

DEGREE PROGRAMS IN SPORTS BUSINESS

The multi-billion-dollar sports industry is a shape shifter.

The moment someone thinks they've mastered it, the industry morphs into something different and more complex. Colleges and universities must continually evolve their sports degrees to both stay abreast of trends and lead the industry into a new future.

New degrees are springing up, including a multitude of online options designed to be as valuable as the traditional on-campus experience.

Data analytics continues to accelerate. Schools across the board are meeting the challenge of giving the industry's upcoming executives deep knowledge and capabilities so they can shape the future. Esports is a continuing growth area.

One of the biggest topics for every institution is diversity and inclusion, with schools focusing on bringing more women and people of color to the industry.

In short, colleges and universities are tapping into the future of the sports industry, which is increasingly acknowledged as a means for both building a strong bottom line and serving as good corporate citizens. ■

UNIVERSITY OF CENTRAL FLORIDA

Already ranked as one of the top five programs in the U.S., University of Central Florida's sports business masters has shifted into overdrive.

The DeVos Sport Business Management program has added a series of intensive training camps to focus on eight specific areas, tackling additional material not covered in traditional coursework:

- Innovation
- Technology
- Social media
- Esports and gaming
- Player development
- Community engagement
- Diversity and inclusion
- Gender violence prevention

"Each camp will be four to six hours of intense learning with an industry leader with expertise in the area," said Richard Lapchick, chair of the program. "We started last year but will dramatically expand the

series for Fall 2019."

UCF's sport masters is unique. Every August, incoming students begin their degree by rebuilding houses in hurricane-ravaged areas, such as New Orleans or the Florida Panhandle post-Hurricane Michael.

"It's a powerful experience," said Lapchick. "It has transformed our program. By the time we begin classes, students and faculty have formed a tight-knit community."

Students earn two degrees — a traditional MBA and a Master of Sport Management — in their four semes-

ters of on-campus coursework and one semester interning or working.

Throughout their time, students tackle a variety of real-world projects, including producing racial and gender report cards used throughout the sports industry.

They are currently taking on projects for organizations such as ESPN, the Orlando Magic and Minor League Baseball.

"Companies pay us a consulting fee for research and use students'

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University of
CINCINNATI | **ONLINE**



Abe Madkour, center, publisher of Sports Business Journal, stopped in at one of University of Central Florida's sports masters classes. UCF's DeVos Sport Business Management program has an industry reputation for educating future leaders to become good corporate citizens.

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findings within their organizations," said Lapchick. "It is invaluable hands-on business experience."

In addition to rigorous coursework, students are expected to volunteer 42 (Jackie Robinson's number) hours of community service per year. Lapchick said the program is singular in its focus on diversity, ethics, service, leadership and innovation as the pillars of the strong business curriculum.

UCF's prestigious program now caps enrollment at 20.

"We've lowered our enrollment cap to increase the intimacy, as well as to enhance our ability to place students upon graduation," said Lapchick.

In its most recent graduating class of 24, 20 students were already placed in jobs in their chosen careers by the end of their last semester. All 24 are in those jobs or internships.

"Our goal is to develop professionals who have critical sports business management skills, a commitment to using sport to improve life in society, well-developed leadership abilities and uncompromising ethical standards," said Lapchick. "Our graduates go on to lead organizations to build the bottom line and be good corporate citizens in their communities." ■

UNIVERSITY OF CINCINNATI

The Master's of Science in Sport Administration at the University of Cincinnati is designed with a specialized focus on college and high school athletics.

"We're filling a gap in masters-level sport management degree offerings by examining issues facing professionals through the lens of education-based athletics," said Jason Simmons, program coordinator of the Sport Administration degree. "Working in intercollegiate and interscholastic sport requires a different mindset and understanding of the industry than what is typically provided by a standard sports management master's."

Cincinnati's master's is offered both on campus and online. Simmons and the rest of the faculty continually

strive to offer the most up-to-the-minute content in a constantly changing industry. The program consists of 10 in-depth courses that can be completed in a single calendar year.

Seasoned faculty draw on more than 30 years of combined high school and college industry experience to give students the skills and knowledge to succeed as athletic administrators. University of Cincinnati Online has a dedicated roster of faculty advisors always available to offer support and guidance.

The online degree is asynchronous, with a rolling admission that closes one month before the beginning of the semester so that students don't have an endless wait to begin. The GRE (Graduate Records Examination) is only required for applicants with a sub-3.0 GPA. Applicants with three or more years of post-undergraduate sports industry experience can waive the GRE requirement.

Through a unique partnership with the National Interscholastic Athletic Administrators Association (NIAAA), students seeking a career in high school athletics can complete the Certified Athletic Administrator certificate program in conjunction with their coursework. This professional certification demonstrates a commitment to ongoing self-improvement.

