

SPORT AND ENTERTAINMENT MANAGEMENT, PH.D.

The Ph.D. program in Sport and Entertainment Management is designed to meet the demand by the industry and educational institutions for high quality academicians with a sport and entertainment management background. Students will be given the opportunity to generate industry-specific knowledge through exposure to and participation in academic research with a discipline-specific application. Subsequently, as professors, they will be equipped to disseminate such knowledge to the public and industry stakeholders.

Learning Outcomes

- Upon completion of all core coursework, students will be familiar with key research in the areas of sport and entertainment management, marketing, finance and law.
- Students will have the necessary skills to lead and conduct their own research projects, and be able to cooperate with, or support other scholars in their scholarly endeavors.
- Students will acquire skills needed to teach in a college setting.