours selected from)					
RESM	5060	Areas and Facilities for Recreation and Sports	16W		
RESM	5520	Strategic Marketing for Sports & Event Org	16W		
RESM	5530	Sport Law and Risk Management			
RESM	5600	Sport in the Global Marketplace			
RESM	5610	Sport, Entertainment & Events in the 21st C. City	16W		
RESM	5900	Sports Data Analytics			
RESM	5900	Sports Revenue Generation & Sales			
ELECTIVE COURSE (3 hours)					
DSCI	5240	Data Mining	16W		
DSCI	5350	Big Data Analytics			
DSCI	5360	Data Visualization for Analytics		16W	
BACKGROUND COURSES					
<p>The College of Business Graduate Programs Office works with students to determine if background deficiency courses will be necessary. Background content might include Financial and Managerial Accounting, Business Information Systems, Statistics, Business Law, Finance, Marketing, Micro and Macro Economics, Operations Management and Calculus. Deficiencies can be completed via traditional academic coursework or through Ivy Software. Ivy Software delivers self-paced online learning modules that provide the needed background content without the formally enrolling in courses at UNT. For more information go to cob.unt.edu/ivysoftware.</p>					

*All attempts will be made to offer courses as per the schedule presented above. However, resources constraints and other contingencies may require minor adjustments in course offerings. This is provided to serve as a guide and is subject to change. [Please visit www.essc.unt.edu/registrar/AOP/scheduleclassaop.html](http://www.essc.unt.edu/registrar/AOP/scheduleclassaop.html) to view registration information and dates of 8W1 and 8W2 sessions by semester. 8W1 courses are taught in the first half of the spring and fall semesters, and 8W2 courses are taught in the second half of the spring and fall semesters.