University of Cincinnati takes a holistic approach to sports management education. Courses develop proficiency in key business areas, such as marketing, finance, facilities operations, revenue generation and management strategies, yet remains tailored to the challenges of working in intercollegiate and interscholastic sports with offerings in topics such as



University of Cincinnati's sports masters focuses students' attention on futures in intercollegiate and interscholastics.

governance and student-athlete development.

"The student-athlete development course will be a new offering. College and high school administrators face unique challenges," said Simmons. "We want to give them the knowledge to help their student-athletes develop on and off the field. We'll focus on things like student-athlete mental health, work-life balance and the after-college experience. Yes, the business side is critical, but the student-athlete is an important stakeholder, one often overlooked in sport management curricula."

Administrators must help their athletes navigate cultural complexities, whether that's athletes bullied by fans on social media or tempted by illicit substances. Or a case of freshman homesickness.

"We are trying to create awareness of what student-athletes face," said Simmons. "They are brand ambassadors for their schools, but, at the same time, they are under tremendous personal pressure from many sides."

Graduate students in on-campus and online programs have multiple opportunities to apply their newfound knowledge in real-world scenarios, such as working at the 2019 NCAA Men's Final Four in Minneapolis. Students annually attend the NCAA Convention and the meeting of the

Ohio Interscholastic Athletic Administrators Association for learning and networking opportunities.

The program also holds an annual symposium with keynote speakers, breakout sessions and opportunities to mingle with alumni.

Alumni from Cincinnati can be found pursuing careers as athletic directors, facility managers, event coordinators, finance directors and public relations directors. They can also be found nationwide working in fields such as compliance, operations, sales, development and student-athlete advising. ■

DREXEL UNIVERSITY

Drexel University's Master of Science in Sport Management, housed within the LeBow College of Business and offered online, prepares students with a strong foundation in core business disciplines. Students graduate with the broad-based skills needed to become leaders in the global sport industry.

Located in Philadelphia, the heart of the Northeast sports corridor, the university fosters experiential learning opportunities with industry leaders.

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Department of Sport Management

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arena football," said Joel Maxcy, professor and head of the Department of Sport Management. "We have major college athletics and easy access to anywhere in the Northeast. Because of that, we have constant interaction with the industry."

In addition to its online two-year, part-time, flexible MS, LeBow offers three dual-track degrees, combining its MS with an MBA, a Master of Science in Marketing or a Master of Science in Business Analytics.

As yet another option, the university offers a sports minor to graduate students in other business programs, such as Business Analytics, Marketing, Digital Media and Communications.

Drexel University developed its

Drexel developed its sports graduate offerings to give options to those interested in the business side of sports, athletic administration or sport management research.

sports graduate offerings more than a decade ago to give options to those interested in the business side of sports, athletic administration or sport management research.

"We have students from everywhere, with the highest concentration of students here in the Northeast," said Maxcy. "Our goal is to make our degrees possible for people who are already working in their careers. Many are transitioning to the industry and others are ready to advance in established careers. We make it possible for them to carve out their own time for their degree."

Students benefit from lectures by industry executives, as well as practicum and consulting classes with organizations such as NBC Sports Philadelphia and AEG. Students also have an opportunity to work hands-on with organizations such as the Pennsylvania-based National Lacrosse League.

Although the program is online, students have a chance to network with industry executives, faculty and other students during the annual Leadership Conference, an intense whirlwind every summer designed for making important connections.

Maxcy said that the Department of Sport Management is also intensely focused on building gender equity at every level in the industry.

One highlight was its first-ever



At its beautiful campus in Philadelphia, Drexel University offers an array of options for earning a sports masters, from full-time to part-time, and from a master of science in sport management to an MBA with a sport minor, to give working professionals flexibility.

Women in Sports Conference in February, he said. By exploring the perspectives of recent women graduates beginning their careers, as well as executives working in high-powered positions within the industry, the conference took a hopeful look at the future of sport, highlighting the importance of inclusive work environments and encouraging young women to make bold career moves.

"We invited women at the top levels of the industry, including a college athletic administrator and executives

at NBC Sports Philadelphia and the Philadelphia Flyers," he said. "Although the industry has a long way to go toward gender equity, there are a lot more women working in the industry than some people might expect. I'm glad we could bring in role models to encourage women to join the field."

In April, two of its graduate students, Ariana Palmer and Danielle Cook, knocked out a host of other college teams to win the College

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Sport Research Institute Case Study Competition. "I was shocked because we were the only team with two females who also just happened to be African-American," said Cook. "The college sports industry is such a male-dominated industry that I think it's important to highlight the gender and diversity that we represent."

