

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



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MUMA
COLLEGE OF BUSINESS
UNIVERSITY OF SOUTH FLORIDA

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)

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

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."



“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.



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