

BUSINESS ANALYTICS/ SPORT AND ENTERTAINMENT MANAGEMENT. M.S.B.A./ M.S.E.M.

The Master of Science in Business Analytics (MSBA)/Master in Sport and Entertainment Management (MSEM) Combined Degree provides students with an opportunity to gain comprehensive knowledge that will lead to career advancement in sport data science and analytics. Candidates will have the opportunity to expand their skills and knowledge in general business analytics, while gaining specialized knowledge regarding the application of these skills within the field of sport and entertainment management. This combined degree also allows the University of South Carolina to be competitive among peer institutions that offer sport analytics degrees and dual degrees in sport management and analytics.

This combined degree program will allow both the Department of Sport and Entertainment Management and the MSBA program to recruit a new type of student who is interested in obtaining a comprehensive degree preparing them for a career in sport data science and analytics.

Admissions Requirements

1. The Admissions Office should normally admit applicants who meets the following conditions:
 - a. Applicant has a minimum total GMAT is 650 or the GRE score is 305.
 - b. Undergrad GPA of at least 3.0
 - c. Applicants are also expected to have at least one semester of calculus or similar quantitative training.
 - d. Preference will be given to STEM majors or applicants with strong quantitative backgrounds as well as students who have a minor in business.
1. Evidence of English proficiency includes a minimum TOEFL score of 100 – internet-based or a minimum 7.5 IELTS score. Waivers may be considered where command of English language is demonstrated, such as award of another English-language graduate degree.
1. The GMAT/GRE requirement may be waived for applicants with superior performance in their undergraduate studies and/or significant related previous work experience.

MSEM/MSBA Admission Note: MSEM generally admits applicants with a 300 GRE (verbal and quantitative combined) or an equivalent GMAT score. Applicants to the MSEM/MSBA will be admitted if meeting MSBA criteria #1, otherwise they will fall under review for conditional admission. The director and/or a faculty member from each program will review these conditional admit students jointly to make a decision on admission. The faculty director of MSEM will consult with the director of the MSBA to determine if previous work experience is significant in relation to the GMAT/GRE waiver.

Degree Requirements (54 Hours)

Course	Title	Credits
Fall Year 1		
MGSC 772	Project Management	3

MGSC 790	Data Resource Management	3
MGSC 711	Quantitative Methods in Business	3
MSBA Elective		3
SPT 790	Sport and Entertainment Finance (or SPT Elective)	3
Spring Year 1		
ECON 736	Applied Econometrics (or MSBA Elective)	3
MGSC 777	Advanced Quantitative Methods in Business	3
Practicum project course or related internship		
MSBA Elective		3
SPT Elective		3
Summer Year 1		
SPT 640	Venue Management: Principles and Practices	3
SPT 701	Management in the Sport and Entertainment Industry	3
SPT 730	Advanced Sport and the Law	3
SPT 760	Principles of Sport and Entertainment Marketing	3
SPT Elective		3
Fall Year 2		
HRSM 795	Field Project in Hospitality, Retail, and Sport Management	6
SPT Elective		3
Total Credit Hours		54

MSBA electives include: ACCT 737, ACCT 741, CSCE 585, CSCE 587, ECON 594, ECON 711, ECON 736, FINA 746, FINA 760, FINA 762, FINA 772, IBUS 739, IBUS 740, MGMT 737, MGSC 776, MGSC 778, MGSC 796, MGSC 873, MKTG 708, MKTG 715, MKTG 717, MKTG 722, MKTG 723, MKTG 740, and MKTG 750.

SPT electives include: SPT 501, SPT 545, SPT 550, SPT 560, SPT 565, SPT 570, SPT 580, SPT 585, SPT 590, SPT 635, SPT 650, SPT 655, SPT 720, SPT 736, SPT 746, SPT 750, SPT 765, SPT 775, SPT 780, and SPT 781.