In addition to its masters programs, Drexel offers an on-campus undergraduate degree in sport business. Those students hail from as far away as China and South America. Drexel is well-known for its co-op programs, which add much-needed experience to a new graduate's resume. Students can finish in four years with one co-op or in five years with three co-ops.

Drexel's alumni are found throughout sports business, in fields such as broadcasting, e-commerce, marketing and event management, professional sports and recreational sports. Students have gone on to become sports agents, salary cap analysts, facility managers, athletic directors and intercollegiate athletic administrators.

Drexel LeBow's Sport Management Department has an outstanding faculty, which represents both leading researchers and dedicated teachers. Drexel is known for its research expertise in intercollegiate athletics, sport

and society, and law and economics of sports.

The Sport Management programs offer curricula that combine rigorous academics, industry projects and partnerships with supportive faculty guidance to help students enter the exclusive sport industry.

"A distinct quality of our programs is that we work diligently to connect each individual student with the career of his or her dreams," Maxcy said. "Through supportive and connected faculty, co-op opportunities, relevant guest lecturers and partnerships with key regional and national employers, our programs help students build an industry-relevant resume and a strong network before they ever graduate."

FAIRLEIGH DICKINSON UNIVERSITY

Fairleigh Dickinson, the largest private university in New Jersey, offers a fast-track to a sports administration career by combining its undergraduate and graduate degrees into a single five-year program.

The curriculum, which earns students a bachelor's and a master's in Sports Administration simultaneously, has rapidly become as popular as the school's on-campus and



Fairleigh Dickinson graduate students take an annual trip to the school's Wroxton College in England, for an intense week of hands-on learning, tours and networking with industry experts.

online masters of sports administration.

"Our five-year program is unique in sports administration education," said Dr. J.C. Kim, sports administration program director on the Fairleigh Dickinson University Metro Campus. "Our students can begin taking graduate-level classes in their senior year. We don't have a limit on the number of students. They enroll in the master's level as undergraduate juniors and

must have a grade point average better than 3.0."

The first cohort of about 15 students is preparing to graduate.

"We started small, but we expect that this fall's freshman class will be huge," said Kim.

The traditional on-campus and online master's degrees in Sports Administration remain popular. The

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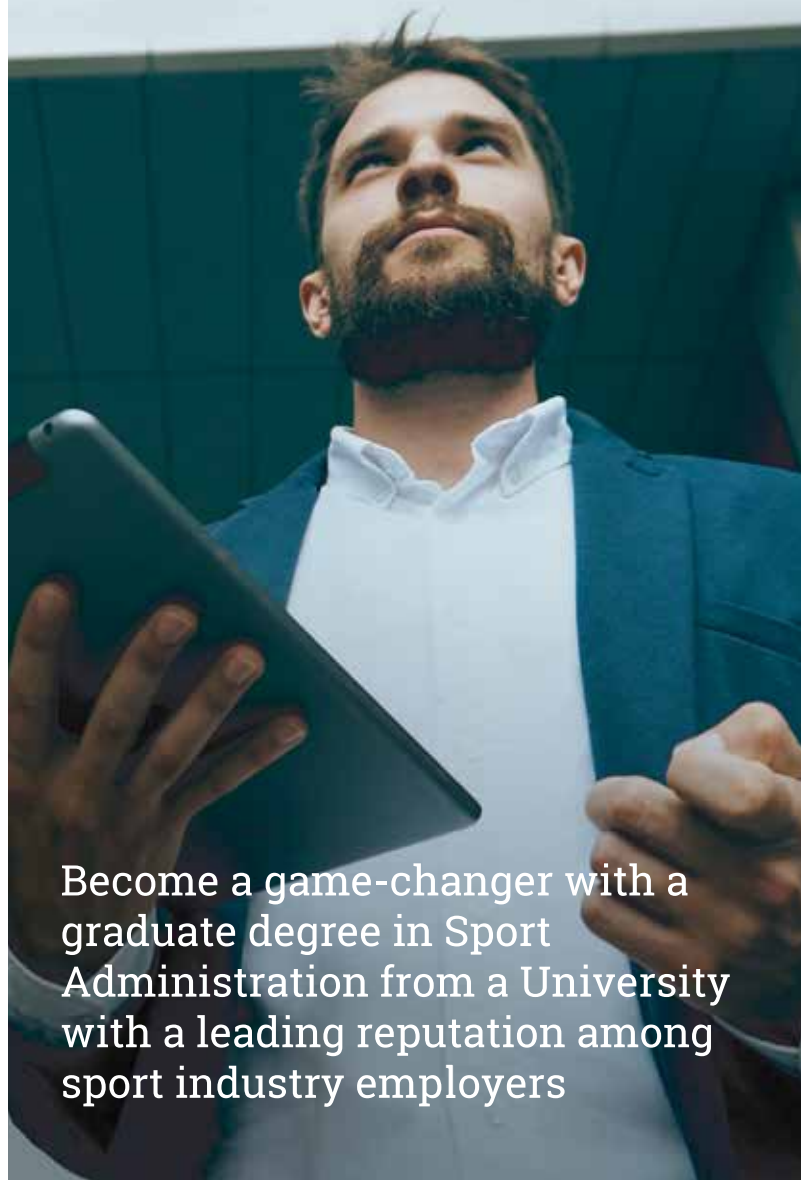
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on-campus version is taught at night to accommodate working students.

