

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

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
SPTE 790	Sport and Entertainment Finance (or SPTE 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		3
MSBA Elective		3
SPTE Elective		3
Summer Year 1		
SPTE 640	Venue Management: Principles and Practices	3
SPTE 701	Management in the Sport and Entertainment Industry	3
SPTE 730	Advanced Sport and the Law	3
SPTE 760	Principles of Sport and Entertainment Marketing	3
SPTE Elective		3
Fall Year 2		
HRSM 795	Field Project in Hospitality, Retail, and Sport Management	6
SPTE 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.

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