The MBA in Sport Entertainment Management is an intensive 18-month, full-time, cohort-style degree program. Classes are taught at the Frisco, TX UNT campus, and the MBA begins in the Fall semester of each academic year and ends the following Fall semester. Students accepted into the program can expect strong industry interaction designed to enable graduates to become industry-ready and marketable. Taught by the world-class UNT Sport Entertainment faculty with the support of industry partners like the Dallas Cowboys, PGA America, and North Texas Speedway (just to name a few), students will engage in a relevant, dynamic educational experience. Upon program completion, graduates will note that their knowledge of the unique business practices related to Sport Entertainment is broadened and they are prepared for back office positions and advancement in professional sports and related fields.

DEGREE REQUIREMENTS

FALL COURSES (9 HOURS)
- MKTG 5150 (3 hrs.) Marketing Management
- DSCI 5180 (3 hrs.) Intro to the Business Decision Process
- MKTG 5900 (3 hrs.) International Brand Strategies in the Sport Entertainment Industry

SPRING COURSES (9 HOURS)
- ADTA 5160 (3 hrs.) Sport Entertainment Analytics
- MKTG 5261 (3 hrs.) Corporate Partnerships in Sport Entertainment
- OPSM 5900 (3 hrs.) Sport Event and Venue Operations Management

SUMMER COURSES (9 HOURS)
- MGMT 5140 (3 hrs.) Organizational Behavior and Analysis
- FINA 5170 (3 hrs.) Financial Management
- MGMT 5870 (3 hrs.) Leadership Research and Development
- BUSI 5190 (3 hrs.) Administrative Strategy

FALL COURSES (9 HOURS)
- ACCT 5130 (3 hrs.) Accounting for Management
- MGMT 5490 (3 hrs.) Consulting for the Sports Entertainment Industry
- MGMT 5401 (3 hrs.) Talent Management in the Sports Entertainment Industry

BACKGROUND COURSES/CONTENT

Economics and Finance Foundations
Accounting Foundations
Business Law

Deficiencies can be completed through Ivy Software and Responsive.net. The G. Brint Ryan College of Business Graduate Programs Office works with students to determine if background courses will be necessary or strongly recommended.

READY TO APPLY? NEED TO GET ADVISED?

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAM’S OFFICE AT RCoBMasters@unt.edu OR CALL 940-369-8977