"Most of our master's degree students have a job, whether part-time or full-time," said Kim. "Some of them are coaches, in sports teams, or in school administration, and are ready to move to the next level of their careers. Many of them aspire to become athletic directors. All of our degree offerings emphasize business principles and leadership as the No. 1 priority for our graduates."

Fairleigh Dickinson offers incentives to enroll. Applicants are not required to take the GMAT or GRE for acceptance. Every accepted graduate program applicant receives a 50 percent tuition scholarship.

The degree offers core classes in sports research, finance, marketing and legal issues. All students participate in internships. Then, through additional electives, students can choose between two concentrations: sports administration and coaching theory and strategies. In particular, sports administration focuses on developing business leadership, sports in a social context, and fundraising and development.

In addition, Fairleigh Dickinson offers graduate certificates in Sports Administration and Coaching Theory and Strategies. Certificate electives are broad-ranging, from courses in event planning to valuing diversity.

Experiential learning is a priority for Fairleigh Dickinson's programs. In May, Kim takes students to Fairleigh Dickinson's Wroxton College in Britain, for an intense week of classes, tours and networking with industry experts.

"We visit soccer and cricket clubs, rugby, Wimbledon, Queen Elizabeth Olympic Park, Oxford," said Kim. "We bring in guest speakers, such as experts in sports terrorism and sports marketing. It's vital that students gain hands-on knowledge."

Back in New Jersey, Fairleigh Dickinson collaborates with nearby MLS New York Red Bulls and NFL NY Giants to give students hands-on experience in sports sales and sports event management.

"Though we have online students living as far away as California, the majority of our candidates live within easy distance of our campuses, which gives even online candidates ample opportunities to participate in our on-campus events," said Kim.

Fairleigh Dickinson has two New Jersey campuses, Metro and Florham, and both offer full instruction toward the sports administration degree options. Technological advances, such as ITV, make it possible for a single professor to teach on both campuses simultaneously.

"Fairleigh Dickinson's program gave me an opportunity to pursue my passion," said Bryan Wasyluk, manager of arena operations at Barclays Center. "I am grateful that I received a great education and obtained key internships. The professors care deeply about their students both in and out of the classroom."

"Our full-time sports administration faculty are passionate, energetic and young, but with an unparalleled depth of industry and scholarly knowledge," said Kim. "We're dedicated to the success of our graduates."

UNIVERSITY OF MASSACHUSETTS

The Isenberg MS in Sport Management at the University of Massachusetts currently enjoys a well-deserved global ranking because of its ability to give students the skills, credibility and well-connected network they need to build a top career in the sports industry.

For 48 years, the graduate program has offered a cutting-edge mix of theory and practice while educating and training some of the most dynamic leaders in the field.

UMass offers two different tracks: a master of science in sport management and a dual sport management and MBA program. The sport management MS is done in a cohort with MBA students and can be completed in a single intensive calendar year. The MBA is an additional year of coursework and internship.

"We attract top-shelf students," said Janet Fink, chairman of the Mark H. McCormack Department of Sport Management. "We've intensified our focus on bringing more women and people of color to our program. Our efforts have been rewarded. We've seen an increase in applications from a diverse group of potential students."

Fink said both masters are successful because of faculty's relentless efforts on behalf of students, giving especial credit to graduate program director, Steve McKelvey.

"Steve makes the students, faculty, staff and alumni into a family," said Fink. "He matches every student with

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"We've intensified our focus on bringing more women and people of color to our program. Our efforts have been rewarded."

JANET FINK

Chairman, Mark H. McCormack Department of Sport Management | UMass

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an alumni mentor working in the student's area of interest. He constantly talks to each student about personal career goals. I believe that intensely hands-on, personal approach is key to our high placement rates."

Talented classmates challenge each student. Alumni give time and energy to lead students' professional development and to serve as guest speakers and clients. Students take on real-world projects for clients. The payoff?

"We have alumni at agencies, the Olympics, intercollegiate athletics, scouting, front office, professional teams ... you name it," Fink said. "Our students end up in top roles industry-wide."

