

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.