University of South Florida

MBA/MS in Sport & Entertainment Management

Database Marketing Analyst

Corporate Partnerships Manager

Premium Sales Account Executive

Marketing Director

Public Relations Coordinator

Events Coordinator

Business Development Manager

Assistant Director of Donor Relations

Analytics Coordinator

Powered by Analytics • Driven by Creativity
Every student who comes to graduate school for career advancement should leave with a job in hand. This program immerses students in learning experiences, helping to create leaders on the field and in the front office. The ultimate result? A 100 percent job placement rate for all sport and entertainment management graduates from the program’s 2014 grads and we expect similar success for future classes. Students shouldn’t have to mortgage their futures to attend graduate school – the guaranteed residency position in year two provides every student with a tuition waiver, stipend and health insurance.

Second-year students take a weeklong class trip to a top industry market outside Tampa Bay. Students in the program are also an integral part of special events such as the Sport & Entertainment Lecture Series presented by FOX Sports Florida, a speaker series discussing global sport and entertainment practices; the Bolts & Bulls Golf Tournament, a golf fundraiser for the program; FOX Sports University, a partnership that allows students to tackle real-world business challenges; and the Sport & Entertainment Analytics Conference powered by Ticketmaster, a platform to discuss the important role of analytics in the global sport and entertainment industry.

“Coming from Greece, the Sport & Entertainment Management program provided me a family atmosphere. The faculty truly cares about every student. Real-world experience during my two years here resulted in securing a job in New York City immediately following graduation.”

- Angelos Paschalis ’15 MBA/MS

About the Program

Made possible by a partnership with the Tampa Bay Lightning, the dual-degree MBA/MS in Sport & Entertainment Management emphasizes the business fundamentals of sport: management, marketing, finance, analytics, creativity and innovation. Alongside 15+ sport and entertainment industry partners, the yearlong residency program provides real-world experience in the sport and entertainment industry while integrating two years of classroom lessons. Graduating students are prepared to advance their careers in the sport and entertainment industry.
Course Work

Foundation Courses

The following courses provide background in several functional areas in order to prepare for more advanced studies and are to be completed before entering the program:

- **MAN 6055** - Organizational Behavior and Leadership (2 credit hours)
- **ISM 6021** - Management Information Systems (2 credit hours)
- **ACG 6026** - Accounting Concepts for Managers (3 credit hours)
- **QMB 6305** - Managerial Decision Analysis (2 credit hours)
- **FIN 6406** - Financial Management (2 credit hours)
- **MAR 6815** - Marketing Management (2 credit hours)
- **ECO 6005** - Introduction to Economic Concepts for Managers (3 credit hours)

Students with a recent undergraduate degree or coursework in business may be able to waive some or all of these courses.

MBA Advanced Tools (12 credit hours)

- **MAN 6726** - Strategic Business Analysis (2 credit hours)
- **GEB 6215** - Communication Skills for Managers (2 credit hours)
- **MAN 6147** - Leadership/Management Concepts (2 credit hours)
- **QMB 6603** - Operations Management and Quality Enhancement (2 credit hours)
- **FIN 6466** - Financial Analysis (2 credit hours)
- **GEB 6445** - Social, Ethical, Legal Systems (2 credits)

Residency in Sport & Entertainment

USF’s Sport & Entertainment Management residency program is designed to serve as a co-op program for graduate students during their second year. Students attend classes two days per week and work three days per week for a sport or entertainment organization in the greater Tampa Bay area, including the Tampa Bay Lightning, Tampa Bay Rays, FELD Entertainment, Seminole Hard Rock Casino, FOX Sports Florida, USF Athletics and VF Majestic, among others.

The residency concept was first envisioned by CEO Tod Leiweke of the Tampa Bay Lightning. According to Leiweke, “Students are not placed merely in an intern role, but instead become true residents and internal consultants at the Lightning, helping our business become better each day and preparing them to become the next great leaders in the sport and entertainment industry.”

Sport & Entertainment Management Concentration

- **QMB 6358** - Data Analytics (2 credit hours)
- **SPB 6406** - Sport & Entertainment Law (3 credit hours)
- **SPB 6719** - Sport & Entertainment Marketing Strategy (3 credit hours)
- **SPB 6706** - Sport Business Analytics (3 credit hours)
- **SPB 6816** - Contemporary Issues in Sport & Entertainment Management (3 credit hours)
- **SPB 6816** - Issues in Sport (3 credit hours)
- **SPB 6116** - Sport & Entertainment Finance (3 credit hours)
- **SPB 6735** - Global Environment of Sport (3 credit hours)
- **SPB 6715** - Sales and Fundraising in the Sport Industry (3 credit hours)
- **SPB 6608** - Issues in the American Sport Industry (3 credit hours)
- **SPB 6807** - Social Media in Sport (3 credit hours)
- **SPB 6946** - Internship in Sport & Entertainment Management (3 credit hours)*
- **SPB 6946** - Internship in Sport & Entertainment Management II (3 credit hours)*

*fulfilled by residency

“After 28+ years teaching sport business and placing students, the USF program with our industry partners, experiential learning curriculum, great faculty and the advantages of the Tampa market is the best situation I can imagine.”

- Bill Sutton, Founding Director
Admission Requirements

- Résumé, statement of purpose and introductory video
- Two letters of recommendation
- GMAT or GRE scores
- Transcript from each junior college, college, or university you have attended
- TOEFL score for international students whose first language is not English

Financial Assistance

USF and the Muma College of Business offer a number of scholarships, graduate teaching assistantships, tutoring opportunities, and Student Excellence Grants to Tampa students. Please visit the USF Financial Aid website at www.usf.edu/finaid for other sources of financial assistance.

How to Apply

Applications are submitted online at grad.usf.edu and are evaluated as they are received. Selected candidates will be invited for an on-campus interview. Non-USF transcripts must be submitted with application. Application deadlines are

Fall Priority Deadline: December 31
Fall Standard Deadline: March 1

Please contact International Services at global.usf.edu/is for more information on international requirements.

Muma College of Business • 4202 E. Fowler Ave., BSN 3403, Tampa, FL 33620

Phone: (813) 974-3637 • Email: sportmba@usf.edu • Web: usf.edu/sportmba