UNIVERSITY OF MIAMI

University of Miami's Sport Administration master's degree readies students with an intellectually diverse, intense and practical experience so that graduates emerge with a professional skill set designed for the complex, ever-changing sports industry.

Students can choose their own method of learning — on-campus or fully online — without sacrificing the integrity of their degree.

"Our curriculum and our faculty are exactly the same online and on-campus," said Windy Dees, associate professor in the Department of Kinesiology and Sport Sciences. "But our online program is tailored for working professionals, either those already in the sports industry, or those looking to transition out of another field and into sports business. The ability to deliver courses 100 percent online allows us to serve students who cannot put their lives on hold to move to Miami for a year, such as our strong contingent of military members."

Both masters are taught by full-time faculty with terminal degrees and extensive experience working in their respective fields. The professors are also highly published researchers in vast areas of expertise.

"One of our strengths is the diver-



University of Miami brings its prestigious reputation to both its on-campus and online master's degree programs. The global hub offers students access to major league teams, Olympic sports and collegiate athletic departments, as well as a worldwide network.

sity of our faculty and their qualifications," said Dees. "We have backgrounds in marketing, event management, finance, law, communications, leadership and community relations. In addition, we are unique in that we have a dedicated faculty member, Professor Paul Resnick, who works full time with our students, assisting them with internships and full-time jobs."

Another strength lies in University of Miami's location in a diverse, cosmopolitan, thriving sports city.

"We are global in every sense of the word," Dees said. "We have every major league represented here, as well as wide swath of Olympic sports. We have UM alums working at virtually every level of sport and with all the major leagues and many collegiate athletic departments. Our students are also employed around the world. We have such a vast network of industry contacts, both domestically and globally, that we are able to place most students in the areas they want to be."

UOnline students have three optional on-campus events they can use to their advantage, including the annual University of Miami Sport Industry Conference. This two-day event brings about 75 high-level sports industry executives to deliver keynotes, moderate break-out discussions and host networking sessions.

The UOnline cohort is also encouraged to attend the on-campus orientation, which familiarizes students with

the degree's required technology and professors. Online students also have their own on-campus graduation reception prior to commencement.

"One of our leadership council members, Arnold Schreer, now vice president and general manager, partnership development at Home Team Sports, has created scholarships for our online students so that they can travel to Miami to the Sport Industry Conference," said Dees. "We want to ensure that all students have access to the same opportunities whether they are on campus or online."

Flexibility and convenience are a third major factor of Miami's online program. Students can work at their own pace, meeting deadlines throughout each quarter. Every online course is capped at 25 students to give each individual the same attention and dedication as the on-campus program. The online program takes 18 months to complete; the on-campus degree 12 months.

"For people who think an online program doesn't provide the same caliber of engagement with peers and faculty as a traditional one, they're wrong," said Dees. "By the time they graduate, our students tell us they really feel like we are one big family. And most of them say that they could not have earned a degree with the value and prestige of ours if it weren't delivered 100 percent online."

NORTH CAROLINA STATE UNIVERSITY

North Carolina State University tapped an unmet sports education need in Fall 2018 when it launched the first-ever graduate certificate specializing in Sport and Entertainment Venue Management.

"When we surveyed experts across the sports industry, we found that there was a complete lack of collegiate-level education for venue management," said Michael Kanfers, Professor in the Department of Parks, Recreation and Tourism Management. "Venue managers were having to piece together their knowledge on their own."

Kanfers and Assistant Professor Kyle Bunds collaborated with industry professionals and the National Association of Venue Managers to create an in-depth curriculum of four intense courses featuring up-to-the-minute best practices on the complex job of running a sports facility.

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"When we surveyed experts across the sports industry, we found that there was a complete lack of collegiate-level education for venue management."

MICHAEL KANTERS

Professor in the Department of Parks, Recreation and Tourism Management | **NCSU**

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NEW YORK UNIVERSITY

New York University, a long-time leader in sports business degrees, has added yet another arrow to its quiver to bring cutting-edge education and industry knowledge to students.

The NYU School of Professional Studies Preston Robert Tisch Institute for Global Sport will debut a brand-new degree for the fall semester — a master of science in Global Sport — to complement its globally ranked MS in Sports Business.

The degree is a 16-month program designed to be delivered primarily online with four intensive weeks of trips to New York, Tokyo and Madrid. Study trips give students firsthand experience in sports tourism and mega-event planning such as the Olympics, as well as a deep understanding of diverse cultures.

The Tisch Institute for Global Sport has offered its bricks and mortar MS in Sports Business for more than 15 years.

