

SPORT AND ENTERTAINMENT MANAGEMENT, M.S.E.M. AND M.B.A.

The combination Degree in Master of Sport and Entertainment Management and Master of Business Administration (MSEM/MBA) is designed to train individuals for long-term career advancement in the fields of sport, entertainment, and venue management. Candidates will have the opportunity to expand their knowledge in the general field of business and obtain leadership skills, while gaining specialized knowledge in the sport and entertainment discipline to advance in the field.

Each student enrolling in the combination degree will take 42 credit hours (36 MBA; 6 MSEM electives) during the first year as a DMSB student in the 1MBA program. In the second year, the student will be enrolled in the College of HRSM, taking 24 hours of MSEM classes (36 required to graduate minus the 6-hours MSEM electives taken in year one and 6-hours of MBA classes that count toward the MSEM).

Learning Outcomes

Graduates of the program will be able to:

1. apply learned concepts and theory to demonstrate an understanding of the nature of the sport and entertainment industry.
2. understand and have an appreciation for how research is used by and beneficial for sport and entertainment organizations and/or academics.
3. demonstrate an ability to develop and explain workable solutions to various industry problems,
4. appropriately use concepts and frameworks to analyze and evaluate business decisions that encompass ethical, analytical, and culturally sensitive dimensions within an organizational context.
5. analyze business situations and make decisions that demonstrate understanding through the use of cultural and ethical frameworks.
6. evaluate and integrate concepts and frameworks articulated in core functional areas of business and within the international business arena.
7. evaluate and solve in-depth business problems using concepts and frameworks within at least one functional area of business.
8. demonstrate effective oral and written communications.