

# UNT College of Business

## MBA in Business Studies | 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)

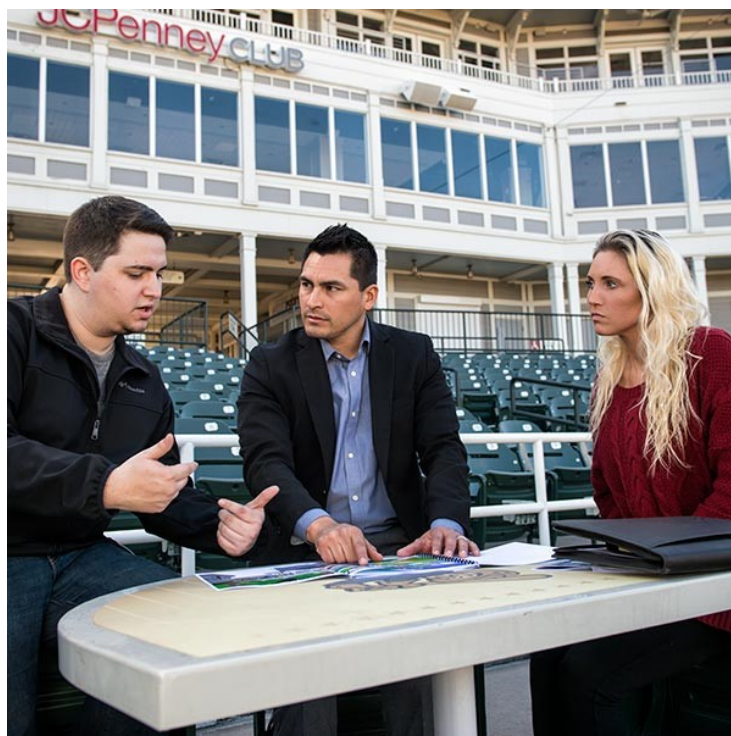
- ACCT 5130 (3 hrs.) Accounting for Management
- DSCI 5180 (3 hrs.) Intro to the Business Decision Process
- FINA 5170 (3 hrs.) Financial Management
- MKTG 5150 (3 hrs.) Marketing Management
- MGMT 5140 (3 hrs.) Organizational Behavior and Analysis
- BUSI 5190 (3 hrs.) Administrative Strategy (last semester)

#### CONCENTRATION COURSES (15 HOURS)

- 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 5510 (3 hrs.) Sports Revenue Generation and Sales

#### DECISION SCIENCE COURSE (3 HOURS SELECT FROM)

- 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](mailto: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 and Responsive.net. Ivy Software and Responsive.net deliver self-paced online learning modules that provide the needed background content without the need to formally enroll in courses at UNT. For more information go to [cob.unt.edu/background](http://cob.unt.edu/background).

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Course Number		Course Name	Proposed Schedule of Course Offerings		
			Fall	Spring	Summer
<b>MBA CORE COURSES (18 hours)</b>					
ACCT	5130	Accounting for Management (Prerequisites: ACCT 5020, ECON 5000, DSCI 5010, MATH 1190 (or calculus))	16W (Frisco) 8W2 (Online)	16W (UNT) 8W1 (Online)	
DSCI	5180	Introduction to the Business Decision Process (Prerequisites: DSCI 5010 or equivalent)	8W1 (Online) 16W (UNT)	16W (Frisco) 8W1 (Online)	5W1 (Online)
FINA	5170	Financial Management (Prerequisites: ACCT 5020, FINA 5040, ECON 5000, MATH 1190 (or calculus), BCIS 5090, DSCI 5010 or equivalent)	16W (UNT) 16W (Online) 8W1 (Online)	16W (UNT) 16W (Frisco)	5W1 (Online) 5W2 (UNT)
MGMT	5140	Organizational Behavior and Analysis	16W (Frisco) 8W1 (Online) 8W2 (Online)	16W (UNT) 16W (Frisco) 8W1 (Online)	3W1 (Online) 5W1 (Online) 5W2 (Online)
MKTG	5150	Marketing Management (Prerequisites: MKTG 3650 OR MKTG 500, ACCT 5020; or consent of department)	16W (UNT) 16W (Frisco)	16W (UNT) 8W1 (Online)	10WK (Online)
BUSI	5190	Administrative Strategy (This course is taken in your last term) Request enrollment <a href="https://cob.unt.edu/masters/request-busi-5190-enrollment">https://cob.unt.edu/masters/request-busi-5190-enrollment</a>	8W1 (Online)	16W (UNT) 8W1 (Online)	5W2 (Online)
<b>CONCENTRATION COURSES (15 hours)</b>					
RESM	5520	Strategic Marketing for Sports & Event Org	16W (Frisco)		
RESM	5530	Sport Law and Risk Management			5-Week (Proposed)
RESM	5600	Sport in the Global Marketplace	16W (Frisco)		
RESM	5610	Sport, Entertainment & Events in the 21st C. City	16W (Fall 2018)	16W (Proposed)	
RESM	5510	Revenue Generation and Sales in Sport Organizations		16W (Proposed)	
<b>DECISION SCIENCE COURSE (3 hours select from)</b>					
DSCI	5240	Data Mining	16W (UNT) 16W (Frisco)		
DSCI	5350	Big Data Analytics		16W (UNT)	
DSCI	5360	Data Visualization for Analytics	16W (UNT)	16W (Frisco)	

\*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 use UNT's Searchable Database (available at <http://registrar.unt.edu/registration>) for information and other offerings of these courses.