"This new masters is for students who are working globally and don't want to leave their jobs," said Vince Gennaro, associate dean and clinical associate professor of the Tisch Institute for Global Sport. "We will have a very diverse cohort from across the globe — Seoul, Tokyo, Berlin, Brazil, Australia — along with students from New York and the rest of the United States. Not everyone can set aside 18 months of their working lives and move to New York."

Gennaro said the program meets a long pent-up demand, particularly from students wanting a global view of the industry.

"Sports business is increasingly a global phenomenon," Gennaro said.



In addition to its high-profile conferences, cutting-edge education and industry knowledge, NYU's Tisch Institute for Global Sport has a new degree for Fall 2019 — a master of science in Global Sport — to answer an industry need in an increasingly global sports marketplace.

"We've always had international students in our established masters program, but we can now accommodate students in a new way. The New York connection is a tremendous part of our value, but we are so much more than that. NYU has a massive global footprint, with campuses in Abu Dhabi and Shanghai. We've got global academic centers all over the world including Sydney, Tel Aviv, Ghana and Madrid. Yes, we're leveraging New York, but we are expanding students' reach across the globe."

Because the degree is primarily delivered online, students located anywhere can be taught by faculty who are equally widespread, and connect with the Institute's 1,000-strong network of alumni scattered worldwide.

"Like all of our degree programs, we've built our new program on three cornerstones: sports technology and innovation; globalization; and the emerging/changing face of fandom," said Gennaro. "All of those topics are threaded throughout the curriculum, whether that is in our Science of Fandom class or International Sports

Law or Digital Sports Media and Marketing."

Other courses include: Foundations of Global Sport Management; Sports Finance and Economics; The Olympics and Global Events; the Fundamentals of Sports Analytics; and the Globalization of Sport. Students gain advanced knowledge of the global sport marketplace, including the cultural factors surrounding global decision-making. The capstone course provides students with the opportunity to apply the skills and knowledge they've gained to a real-world situation. Students are required to conduct research and employ strong critical thinking to develop a solution for an actual global sports industry issue. By the end of their 16 months, students will have established an important global network of executives and colleagues that will be helpful throughout their careers.

Students and the sports industry have access to cutting-edge research from top-ranked faculty.

"We stay ahead of the issues that are important to the future of the industry. For example, we're studying

the changing face of fandom, delving into the psychology and neuroscience of why we humans care so much about our teams and athletes," Gennaro said.

The Institute is conducting primary research on Generation Z and its impact on fandom. Another hot topic at the Institute is the impact of virtual reality on sports, as well as the impact of 5G technology.

In addition, Gennaro has developed a brand-new course to launch in the upcoming academic year, "Blockchain for Sports." The technology first used as a platform for Bitcoin now has great relevance to the sports industry. The Institute has partnered with HYPE Sports Innovation in Tel Aviv to run a blockchain sports accelerator. Gennaro is currently mentoring several students developing the technology for sports and then will help them pitch their plan to investors.

The Institute has also developed a reputation for embracing the power of sport to create positive social change. One of its recent offerings came from a partnership with Chelsea FC to hold an event at NYU, showcasing the club's "Say 'No' to Anti-Semitism" campaign.

"Chelsea FC created a campaign to combat anti-Semitism in a variety of ways, including taking fans to Auschwitz to learn about the dark history of the Holocaust," said Gennaro. "It's important for students to see that sports organizations can be a force for positive social change and that they, themselves, have an opportunity to be part of something bigger than their own careers."

Next on the horizon? Stay tuned. The Institute is building on the video gaming phenomenon, offering four new e-sports courses, including one that focuses on the culture surrounding e-sports.



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Though sports facilities are the focus, the curriculum is designed to be transferable to other parks, recreation and tourism facilities.

The classes are already filled to overflowing, said Kanter. Students beyond majors in the certificate program are signing up for courses because they value the skills they'll learn.

"Managing a venue is complicated," said Kanter. "Our classes take on topics from crowd management and game-day management

to sustainability and food and beverage management. You have to know how to market your venue, how to keep your guests safe, and how to keep it running in the black. Managers need a strong understanding of everything from event ingress and egress to how the type of glass in the windows can affect the cost of operations. The building requires a lot of people and a lot of skills to keep it running."

Content for the courses is delivered online, which includes weekly webinar-style meetings so that students can directly interact with

other students and faculty. The potent combination of talented faculty and seasoned industry experts ensures students walk away with a truly deep understanding of venue management.

"Davin Olsen, a 30-year venue professional and 22-year manager of PNC Arena in Raleigh as well as an instructor in the program, has been urging us to create this certificate for a long time," said Kanter. "We're proud that NC State has filled this important need in the sports industry."

UNIVERSITY OF NORTH TEXAS

Everything is bigger in Texas. Or, at least it will be if the University of North Texas' brand-new sports MBA has anything to do with it.

Launching in Fall 2019 at UNT Frisco, UNT's sports MBA will come onto the scene with a bang.

With a location directly across from the Dallas Cowboys headquarters, a roster of heavy-hitting faculty members and an AACSB-accredited MBA with a concentration in Sport Entertainment Management, UNT has its sights set on becoming a world leader in the field.

"We want to offer our students one of the best programs in the world," said Dr. Bob Heere, Professor in the Department of Management in the G. Brint Ryan College of Business and Director of Sports Management at UNT. "Our students will receive a thorough grounding in the business of sports from top-quality educators. They will also have unparalleled access to industry leaders who will serve as mentors and guest speakers, and with whom our students will collaborate with on a variety of projects."

Start with its location in Frisco, Texas,

Offering an AACSB-accredited MBA with a concentration in Sport Entertainment Management, UNT has its sights set on becoming a world leader in the field.

which bills itself as Sports City, U.S.A., and is a hotbed of industry activity. In 2018, Money Magazine named Frisco the "Best Place to Live in America." The Dallas Cowboys and the Dallas Stars have their world headquarters there, along with Minor League Baseball's RoughRiders, MLS FC Dallas, the G League Texas Legends, and Major League Lacrosse team the Rattlers. E-sports organizations such as Complexity and Infinite Gaming have also found their way to Frisco.

PGA of America announced in December that it is moving its headquarters to Frisco. UNT is building a permanent Frisco campus on 100 acres adjacent to the PGA's planned 600-acre mixed-use development.

"Partnering with the University of North Texas to help develop tomorrow's sports industry leaders is another way we are helping the game of golf evolve and grow," said John Easterbrook, chief membership officer for PGA of America. "We are committed to providing our PGA golf professionals with educational opportunities to advance their careers. We believe the PGA and UNT will form one of the most meaningful bonds in golf."

"We have strong relationships with

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UNT IS A PROUD PARTNER OF THE DALLAS COWBOYS



UNT brought together Dallas Cowboys executives for an industry panel for DECA High School Day at AT&T Stadium.

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every leading sport organization in the Dallas-Fort Worth area,” said Heere. “We’ve also partnered with top organizations such as GameStop for esports, Topgolf and Lagardere Plus, think about it — when you’re teaching students about best practices, what better example can you expose them to than the Dallas Cowboys’ business model? This is the reason we build a formal partnership with the Dallas Cowboys. We want to make certain our students learn from executives from the most valuable sport team in the world.”

“The Cowboys are excited to have UNT as their educational partner and have been impressed by their commitment to build one of the premier sport entertainment management programs in the world,” said Joe Simler, the Cowboys senior manager for corporate partnership sales. “We are working closely with them as their industry partner to make that happen. We will collaborate on class projects, offer guest lectures, internships and job opportunities.”

The faculty is as strong as the neighborhood. Heere is the incoming president of the North American Society for Sport Management. Joining him this fall is Dr. Matthew Walker, who served as the division chair of the sport management program at Texas A&M University and has deep ties in the sports industry. Roberto Siviero was the Head of Stadiums for the 2014 FIFA World Cup and Head of Sporting Competitions of the Rio Summer Olympics of 2016. After leading the CONMEBOL Copa America tournament this summer, he will join UNT to teach courses and obtain his doctoral degree.

Finally, there’s the strength of the MBA itself. Starting with a cohort of 25 students this fall, the program offers its sports concentration on campus-only, ensuring students have the best opportunities to build that all-important network. Classes are offered through the concept of ‘flipped classrooms’. Students will be asked to analyze the readings through our online platform, and then work on case studies and industry projects in the classroom, while interacting with industry speakers and their fellow students. Everything is oriented toward the industry.

Eric Sudol, who serves as vice president for the Dallas Cowboys and Senior Vice President for Legends is already looking at the future.

“We see this as a first step to a much bigger collaboration,” Sudol said. “Ultimately, by combining our strengths as content partners (i.e. the Dallas Cowboys as ‘best practice’ and UNT as designing the pedagogic framework for those practices), we will offer executive education to athletes and corporations around the world.” Heere added: “We hope to offer a collaborate online professional MBA program by Fall 2020. That program will only be open to people already working in the industry who are looking for more education.”

SAN DIEGO STATE UNIVERSITY

Ranked as one of the top five sports masters degrees in the world, San Diego State University’s Sports MBA program brings constant innovation, a deep bench of seasoned professors and an exceptionally engaged alumni to a rigorous, intensive course of study in a sports-rich landscape.

SDSU is pushing industry boundaries

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Drexel LeBow Sport Management prepares students to thrive in the increasingly sophisticated multi-billion dollar global sport industry. The program immerses students in core disciplines—economics, marketing, media, management, ethics, finance, law and technology—through the lens of sport.

Located in Philadelphia, the heart of the Northeast sports corridor, Drexel LeBow Sport Management provides a wealth of experiential learning opportunities to students through partnerships with major professional and collegiate sports programs.

The business-focused curricula, and opportunities for experiential learning, ensure that students graduate with the broad-based skills needed to become leaders in the global sport industry.

Degrees Offered:

- BSBA in Sport Business
- MS in Sport Management



DREXEL UNIVERSITY

Sport Management
LeBow College of Business

LEBOW.DREXEL.EDU



San Diego State University's Sports MBA has a well-deserved reputation for selecting highly motivated students and delivering a forward-looking curriculum. SDSU graduates go on to become industry leaders.

PROGRAMS, FROM PAGE 31

once again with its newest offering, a course specifically focused on business intelligence. Using computer analytics programs such as TABLEAU and SQL, the course takes the industry's scatter-shot approach to analytics and distills it down to a singularly focused offering that is practical for every aspect of sports business.

"It's a rarity for a sports program," said Scott Minto, director of the MBA program. "Analytics has been on the scene for a while, but our course takes the knowledge out of the data department. This makes it accessible and necessary for everyone in the industry, whether they want to work in partnerships or marketing or sales. This intelligence course and its applications throughout our MBA is a major shift in our curriculum. We believe that the knowledge we offer in this course will become the industry standard of the near future."

SDSU's Sports MBA is housed in the Fowler College of Business, offering students a widely recognized and accepted MBA.

The Sports MBA includes courses necessary for an accredited MBA that can be used in any industry, yet with each one specifically tailored to the contemporary business of sports. It is an accelerated program, intended for exceptionally high-performing students who thrive in an intensive environment.

"We pride ourselves on the fact that nearly all of our courses are taught by full-time PhD faculty members," said Minton. "It ensures you're learning practical skills from seasoned educators. We're fortunate that our location in sports-rich San Diego affords our students access to a constant stream of guest lecturers from every segment of the industry."

The program accepts fewer than 25 students into each 18-month cohort. Students are on campus for three straight semesters, beginning in January, running through December. The final semester, students serve as graduate consultants with a sports organization, either as graduate assistants or in most instances, fully employed members of the

organization.

"The reputation of SDSU Sports MBA depends on selecting motivated students and rigorously educating them with new skills so that, after graduation, they become industry-leading alumni," Minto said. "As these alumni look to hire talent in the future, our program is always the first place they look, because they know they'll get a highly qualified MBA with a great analytical toolkit."

UNIVERSITY OF SAN FRANCISCO

Three words describe the University of San Francisco's Sport Management Master's program: Legacy. Leadership. Location.

Consistently ranked as one of the top programs globally, USF's masters boasts more than 2,500 alumni serving as leaders of the sports industry over the past three decades.

"We say that you're a student for 23 months, but you're an alumni for life," said Brent von Forstmeyer, the program's Director of Administration. "Our alumni are extraordinarily involved. The reason our program is so strong is because our alums will pick up the phone for current students and go for that cup of coffee. At our heart, we're a community, with alumni always ready to help the next generation."

Students spend one evening a week in class on either the San Francisco or Orange County campus, giving them the opportunity to work or intern in sports from San Diego to Sacramento. Every cohort takes one class at a time, each lasting six to eight weeks. Full-time faculty commute between the two campuses to ensure every student receives the same high-quality education.

"Our faculty are seasoned academics who are also deeply enmeshed in the sports industry, heading their own agencies, for example," said Ashley Sloper, the program's Associate Director. "That ensures our students receive the most up-to-date degree in a dynamic industry."



USF Sport Management offers the course, Global Sport Management Immersion in South Africa. During their study abroad, USF Sport Management students spent time with young athletes of the Alexandra Baseball Club. Our students worked with the Baseball Without Borders Foundation to provide much-needed equipment and apparel to the team.

In their short 23 months, students complete over 1,000 hours of internships with teams, universities and agencies. USF has deep relationships in the industry to help students advocate for their positions.

"Students have such varied interests that we encourage them to craft their own internship and elective experiences to meet their individual career goals," Sloper said.

USF's program also offers an impressive array of scholarships, including the Pat Gallagher

Fellowship, which awards the winner the opportunity to work at every executive level of the San Francisco Giants. The Katharine Feeney Memorial Scholarship offers a \$10,000 award along with a chance to work with Major League Baseball or any of its ball clubs. After Katy Feeney's death in 2017, her family honored her 40-year MLB career by establishing the scholarship for female students.

To learn more about USF's Sport Management Master's program, contact sminfo@usfca.edu.

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Master of Arts in
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